

Chapter three: Communications 2025/2026

1. What is company communication?

Company communication is all forms of communication that an organization uses to transmit and exchange messages with the audiences involved in its development. It can be used to promote the offer to increase sales or boost brand image.

الاتصالات الشركة هي جميع أشكال الاتصال التي تستخدمها المنظمة لنقل وتبادل الرسائل مع الجماهير المشاركة في تطويرها. يمكن استخدامه للترويج للعرض لزيادة المبيعات أو تعزيز صورة العلامة التجارية.

2. Communicate: a crucial challenge for the company

The main objective of a company remains to sell its products or services. However, how can you sell if no one knows the offer exists? It is to increase the reputation of the company and convince consumers to buy that corporate communication exists.

التواصل: تحدٍ حاسم للشركة يبقى الهدف الرئيسي للشركة هو بيع منتجاتها أو خدماتها. ومع ذلك، كيف يمكنك البيع إذا لم يكن أحد يعلم بوجود العرض؟ إنه لزيادة سمعة الشركة وإقناع المستهلكين بالشراء بوجود اتصالات الشركة.

However, the success of a communication campaign depends on a strategy developed according to the needs and realities of the company. As a result, there is not a typical communication plan, it is a project that is part of an overall company strategy. Furthermore, there are several forms of communication in business, each of which must convey the same message and the same image and remain consistent with the objectives set.

ومع ذلك، فإن نجاح حملة الاتصال يعتمد على استراتيجية يتم وضعها وفقاً لاحتياجات وواقع الشركة. ونتيجة لذلك، لا توجد خطة اتصال نموذجية، بل هو مشروع يشكل جزءاً من استراتيجية الشركة الشاملة. علاوة على ذلك، هناك عدة أشكال للتواصل في الأعمال التجارية، يجب على كل منها أن ينقل نفس الرسالة ونفس الصورة وأن يظل متسقاً مع الأهداف المحددة.

Corporate communication is a very broad field, with different sub-fields, which is often divided into two large families: internal communication and external communication.

يعد الاتصال المؤسسي مجالاً واسعاً للغاية، وله مجالات فرعية مختلفة، والتي غالباً ما تنقسم إلى عائلتين كبيرتين: الاتصال الداخلي والتواصل الخارجي.

3. Internal communication

Internal communication, as its name suggests, is deployed within the company and aimed at all employees. The actions linked to this communication aim to inform staff while generating strong involvement among them. They also make it possible to raise awareness internally and create among employees a strong feeling of belonging to the company, in order to make them the first ambassadors externally.

يتم نشر الاتصال الداخلي، كما يوحي اسمه، داخل الشركة ويستهدف جميع الموظفين. تهدف الإجراءات المرتبطة بهذا الاتصال إلى إعلام الموظفين مع توليد مشاركة قوية بينهم. كما أنها تتيح رفع الوعي داخلياً وخلق شعور قوي بالانتماء لدى الموظفين للشركة، مما يجعلهم السفراء الأوائل خارجياً.

Internal communication is an excellent way to build loyalty and retain your best employees, but also to attract new talent. It makes it possible to create a friendly and fulfilling working environment for everyone, which will have the merit of stimulating social cohesion and efficiency in the company.

يعد التواصل الداخلي وسيلة ممتازة لبناء الولاء والاحتفاظ بأفضل الموظفين لديك، ولكنه أيضاً وسيلة ممتازة لجذب المواهب الجديدة. إنه يجعل من الممكن خلق بيئة عمل ودية ومرضية للجميع، والتي سيكون لها ميزة تحفيز التماسك الاجتماعي والكفاءة في الشركة.

The tools used to ensure this communication are, among others, information meetings, the internal journal, training, team building sessions, end-of-year meals, etc.

الأدوات المستخدمة لضمان هذا التواصل هي، من بين أمور أخرى، اجتماعات المعلومات، والمجلة الداخلية، والتدريب، وجلسات بناء الفريق، ووجبات نهاية العام، وما إلى ذلك.

4. External communication

External communication is a set of practices and actions that allow an organization to transmit or exchange messages with its external audiences. It has a dual function: to give visibility to the company by building a unique identity and to increase sales. Consumers, media, partners and even shareholders are among the targets of external communication, but to be more effective, the right message must be transmitted to the right audience and at the right time, all in line with the company's overall strategy. .

الاتصال الخارجي عبارة عن مجموعة من الممارسات والإجراءات التي تسمح للمؤسسة بنقل أو تبادل الرسائل مع جماهيرها الخارجية . ولها وظيفة مزدوجة: إعطاء رؤية للشركة من خلال بناء هوية فريدة وزيادة المبيعات . يعد المستهلكون ووسائل الإعلام والشركاء وحتى المساهمين من بين أهداف الاتصال الخارجي، ولكن لكي تكون أكثر فعالية، يجب نقل الرسالة الصحيحة إلى الجمهور المناسب وفي الوقت المناسب، وكل ذلك بما يتماشى مع الإستراتيجية العامة للشركة.

External communication also uses several tools, including press relations, events and public relations. Among the tools of external communication, we find in particular institutional communication (also called "corporate"), which is aimed at external audiences. But it has the particularity of being only interested in promoting the image and values of a company. When the company communicates to sell its products or services, we speak of commercial or marketing communication. These methods are essentially oriented towards consumers, but they can also concern distributors or even influencers.

يستخدم الاتصال الخارجي أيضاً عدة أدوات، بما في ذلك العلاقات الصحفية والفعاليات والعلاقات العامة . ومن بين أدوات الاتصال الخارجي، نجد على وجه الخصوص الاتصال المؤسسي (ويسمى أيضاً "المؤسسات")، والذي يستهدف الجماهير الخارجية . لكنها تتمتع بخصوصية كونها مهتمة فقط بتعزيز صورة الشركة وقيمتها . عندما تتواصل الشركة لبيع منتجاتها أو خدماتها، فإننا نتحدث عن اتصالات تجارية أو تسويقية . هذه الأساليب موجهة بشكل أساسي نحو المستهلكين، ولكنها قد تهم الموزعين أو حتى المؤثرين أيضاً.

In all cases, the tools that can be used for corporate communication are advertising, studies and audits, sponsorship, events, press relations, etc. With the advent of new technologies, new tools such as natural referencing or relationships with influencers on social networks have emerged.

وفي جميع الأحوال، فإن الأدوات التي يمكن استخدامها للاتصال المؤسسي هي الإعلانات والدراسات والتدقيقات والرعاية والفعاليات والعلاقات الصحفية وما إلى ذلك. مع ظهور تقنيات جديدة، ظهرت أدوات جديدة مثل المرجعية الطبيعية أو العلاقات مع المؤثرين على الشبكات الاجتماعية.

5. Business communication is vast...

There are other forms of business communication directly linked to management and HR management, for example crisis communication. They can be managed by the same person or by different specialists, depending on the size of the company and the sector of activity. However, good coordination between them is necessary to enable the company to effectively achieve its objectives.

هناك أشكال أخرى من اتصالات الأعمال ترتبط مباشرة بالإدارة وإدارة الموارد البشرية، على سبيل المثال اتصالات الأزمات. ويمكن إدارتها من قبل نفس الشخص أو من قبل متخصصين مختلفين، حسب حجم الشركة وقطاع النشاط. ومع ذلك، فإن التنسيق الجيد بينهما ضروري لتمكين الشركة من تحقيق أهدافها بفعالية.

Graduated, now what?

Importance of Communication Skills for Interns

Communication skills are of utmost importance for interns. Effective communication enhances collaboration, builds relationships, facilitates understanding, demonstrates professionalism, supports problem-solving, and contributes to career development. Interns who actively work on improving their communication skills will not only excel in their current role but also lay the groundwork for future success.

- [Article](#)

The goal of any talk should be for both people to understand what is being said. This is what communication is all about. This can be done directly (in a conversation), indirectly (through body language, facial expressions, and tone of voice), officially (in written texts, blogs, and magazines), and graphically (with figures, charts, and layouts). In today's job market, it's important to have all of these ways of communicating without words.

Good communication is important in every part of life, from work to personal relationships. To keep lines of conversation open, you must be able to talk to other people in a clear way. But if people can't talk to each other, a lot of chaos and anger can happen. In this post, we'll talk about the many ways that good communication can help you at work and in your personal life.

How important it is to communicate well?

Many of the benefits of good communication may not be obvious at first, but they have a big impact on how well you do in school and in your everyday life. Many students have trouble because they don't know how to talk to others. They have an effect on how productive someone is at work, whether they are an intern or not. Here are some of the reasons why it's important for internship candidates to have good communication skills:

They help you tell your coworkers and bosses when you need help.

Your grades may also go up, since speaking skills help you learn and train better.

Your communication skills determine how well you can explain your ideas and convince others.

Also, if you can talk to people well, you won't worry as much as other team mates.

Some people may have a natural talent for talking to people, but everyone can get better at communicating with exercise. In this piece, you'll find out why good communication is so important to your personal and professional success and get some tips on how to improve it.

Your personality will improve

When trying to communicate, people rely a lot on nonverbal cues like face expressions and body language. The way you talk to other people has a big effect on how they see you. So, it's important to be aware of what your body is saying and to make sure that what you say and what you do don't contradict each other. Body language basics include keeping your back straight, shoulders relaxed, and eyes on the person you're talking to. Even just making these easy changes will help you improve your body language and get the most

Boosts confidence

Being able to explain your thoughts clearly does give you a sense of competence and confidence. Being able to speak well with others is not only important at work, but it can also help you move up in your career. Practise making eye contact, keeping your body in a relaxed position, and speaking properly to feel more confident in your relationships with other people and get the most out of your communication skills. This also makes people feel better about themselves. So, talk in a way that is both honest and nice, and you will find that many of life's problems can be solved with grace and ease.

Encourages kindness

To understand each other, we need to talk back and forth. For candidates to learn how to communicate well, they need to be able to both listen to others and say what they think and feel. By carefully listening, we can learn to feel what the other person is feeling and see things from their point of view. People are more likely to respond well to you if you learn to pay attention and listen carefully to what they say. When both people are paying attention, a conversation can go well, which shows once again how important it is to have good communication skills.

Helps people develop their social skills

Good communication skills are important for improving social skills and making better connections with other people. Changing your tone and vocabulary will be easier if you know who you're talking to, how you know them, and why you're having this chat. For example, you might talk to your boss at work differently than you would talk to a school friend. For instance, you may notice that your body language and the words you use change a lot.

Even if you've known your boss since you were kids, the seriousness of the job requires you to change how you usually talk to them. Here's why it's important for interns to have good speaking skills, which can make or break their success in school, work, and other areas.

Encourages an open mind

When we can talk to people well, we get a rare glimpse into how they see the world. This does more than just improve our ability to understand others; it also makes us smarter. At first, this may seem hard, but if you plan well, you can make sure you're always getting better at it.

Even if you don't agree with what a teacher, peer, or friend says, it's important to understand where they're coming from. Don't try to sound accusatory or too pushy or condescending. People who think differently than you should never be ignored or written off. When it comes to bringing up problems that need serious thought, they can be our most reliable ally.

Don't ever forget how important good speaking skills are. Good conversation helps us in every part of our lives, even if it doesn't always seem that way. Being able to communicate well gives you a big edge in many parts of your life, like getting an interview and moving up at work, making friends, and feeling good about yourself. Good communication means being able to talk about problems, ask for what you want, connect with people, and keep up good relationships. You'll find it easier to talk to people and feel like your wants are being met.

Practical work N°3: Communications 2025/2026

Place it in the following table the types business communication?

Communications			
Types	Type 1	Type 2	Type 3
Verbal Communication التواصل اللفظي			
Written Communication التواصل الكتابي			
Digital Communication التواصل الرقمي			
Non-Verbal Communication التواصل غير اللفظي			
Formal Communication التواصل الرسمي			
Informal Communication التواصل غير الرسمي			
Interpersonal Communication التواصل بين الأشخاص			
Cross-Cultural Communication التواصل بين الثقافات			
Mass Communication التواصل الجماهيري			
Internal Communication التواصل الداخلي			
External Communication التواصل الخارجي			

1. البريد الإلكتروني
 2. التقارير
 3. المكالمات الهاتفية
 4. الاجتماعات وجهاً لوجه
 5. وسائل التواصل الاجتماعي
 6. لغة الجسد
 7. الرسائل الفورية
 8. حل النزاعات
 9. المذكرات
 10. الخطابات
 11. مؤتمرات الفيديو
 12. الوثائق الرسمية
 13. محادثات المبردات
 14. العلاقات العامة.
 15. الملاحظات
 16. المدونات
 17. المفاوضات
 18. التواصل عبر الثقافات
 19. الرسائل النصية والرسائل الشخصية
 20. التواصل المرئي
 21. الرموز والأيقونات:
 22. التواصل مع الموردين
 23. التواصل مع الموظفين
 24. سياسات وإجراءات الشركة
 25. العروض التقديمية
 26. التواصل مع القيادة
 27. الإعلان
 28. القيل والقال
 29. التواصل مع المستثمرين
 30. التواصل مع العملاء
1. Email
 2. Reports
 3. Phone Calls
 4. Face-to-Face Meetings
 5. Social Media
 6. Body Language
 7. Instant Messaging
 8. Conflict Resolution
 9. Memorandums (Memos)
 10. Letters
 11. Video Conferencing
 12. Official Documents
 13. Watercooler Conversations
 14. Public Relations (PR).
 15. Feedback
 16. Blogs
 17. Negotiations
 18. Communication Across Cultures
 19. Texting and Personal Messaging
 20. Visual Communication
 21. Symbols and Icons:
 22. Supplier Communication
 23. Employee Communication
 24. Company Policies and Procedures
 25. Presentations
 26. Leadership Communication
 27. Advertising
 28. Gossip
 29. Investor Communication
 30. Customer Communication

