



# Communication Perspectives in Modern Businesses

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Edited by  
Manpreet Arora  
Roshan Lal Sharma

Communication Perspectives  
in  
Modern Businesses

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## Nonverbal Communication and Its Growing Relevance in Business

*Prakash Kumar Meher & Roshan Lal Sharma*

Communication can be considered as one of the oldest practices performed by human beings. It is “a process by which information is exchanged between individuals through a common system of symbols, signs, or behavior” (*Online Merriam-Webster Dictionary*). According to W. R. Wilson, it occurs “wherever the behaviour of one individual (the sender) influences the behaviour of another individual (the receiver)” (qtd. in Mandal 417). Thus, the communication process involves at least two persons, the sender and the receiver. Communication also signifies the act of sharing one’s ideas, thoughts, knowledge, etc. to another person. The communication process can either be verbal or nonverbal. Verbal cues usually point toward spoken languages whereas nonverbal cues imply the sharing of information without using words.

When it comes to historical writings vis-à-vis communication, Peter Simonson, Janice Peck, Robert T. Craig and John P. Jackson Jr. argue that, these date back to the seventeenth and eighteenth centuries. For them, ‘communication’ becomes “an important keyword in English, French, and Scottish philosophical discourses. . . .” (17). Moreover, the emergence of writings concerning to communication occurred in the backdrop of many socio-historical events. European colonization along with the religious war among Catholics and Protestants stimulated its rise. Further, the world witnessed the scientific revolution during that time, and it changed the entire course of human life. Similarly, the

## Chapter-9 Ethical Communication in a Post- Truth World

*Prateek Deswal & Roshan Lal Sharma*

Ethical communication can have multiple meanings. It can pertain to honesty and integrity in the process of communication and can also mean representing factual information or objective reality devoid of any bias or prejudices. This multiplicity behind the term can be attributed to the reason that “ethics is a nebulous subject” (Merrill 1). The meaning behind this term remains ambiguous and is probably the reason that ethical communication remains an even more indefinite and indeterminate field of enquiry. To study ethical communication in contemporary age can be a double-edged sword because “philosophy hasn’t always viewed ethics and communication as bedfellows” (Cheney, *Just a Job* 51). On one hand, it seems a commonplace activity driven by some principles, but on the other, it can be intriguingly complex when observed through theoretical and philosophical lens because communication not only helps human beings comprehend the world around us but also create/construct it. Substantiating the relevance of communication, Littlejohn comments thus: “In learning more about theories of communication you, too will be responding to a different world – a world much richer, more creative, and more complex” (4) because within the act of communication lies the essence of reality as perceived by humans.

One of the chief principles of ethical communication is to project objective reality. Reality and communication or rather the

## Business Communication: Its Ethical Dimensions

*Rohitashv Yadav & Roshan Lal Sharma*

Communication may be understood as a process of interaction through verbal, non-verbal, written, and visual medium. In the digital age of today, it has extended its boundaries to be able to exchange messages among communities. It enables people to connect both personally and professionally. It connects the world through numerous modes. New media landscape is a fast growing platform of communication which connects the world. Communication may be viewed as “an exchange of idea, exchange of feeling, exchange of sign, exchange of symbol, exchange of philosophy” (Rathore 1). It is a means to build healthy relationships among people. Any business firm’s good image gets established because of its commitment to do social welfare. Communication thus is essential to develop healthy relationship between a business organization and its customers.

Business communication strategies involve arguments to persuade customers to set up consumer alliances for encouraging consumption of goods. Production and consumption are interrelated processes. Communication strategies of marketing come up with the aim to attract customers. The very purpose of communication is to attract customers and convince them to buy products. In other words, “Communication is a symbolic, interpretive, transactional, contextual process in which people create shared meaning” (Liu 4). So, the nature of communication is dependent on encoder and decoder of the message. It can have



## How Has Post-Truth Impaired Communication in the Crisis of the Present?

*Manish Kumar & Roshan Lal Sharma*

The term 'post-truth' is of immense interest in debates and discussions these days. It denotes almost everything that cannot be associated with the notion of truth despite the false impression of equivalence that 'post-truth' tends to give. However, the term should not be reduced mere to propaganda or falsehood as McIntyre would suggest simply because the notion emerged in response to a "sense of regret...that truth is being eclipsed" which further "presumes a view: that facts and truths are endangered in today's political arena" (Mcintyre xiii). Moreover, truth can only be authenticated on merit to see to how well it fits reality; ethics and values further strengthen its grounds. Although thinkers emphasize that truth must establish reasons, observations, and facts, yet some philosophers challenge the concept and its praxis.

Friedrich Nietzsche while questioning the notion of truth writes thus: "What is truth? A mobile army of metaphors, metonyms, and anthropomorphisms, in short, a sum of human relations which were poetically and rhetorically heightened, transferred, and adorned, and after long use seem solid canonical, and binding to a nation" (Nietzsche 84). Nietzsche's postulations about truth somehow seem to point towards the arena of post-truth. He further considers truth as "illusions" whose illusionist aspects have been forgotten and a "worn-out metaphor without