

Course: Business English Level 3

Day №15

**How do you usually communicate with
colleagues in your office?
Colleagues in other offices?**



UNIT 8 : Communication

8.1 Comparing different media



Read about 5 different means of communication. Make notes about the advantages and disadvantages of each method.

BUSINESS LETTERS are still used quite frequently by businesses despite the fact that it's slow and time-consuming to send them. One main reason is that companies are able to send out brochures and other publicity attached to the letter. Of course, letters are also used for more formal communication, and have the advantage of being on good quality paper with the company logo in color.



FAXES are still sent by almost everybody. It's rare to find a company without a fax machine. The quality is improving but there are still many companies who receive their faxes on poor quality paper. Sending a fax can be quick and cheap unless you need to send a fax to several destinations or to international destinations.



EMAIL has taken over as the main method of communication. It's fast and cheap. The volume of the communication has increased with email, and there is a danger that employees become swamped. Many workers agree that they have less time now that they use email.



TELEPHONING is still the most effective way of communicating after face-to-face contact. The real-time communication allow things to be done in a much more efficient way. The problem of course is that people cannot normally choose when to receive a phone call, whereas they can choose when to read a message. Cost is also an issue, as bills can run pretty high.



VIDEO CONFERENCING used to be a tool exclusively for executives of large corporations as the cost of the satellite video calls is very high. However, internet video conferencing is now taking off because it is relatively cheap. It has the advantage of real-time audio and video, allowing you to see the expressions on the faces of the people you are talking to. It also enables many people to join the conference for virtual meetings, as long as they have the right equipment and technology.



Comparing using and or but.

| | | | |
|-----------------------------|-------|--------------------------|-------|
| advantage + advantage | = and | advantage + disadvantage | = but |
| disadvantage + disadvantage | = and | disadvantage + advantage | = but |

Example:

Sending a letter is much slower but it looks more professional.



Talk about the advantages and disadvantages of each method of communication.
Which of these do you utilize and for what purpose? Are they effective ?

BUSINESS LETTERS

FAX

EMAIL

PHONE

VIDEO CONFERENCING



Which technology allows colleagues to work jointly on a text-based projects?

Which technology allows for face-to-face meeting at a distance?

Which technology allows colleagues to share information on individual projects?



UNIT 8 : Communication

8.2 Selecting the right media



COLLEAGUE 1 : ...With all the new offices that are opening around the region, I wonder if we could be communicating a bit better.

COLLEAGUE 2 : Yeah, I'm worried that some of our people are feeling isolated. We need them to feel like part of the team.

COLLEAGUE 3 : Well, how much contact with each other do you have now?

COLLEAGUE 1 : We mainly rely on email. But I think that's too impersonal. I think everyone wants to hear a voice occasionally. We telephone about once a week, but it's expensive and not ideal.

COLLEAGUE 3 : Have you considered video conferencing?

COLLEAGUE 2 : I looked at it, but it's very expensive.

COLLEAGUE 3 : What about video conferencing through the internet. That's much cheaper.

COLLEAGUE 2 : I'm not familiar with it.

COLLEAGUE 1 : I've played with the software. It's quite easy to set up and use. I think we could install the software on the computers in our offices pretty quickly.

COLLEAGUE 3 : Let's look at that then. I think it could be an inexpensive way for us to have face-to-face meetings on a more regular basis.

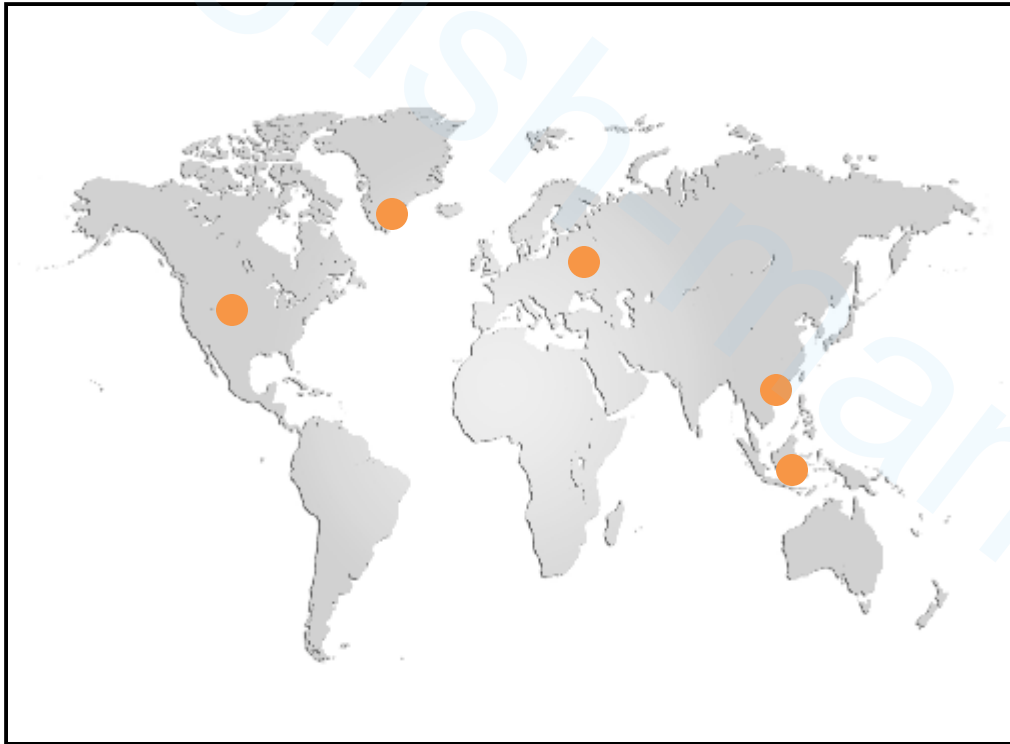
Question: What media did they decide to try in this situation? Why?

Decide which type of communication media would be best for each situation.

| |
|--|
| video conferencing email fax letter telephone call |
|--|

1. You want to have a quick discussion with a colleague but you also want to keep a permanent record.
2. You want to hold a simultaneous meeting with three remote offices, but you don't have time or money to bring everyone together face-to-face.
3. You have an official announcement to make to all offices.
4. You received a letter that you want all offices to see.
5. You need a quick answer to some important questions from an overseas office.

What's your opinion?



Your company has small offices in Tokyo, New York, Moscow and Hong Kong. The regional office is in Singapore. The company wants to improve communications. Discuss the technology needed by the offices and how often do they need to communicate.

***Thank you for
today!***

***I'm looking forward to
seeing you again!***