

BTS COMMUNICATION

ÉPREUVE ORALE D'ANGLAIS – Session 2016

Sujet 1

DOCUMENT 1

Business communication in a world of diversity



Modern communication dynamics requires much more from communicators engaging in professional discourse than was necessary before, resulting in a high degree of progress in communication technology, the need for speed and specificity, the unprecedented workplace diversity. Nowadays business professionals come from different cultures, have different personalities and values. They are expected to work efficiently as a team or to be successful as business partners. This can be achieved by equipping success-driven professionals with excellent communication skills, as in the global economy, communication skills continue to be top-ranked criterion for professional success .

Abridged from <http://www.iss.udc.es/courses/business-communication-world-diversity-and-social-media>

DOCUMENT 2



DOCUMENT 3

Communication Barriers

- Organisational barriers
 - Cross cultural barriers
 - Language
 - Values/norms of behaviour
 - Social relationships
 - Concepts of time
 - Concepts of space
 - Thinking process
 - Non-verbal communication
 - perception



DOCUMENT 4

Positive Feedback

Feedback is crucial for effective communication

- Effective communication will only come if communicators at all organizational levels seek out feedback and take appropriate action to ensure that the intended meaning is passed on to the relevant audience.