

Investigating the Role of Communication in the Business Environment

Introduction:

Business Communication, according to Editor (2023), “encompasses the exchange of information, ideas, and messages both within and outside the company. Its scope goes beyond mere conversation; it involves a diverse range of channels, strategies, and techniques to effectively transmit and receive information.”¹ Communication is a important part of how businesses work because it helps to share information and understand what people need to do. With no communication, tasks are hard to complete and mistakes are likely to happen. The purpose of this report is looking at communication in a business setting and explain why it matters. This report aims to describe different communication method, common problems that may happen and some recommendation for improvement. Morrisons is a famous supermarket company in the UK and in my report as the example. Morrisons uses communication every day to run the shop, help customers, and organise staff. This report will focus on how communication is important in Morrisons and how it can improve.

Communication and Methods:

Communication in Morrisons can look like managers telling staff to complete certain tasks, workers communicate with each other to get tasks done without problems and help shoppers find the products they need. This is important because the communication helps Morrisons work properly and lets them complete tasks efficiently. Markovic et al argue communication is especially important in business settings, such as Morrisons, because “Companies are made up of various types of employees and managers, each with their own personalities and viewpoints. Therefore, it is important to remember to respect everyone ‘s opinions no matter how different they may be.”² This can help keep peace in the workplace.

One communication method is Oral communication. For example, this is when people converse with each other face to face and directly communicate with each other. In

¹ editor (2023). What is Business Communication? [Guide 101]. [online] Rcademy. Available at: https://rcademy.com/what-is-business-communication/#What_is_Business_Communication.

² Radovic Markovic, Mirjana and Salamzadeh, Aidin, (2018). The Importance of Communication in Business Management, The 7th International Scientific Conference on Employment, Education and Entrepreneurship, Belgrade, Serbia., Available at SSRN: <https://ssrn.com/abstract=3578378>

Morrisons, this would be especially useful when wanting to communicate task allocations, customer support- like showing customers where certain products are- or even when stocking by communicating with supplier. Hetherington argues that oral communication is really important and I can apply her ideas to Morrison as she argues oral communication is essential in the workplace as employees “need to deal with people on an individual basis - treat each person as someone they are willing to listen to.”³ This shows oral communication is important because employees need to be able to interact with people on a 1 to 1 basis.

Also. Morrison uses Telecom to portray important messages showing the usefulness of oral communication.

Another form of communication is written communication. This is where messages are transferred between people via writing so maybe on letters or notices. This can be especially helpful when constant oral communication is unavailable. For example, if managers need a worker to do task but they cannot tell every employee the tasks individually so they might write it down on a notice or an email before the shift. This can be practical and saves time and money, whilst clearly laying out what needs to be done. Also written communication can be used to help customers navigate their way through the shop by using it to show prices or communicate messages like out of stock or directions to certain products in certain aisles.

Written communication can also be digital which can be very practical. For example, using emails or a group chat to communicate shift changes.

Written communication can be seen as important for Morrisons because it is a large retailer and Roebuck et al supports this by their study which finds that in larger companies, written communication is essential for job advancement as it reduces inefficiency⁴

A final method of communication is non-verbal communication which is when messages are inferred from body language through gestures, facial expressions and

3 Hetherington, M. Sue. “The Importance of Oral Communication.” *College English*, vol. 44, no. 6, 1982, pp. 570–74. JSTOR, <https://doi.org/10.2307/377273>. Accessed 13 Nov. 2025.

4 Roebuck, Deborah Britt, et al. “Organizational Size, Company Type, and Position Effects On The Perceived Importance Of Oral And Written Communication Skills.” *Journal of Managerial Issues*, vol. 7, no. 1, 1995, pp. 99–115. JSTOR, <http://www.jstor.org/stable/40604053>. Accessed 17 Nov. 2025.

stance. This is incredibly important because it helps customers, employees and managers to determine emotional expression.

Common Issues:

One common issue with oral communication is that there can be language barriers and misunderstanding. For example, when communicating with different people, words can be used with different meanings which can confuse employees and customers. Some people might not know what a certain sentence means and may not ask for clarification. This can lead to misleading information and therefore clashes with tasks if the correct message isn't communicated properly. As Morrison is such a large retailer, misunderstanding may be bound to happen and therefore messages can be

Another common issue can be a processing overload. Klein et al argue that providing employees with excess volumes of research can lead to inefficiency as they may not understand which tasks are more important or what needs to be done as too much information is given to them⁵ This can happen in Morrisons if managers provide employees with too many instructions at once leading to poor communication.

Another issue can be regarding written communication where poor reading skills can lead to mistaken communication. Maybe some employees prefer oral communication and require more clarification than simple assertive instructions on an email with a lack of explanation and clarity. This can lead to poor communication where employees do not know what the intended message was.

A final issue can be regarding non-verbal communication where employees get the wrong message. It can be subjective and therefore workers might interpret the meaning in different ways, including a wrong way.

Poor communication can be dangerous. HR Vision report that poor communication can lead to a decrease in employee morale due to increased stress of not knowing what to do, decreased productivity and increased errors.⁶

5 Klein, L.K., Earl, E. and Cundick, D. (2023). Reducing Information Overload in Your Organization. [online] Harvard Business Review. Available at: <https://hbr.org/2023/05/reducing-information-overload-in-your-organization>.

6 HR Vision (2024). The Signs and Costs of Poor Communication in the Workplace. [online] HR Vision Event – Senior level HR conferences. Available at: <https://www.hrvisionevent.com/content-hub/the-signs-and-costs-of-poor-communication-in-the-workplace/>.

Recommendations for Improvement:

One way to improve could be to ensure clarity in communication. This can be done by helping employees understand what they need to do by communicating effectively. For example, leaving an opportunity to ask questions to clarify the supposed meaning of the message. As well as a telecom system that proves useful. Morrisons can also send text messages to employees who may not catch the message the first time. Employees should be able to contact a higher-level person freely to ask for help in understanding messages.

Also, combining forms of communication such as non-verbal communication and oral communication can emphasise urgency in messages or some sort of emotion so that workers know clearly what sort of message is being transferred.

For customers, Morrisons can continue to offer a customer service desk and ensure customers can receive messages in different ways. For example, in social media posts, signs and employee help.

Furthermore, Morrison can train employee to advance communication skills as well as manager.

Conclusion:

In conclusion, Morrison can combine different methods of communication to ensure effective messaging. This will help Morrison succeed by ensuring tasks are communicated properly and that there is a lack of confusion between employees and managers and customers. Communication is important for businesses as it allows them to operate efficiently. It will lead to productivity improvement, less stress for employees and less errors. Less mistakes will lead to increased profit for the business and therefore communication should be taken seriously by businesses.

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