COMMUNICATION IS THE PETROL THAT RUNS THE VEHICLE OF MANAGEMENT

PAYAL CHATLY*

*Assistant Professor, Dept. of Commerce, Shree Atam Vallabh Jain College, Hussainpura, Ludhiana, Punjab, India

ABSTRACT

Communication is the activity of conveying information through the exchange of thoughts, messages, or information, as by speech, visuals, signals, writing, or behavior. It is the meaningful exchange of information between two or more living creatures. Communication is the sum total of all the things that a person does, when he wants to create an understanding in the mind of another. It involves a systematic and continuous process of telling, listening and understanding. Communication plays a part in almost every aspect of your business, so being able to communicate well can boost your overall performance. Good communication is essential to building a cohesive and effective team. Good communication skills are essential to managing the performance of your team members, and if you know how to communicate well to large groups you can minimize the risk of industrial problems developing in your workplace. Communication skills can be particularly important during times of higher workplace stress, for example during downsizing, where good communication is an essential part of change management.

KEYWORDS: Communication, Communication Process, Barriers to Communication.

INTRODUCTION

Communication is important from the time of Adam and Eve. We spend most of our time in communicating with each other: through speaking, listening, writing etc. With this, we share our thoughts and feelings, and create understanding among different persons. In pre-historic times, man used to convey the message through sounds, symbols and gestures. With the advancement in civilization, different languages evolved as means of communication. The much hyped advancement in science and technology, the human history witnessed the growth of telephones, telegrams, fax etc. as means of communication. In the recent time, we find wide spread use of e-mails and mobiles for conveying messages in a faster way.

Communication (from Latin communicare, meaning "to share", “to impart’)is the activity of conveying information through the exchange of thoughts, messages, or information, as by speech, visuals, signals, writing, or behavior. It is the meaningful exchange of information between two or more living creatures.
Definitions

One definition of communication is “any act by which one person gives to or receives from person information about that person's needs, desires, perceptions, knowledge, or affective states. Communication may be intentional or unintentional, may involve conventional or unconventional signals, may take linguistic or non-linguistic forms, and may occur through spoken or other modes.”

“Communication may be broadly defined as the process of meaningful interaction among human beings. More especially it is the process by which meanings are perceived and understanding is reached among human beings.” - D.E. McFarland

“Communication is the sum total of all the things that a person does, when he wants to create an understanding in the mind of another. It involves a systematic and continuous process of telling, listening and understanding.” - Louis A. Allen

Stages of Communication

Communication is a key component to living a successful life. Possessing effective communication skills can improve your career, your relationships, and increase your people skills. There are seven stages to basic communication. By knowing and understanding these stages you will be able to better communicate in your personal and professional life.

- **Sender (Source)** - Know the message you want to communicate and make sure that message contain useful and correct information.

- **Encoding** – Encoding is the process where the information you would like to communicate gets transferred into a form to be sent and decoded by the receiver. The ability to deliver the message clearly as well as be able to discard any confusing or potentially offensive themes such as cultural issues, or missing information is imperative in this stage.

- **Channel** – Channels are the way you convey your message. These channels include verbal such as telephone, and face-to-face conversations as well as non-verbal such as e-mail and text messaging. Each individual channel has its strengths and weaknesses in terms of communicating. For example, it is better to give instructions non-verbally rather than expecting the person you are communicating with will remember everything you tell them. You would also never critique or criticize anyone through a non-verbal channel at the risk of having a misunderstanding.

- **Decoding** – Decoding is on the receiving end of communication. This stage is just as important as encoding. Communication can go downhill at this stage if the receiver is
not practicing active listening skills or if they do not possess enough information to accurately decode the message.

- **Receiver** – Know your audience. Each individual person on the receiving end of your message already has their own ideas and thoughts that will absolutely influence the way they translate your message. By getting to know your audience better you will be able to have a better understanding of how they will react to what you are trying to communicate.

- **Feedback** – As you are communicating your message your audience will provide you with non-verbal and verbal reactions. You will be able to assess while communicating your message if it is being conveyed accurately by paying close attention to non-verbal cues first such as returning eye contact, head nodding etc.

- **Context** - Context is the environment in which your message is being delivered. For example, if you’re making a work presentation chances are you will be speaking more professionally, than if you were conversing casually with a neighbor or friend.

Figure 1  
The Communication Process

Objectives of Communication

- **Stronger Decision Making**: Your ability to communicate effectively increases productivity, both yours and your organization.

- **Increased Productivity**: With good communication skills, you can anticipate problems, make decisions, co-ordinate work flow, supervise others, develop relationships and promote products and services.
• **Steadier Work Flow:** Communication acts as tool for the effective work related flow of information.

• **Strong Business Relationships & Enhanced Professional Image:** You can shape the impressions you and your company make on colleagues, employees, supervisors, investors, and customers in addition to perceiving and responding to the needs of these stakeholders (the various group you interact with) without effective communication, people misunderstand each other and misinterpret information. Ideas misfire or fail to gain attention and people and companies flounder.

• **Clearer Promotional Materials:** Your organizations need for effective reach of company name and public promotions are based on effective promotional material such as advertisements, bill boards, online add, posters etc are all communicated for effective message delivery and meaning.

• **Provide Advice:** Giving advice is based on individual-oriented and work-oriented, advice should not given to the person for pinpointing his mistakes rather it should be helpful for his improvement. Effective advice promotes understanding and it can be a two way process if the subordinate staff given freedom.

• **Provide Order:** Order is an authoritative communication pattern and it is directive to somebody always a subordinate to do something. Orders will be written and oral orders, general and specific orders, procedural and operational orders, mandatory and discretionary order. Order should be clear and complete, execution should be possible and given in a friendly way.

• **Suggestion:** Suggestion is supposed to be very mild and subtle form of communication. Suggestions are welcomed for it is not obligatory to accept them, it can be voluntary and anonymous and submitted through suggestion boxes.

• **Persuasion:** Persuasion may be defined as an effort ‘to influence the attitudes, feelings, or beliefs of others, or to influence actions based on those attitudes, feelings, or beliefs. Persuasion can be done to others if you are convinced, you do not impose, you are not rigid are prepared to meet half-way and you can look at the situation from the other person’s angle also.

• **Education:** Education is a very conscious process of communication, it involves both teaching and learning by which organizations provide to their employees in the form of training. Education is given for management, employees and outside public.
• **Warning**: If the employees do not abide by the norms of the organization warning is a power communication tool and it can be general and specific. Specific warning should be administered in private and after thorough investigation. The aim of the warning should be the organization betterment.

• **Raising Morale and Motivation**: Morale stands for mental health and it is a sum of several qualities like courage, resolution, confidence. High morale and effective performance go hand to hand. Motivation is a process that account for an individual intensity, direction, and persistence of effort towards attaining a goal.

• **To Give And Receive Information**: Communication’s main idea is to give and receive information because managers need complete, accurate and precise information to plan and organize employee need it to translate planning in to reality. Information will cover all aspects of the business.

• **To Provide Counseling**: Counseling is given to solve employees’ mental stress and improve the employee’s productivity.

• **To Improve Discipline**: Finally discipline is the foremost part of any business communication. The various disciplinary codes are effectively communicated to employees through disciplinary codes.

**Types of Communication Skills**
Communication is generally classified into a couple of types. The classifications include:

- Verbal and non-verbal
- Technological and non-technological
- Mediated and non-mediated
- Participatory and non-participatory

**Verbal communication**
Human spoken and pictorial languages can be described as a system of symbols (sometimes known as lexemes) and the grammars (rules) by which the symbols are manipulated. The word "language" also refers to common properties of languages. Language learning normally occurs most intensively during human childhood. Most of the thousands of human languages use patterns of sound or gesture for symbols which enable communication with others around them. Languages seem to share certain properties although many of these include exceptions. There is no defined line between a language and a dialect. Constructed languages such
as Esperanto, programming languages, and various mathematical formalisms are not necessarily restricted to the properties shared by human languages. Communication is the flow or exchange of information within people or a group of people.

**Nonverbal communication**

Nonverbal communication describes the process of conveying meaning in the form of non-word messages. Some forms of non-verbal communication include chronemics, haptics, gesture, body language or posture, facial expression and eye contact, object communication such as clothing, hairstyles, architecture, symbols, inographics, and tone of voice, as well as through an aggregate of the above. Speech also contains nonverbal elements known as paralanguage. These include voice lesson quality, emotion and speaking style as well as prosodic features such as rhythm, intonation and stress. Research has shown that up to 55% of human communication may occur through non verbal facial expressions, and a further 38% through paralanguage. Likewise, written texts include nonverbal elements such as handwriting style, spatial arrangement of words and the use of emoticons to convey emotional expressions in pictorial form.

**Intra-personal communication skills:** This implies individual reflection, contemplation and meditation. One example of this is transcendental meditation. According to the experts this type of communication encompasses communicating with the divine and with spirits in the form of prayers and rites and rituals.

**Interpersonal communication skills:** This is direct, face-to-face communication that occurs between two persons. It is essentially a dialogue or a conversation between two or more people. It is personal, direct, as well as intimate and permits maximum interaction through words and gestures. Interpersonal communications maybe:

**Focused Interactions:** This primarily results from an actual encounter between two persons. This implies that the two persons involved are completely aware of the communication happening between them.
Unfocused interactions: This occurs when one simply observes or listens to persons with whom one is not conversing. This usually occurs at stations and bus stops, as well as on the street, at restaurants, etc.

Non verbal communication skills: This includes aspects such as body language, gestures, facial expressions, eye contact, etc., which also become a part of the communicating process; as well as the written and typed modes of communications.

Mass communication: This is generally identified with tools of modern mass media including social media marketing, which includes: books, the press, cinema, television, radio, etc. It is a means of conveying messages to an entire populace.

No matter what the different types of communication skills are, communicating is an ever-continuing process that is going on all the time. It is as important to human life as is day-to-day existence.

Barriers to Effective Communication

- Encoding Barriers. The process of selecting and organizing symbols to represent a message requires skill and knowledge. Obstacles listed below can interfere with an effective message.

- Lack of Sensitivity to Receiver. A breakdown in communication may result when a message is not adapted to its receiver. Recognizing the receiver’s needs, status, knowledge of the subject, and language skills assists the sender in preparing a successful message. If a customer is angry, for example, an effective response may be just to listen to the person vent for awhile.

- Lack of Basic Communication Skills. The receiver is less likely to understand the message if the sender has trouble choosing the precise words needed and arranging those words in a grammatically-correct sentence.

- Insufficient Knowledge of the Subject. If the sender lacks specific information about something, the receiver will likely receive an unclear or mixed message. Have you shopped for an item such as a computer, and experienced how some salespeople can explain complicated terms and ideas in a simple way? Others cannot.

- Information Overload. If you receive a message with too much information, you may tend to put up a barrier because the amount of information is coming so fast that
you may have difficulty comfortably interpreting that information. If you are selling an item with twenty-five terrific features, pick two or three important features to emphasize instead of overwhelming your receiver (ho-hum) with an information avalanche.

- **Emotional Interference.** An emotional individual may not be able to communicate well. If someone is angry, hostile, resentful, joyful, or fearful, that person may be too preoccupied with emotions to receive the intended message. If you don’t like someone, for example, you may have trouble “hearing” them.

**Important Measures to Overcome the Barriers of Communication**

In order to remove hindrances in the way of communication the following steps are worth consideration:

- **Clarify Ideas before Communication:** The person sending the communication should be very clear in his mind about what he wants to say. He should know the objective of his message and, therefore, he should arrange his thoughts in a proper order.

- **Communicate According to the Need of the Receiver:** The sender of the communication should prepare the structure of the message not according to his own level or ability but he should keep in mind the level, understanding or the environment of the receiver.

- **Consult Others before Communication:** At the time of planning the communication, suggestions should be invited from all the persons concerned. Its main advantage will be that all those people who are consulted at the time of preparing the communication plan will contribute to the success of the communication system.

- **Be Aware of Language, Tone and Content of Message:** The sender should take care of the fact that the message should be framed in clear and beautiful language. The tone of the message should not injure the feelings of the receiver. As far as possible the contents of the message should be brief and excessive use of technical words should be avoided.

- **Convey Things of Help and Value to the Listener:** The subject matter of the message should be helpful to the receiver. The need and interest of the receiver should specially be kept in mind. Communication is more effective in such a situation.
- **Ensure Proper Feedback:** The purpose of feedback is to find out whether the receiver has properly understood the meaning of the information received. In the face-to-face communication, the reaction on the face of the receiver can be understood. But in case of written communication or some other sort of communications some proper method of feedback should be adopted by the sender.

- **Consistency of Message:** The information sent to the receiver should not be self-contradictory. It should be in accordance with the objectives, policies, programmes and techniques of the organization. When a new message has to be sent in place of the old one, it should always make a mention of the change otherwise it can create some doubts.

- **Follow up Communication:** In order to make communication effective the management should regularly try to know the weaknesses of the communication system. In this context effort can be made to know whether to lay more stress upon the formal or the informal communication would be appropriate. Similarly, suggestions can be invited in respect of the medium of communication (oral, written and gestural) to know as to which medium would be more effective and appropriate.

- **Be a Good Listener:** It is the essence of communication that both the sender and the receiver should be good listeners. Both should listen to the each other’s point of view with attention, patience and positive attitude. A sender can receive much relevant information by being a good listener.

**Conclusion**

Communication plays a part in almost every aspect of your business, so being able to communicate well can boost your overall performance. Good communication is essential to building a cohesive and effective team. Good communication skills are essential to managing the performance of your team members, and if you know how to communicate well to large groups you can minimize the risk of industrial problems developing in your workplace. Communication skills can be particularly important during times of higher workplace stress, for example during downsizing, where good communication is an essential part of change management.
References


