RESEARCH DESIGN

1. INTRODUCTION

The communication between one party and another over distance has been one of the driving factors in the advance of human civilization and commerce. While face-to-face interaction can be accomplished, advantageous communication requires some deeper pondering of behaviour. Current communication technologies, such as video teleconferencing, have gained popularity by adding the capability of viewing the party with whom one is speaking, and enable use of visual aids and to interpret reactions. This has added complexities of behaviour as well as dimensions to communication. The present thesis works upon the role of General Semantics in Business Communication.

This is only the beginning in the development of emerging fields for improving our ability to communicate. As new fields have emerged, their applications have also changed. The introduction of General Semantics in the late 90's and recent advances allow researchers to share space as a variety of new concepts in Business Communications.

This research will show that the new concept like General Semantics is more beneficial in task of Business Communication than is the traditional concepts of words v/s meanings.
2. LITERATURE REVIEW

Conceptual advancement has brought about a revolution in human communication. Human beings are no longer limited to face-to-face interactions. With the aid of different interpretations, they can engage in fruitful business communication. These methods of communication have been found to be effective in transferring information and providing feedback, although the degree to which such communication is successful depends on the understanding of the user/s through which it is enacted and the nature of the message.

Even with the adaptation of concept to be more communicative, some trends, by design, carry more information. Galbraith (1973) (1977) proposed that the characteristics and structure of communication would vary with relation to the information that was required.

Culnan and Markus (1989) put forth the theory that the abilities of *General Semantics* to convey cues had a direct effect on the ability to transmit broader communication especially intrapersonal and personal variables. This "cues filtered out theory" supports the idea that nonverbal cues cannot be communicated in environments that do not support face-to-face style communication. This filtering of cues biases to less interpersonal, more task oriented communication situations.
Variations of a communication medium for research purposes are usually based on a scenario for the communication such as a situational setting. The abilities to communicate using a number of different methods, explained with General Semantics combined with the ability to respond with varying levels of information support and at various times appear to be the strengths of these forms of communication.

This ability to be part of an environment, virtually, has added to the abilities in business environments to examine things not reachable in the physical world.

3. RESEARCH HYPOTHESIS AND RATIONALE

As discussed earlier, the concepts explained through General Semantics have different degrees of effectiveness in communication given the unique characteristics of each module and their applications. In face-to-face communication, the communicator has relative position, the ability to point and gesture, and to use facial expression to convey meaning.

The role of nonverbal, while not a focus of this research is a significant factor and demands some discussion. It is almost impossible to define what might or might not be used nonverbally in a communication situation, especially given advances in not only technology but the users' modifications of application of that technology. A prime example is the
use of emoticons, character symbols to denote non-verbal cues, such as a wink. It is not the intention to describe how the cue was interpreted or formed, what is important in this research, is to show the effects of the General Semantics in drawing out the meanings of business communication, without quantifying the unique cause (Steuer, 1992).

Identifying the underlying and/or overriding principles can improve the development of these concepts and the situations in which they can be best used.

Hence, this research will compare the role of General Semantics in popular sense of business communication with respect to its ability to communicate information.

4. THE RESEARCH HYPOTHESIS

The hypothesis is that the theory of General Semantics could play a very crucial role in Business Communication since both the fields aim at developing, maintaining and promoting relationships at any stage of life in any environment. For achieving the aims mentioned earlier, a communicator needs to evaluate a communicate. Words and language are known tools of evaluating others. General Semantics talks about an evaluation of human behavior, too.
In Business Communication, a communicator generally evaluates the communication through his/her words and language. If the communicator develops the habit of evaluating the communicate or communication by not only through words but also through total reactions of the communicate to anything or event which is the main idea of General Semantics, could prove to be a great boon in making the Business Communication effective and would definitely give a new dimension, too.

To further the concept role of General Semantics in Business Communication and its effectiveness in conveying the multitude levels of meanings. These two have a stronger correlation in the ability to convey information and understanding.

The types of communication methods, hoardings, logos, face-to-face and advertisements will be varied in business settings and the ability of the stakeholders to understand and reproduce the information covered will be examined as a dependent variable.
5. RESEARCH DESIGN

Research will be conducted using available marketing material in magazines, Newspapers, Business environments, students from the H. A. College of Commerce, Ahmedabad. In order to classify subjects apart from students will fill out a short questionnaire, a collection of data will be done from different marketing material from a varied business houses. While no matching is planned using these factors, they do present potentially contaminating variables, with the possibility of scoring differently due to increased interest.

Comparisons will then be drawn from the communication conditions versus scoring results in the sections of the testing cases.

6. PROPOSED TITLE

Role of General Semantics in Business Communication

7. FIELD OF STUDY

Working in a reputed commerce college, teaching at various professional institutes and participation in seminars and conferences on communication skills developed a strong affection towards the field of Business Communication. While teaching ‘Business Communication’ at various places and reading of literature on the subject, the inner will was constantly encouraging for tracing new avenues in the field of Business Communication.
communication.

It has already been proved that the success in any business, profession, service sector or bond of relationship is largely depended on the ability to communicate. If such communication takes place among the members of the same or different organizations in order to attain commercial goals, it is called ‘Business Communication.’ Business communication has always been of critical importance to the success of companies and corporate reputation is one of the most valuable and enduring assets. It plays a central role in the achievements of key business objectives such as crating shareholder value, attracting, retaining and motivating high quality people, enhancing reputation with all audiences, marshalling stakeholder support on public policy issues, creating consumer preference for products and services and minimizing the impact a crisis can have on a financial position and business prospects of a company.

CHAPTER DIVISION

The research work is based on following chapters:

Chapter 1:  Introduction

Chapter 2:  Terminology of General Semantics

Chapter3:  Co-relation between General Semantics & Business Communication
Chapter 4: Application of General Semantics in Business

Communication

Chapter 5: Functions of General Semantics in Business

Communication

Chapter 6: Conclusion