

COMMUNICATION

NEEDS FOR COMMUNICATION

In any organization many people work at various capacities. It is therefore necessary for them to know each other, in absence of which working towards a common objectives is not possible. It is very necessary for the executive to issue orders, directives and instructions to his subordinates, who on the contrary are supposed to report to their respective seniors. Also to understand a particular problem, or to discuss and solve certain industrial or personal problems, we badly require some tools, by which different members cab come together and understand others better. These problems can be easily solved if there is a proper communication system.

Definition

Communication may be defined as the process meaningful interaction among human beings. It involves language and speed through which meaning of any order, direction, request or report is conveyed from one authority to another. This system further helps human beings to have perfect understanding without which there will be no control or co-ordination is possible in an organization.

WAYS/MEANS/MODES OF COMMUNICATION

The following are the ways and means of communication.

1. **Oral** -- communication is direct face –to –face communication between two individuals. Telephone conversation may also be considered as oral communication if not properly understood.
2. **Written**—If messages to be conveyed are not only lengthy but of permanent nature, like reports, agreements or rules of employment, they can be put in writing. In this case, if need arises, they can be checked at any future date.
3. **Signal**—Often communication is far more effective in the form of signals rather than any other mode of communication.
4. **Touch**—communication by touch is quite popular among people whose sight is impaired, through Brail system. Other forms of communication by touch are also common like handshake, hugging etc.
5. **Smell** – Although not very common but smell can also be used as a mode for communication when it is not possible to communicate by other means. It also gives information of some sort which is voluntary and unintentional.
6. **Taste**—This mode of communication is mostly used by hosts to please their guests. It is also used in some very special cases where it is required to hide the message from others.

TYPES OF COMMUNICATION

1. **Upward and down ward communication**—Instructions, circulars etc that is to be communicated from the higher authority to the lower levels is called downward communication. In this case executives would like to see that his subordinates get proper information, guidance and instruction so that management policies can be effectively implemented.

2. Horizontal or sideways communication—It takes place between two subordinates or managers at the same levels and under the same superior. It is especially important in large or decentralized organizations.
3. Inter scalar communication—Communication between different levels of authority in the organization is called inter scalar communication. It is a two-way communication, i.e. information flows from management to workers and vice versa.
4. Extra organizational communication—Communication that takes place between outside or extra company agencies and the people within the company is known as extra organizational communication.

COMMUNICATION PRINCIPLES

There are some guiding principles for effective communication that are outlined as below.

1. Clarity of thoughts—The first principle of good communication is that the idea to be transmitted must be absolutely clear in the mind of the communicator.
2. Consistency—Messages should be consistent with one another. Orders should be consistent with know objectives of the organization and with its other activities.
3. Adequacy—The message should be brief but complete in all respects.
4. Transmission—In this connection the communicator should plan carefully what to communicate, whom to communicate and how to communicate. An effective communication looks to the situational, psychological and technical aspects of timings.
5. Balance between adaptability and uniformity—The smooth working of an organizational depends mostly on uniformity. Yet adaptability should be resorted to when different situations and individuals are involved.
6. Keeping the system alive—The system of communication should be kept open and alive. It is only by honest attempts that good communication relation cab be developed.
7. Interest and acceptance— The purpose of communication is to secure a positive response. The person communicated to, should be interested in and accept the message.

The Communication process

- Thought: First, information exists in the mind of the sender. This can be a concept, idea, information, or feelings.
- Encoding: Next, a message is sent to a receiver in words or other symbols.
- Decoding: Lastly, the receiver translates the words or symbols into a concept or information that he or she cab understand.

During the transmitting of the message, two processes will be received by the receiver: content and context.

Content is the words or symbols of the message which is know as language—the spoken and written words combined into phrases that make grammatical and semantic sense. We all use and interpret the meanings of words differently, so even simple message can be misunderstood.

And many words have different meanings to confuse the issue even more.

Context is the way the message is delivered and is known as Paralanguage—it includes the tone of

voice, the look in the sender's eye's, body language, hand gestures, and state of emotions (anger, fear, uncertainty, confidence, etc.) that can be detected. Although paralanguage or context often causes messages to be misunderstood as we believe what we see more than what we hear; they are powerful communicators that help us to understand each other. Indeed, we often trust the accuracy of nonverbal behaviors more than verbal behaviors.

Some leaders think they told someone to do something, "I don't know why it did not get done...I told Jim to do it." More than likely, jim misunderstood the message. A message has NOT be communicated unless it is understood by the receiver (decoded). How do you know it has been properly received? By two – way communication or feedback. This feedback tells the sender that the receiver understood the message, its level of importance, and what must be done with it. Communication is an exchange, not just a give, as all parties must participate to complete the information exchange.

Barriers to communication

Nothing is so simple that it cannot be misunderstood.-Freeman Teague, Jr.

Any thing that prevents understanding of the message is a barrier to communication. Many physical and psychological barriers exist:

Culture, background, and bias:- We allow our past experiences to change the meaning of the message. Our culture, background, and bias can be good as they allow us use our past experiences to understand something new, it is when they change the meaning of the message then they interfere with the communication process.

Noise—Equipment or environmental noise impede clear communication. The sender and the receiver must both be able to concentrate on the messages being sent to each other.

Ourselves—Focusing on ourselves, rather than the other person cab lead to confusion and conflict. The "Me Generation" is out when it comes to effective communication. Some of the factors that cause this are defensiveness (we feel someone is attacking us), superiority (we feel we know more than the other), and ego (we feel we are the centre of the activity).

Perception:-- If we feel the person is talking too fast, not fluently, does not articulate clearly, etc., we may dismiss the person. Also our preconceived attitudes affect our ability to listen. We listen uncritically to persons of high status and dismiss those of low status.

Message:- Distraction happen when we focus on the facts rather than the idea. Our educational institutions reinforce this with tests and questions. Semantic distractions occur when a word is used differently than you prefer. For example, the word chairman instead of chairperson, may cause you to focus on the word and not the message.

Environmental:- Bright lights, an attractive person, unusual sights, or any other stimulus provides an potential distraction.

Smothering:- We take it for granted that the impulse to send useful information is automatic. Not true too often we believe that certain information has no value to others or they are already aware of the facts.

Stress:- People do not see things the same way when under stress. What we see and believe at a given moment is influence d by our psychological frames of references – our beliefs, values, knowledge, experiences, and goals.