

THAKUR COLLEGE OF SCIENCE & COMMERCE

Autonomous

COMMUNICATION SKILLS

COMMUNICATION

Communications is fundamental to the existence and survival of humans as well as to an organization. It is a process of creating and sharing ideas, information, views, facts, feelings, etc. among the people to reach a common understanding. Communication is the key to the Directing function of management.

Communication is a two-way process wherein the message in the form of ideas, thoughts, feelings, opinions is transmitted between two or more persons with the intent of creating a shared understanding.

Simply, an act of conveying intended information and understanding from one person to another is called as communication. The term communication is derived from the Latin word "**Communis**" which means to share. Effective communication is when the message conveyed by the sender is understood by the receiver in exactly the same way as it was intended.

"Communication is transfer of information from one person to another, whether or not it elicits confidence. But the information transferred must be understandable to the receiver." – G.G. Brown.

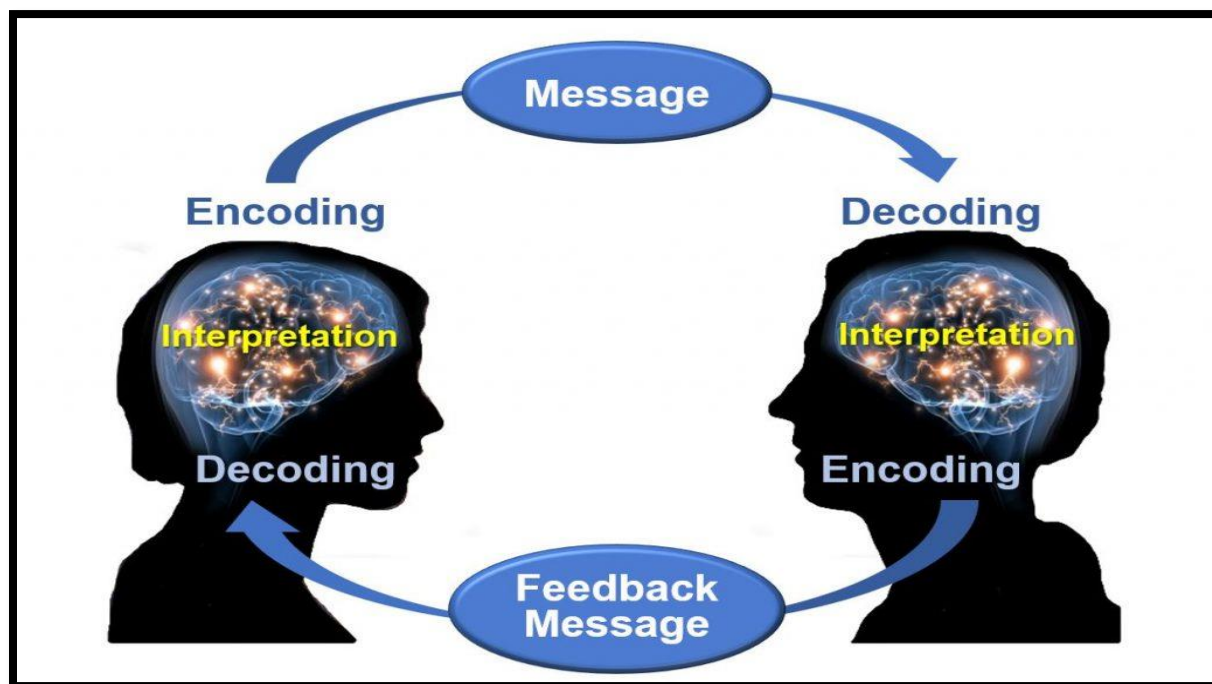
"Communication is the intercourse by words, letters or messages"

- Fred G. Meyer.

Communication is giving, receiving or exchanging ideas, information, signals or messages through appropriate media, enabling individuals or groups to persuade, to seek information, to give information or to express emotions.

COMMUNICATIONS PROCESS

Communications is a continuous process which mainly involves three elements viz. sender, message, and receiver. The elements involved in the communication process are explained below in detail:



1. Sender

The sender or the communicator generates the message and conveys it to the receiver. He is the source and the one who starts the communication

2. Message

It is the idea, information, view, fact, feeling, etc. that is generated by the sender and is then intended to be communicated further.

3. Encoding

The message generated by the sender is encoded symbolically such as in the form of words, pictures, gestures, etc. before it is being conveyed.

4. Medium

It is the manner in which the encoded message is transmitted. The message may be transmitted orally or in writing. The medium of communication includes telephone, internet, post, fax, e-mail, etc. The choice of medium is decided by the sender.

5. Decoding

It is the process of converting the symbols encoded by the sender. After decoding the message is received by the receiver.

6. Receiver

He is the person who is last in the chain and for whom the message was sent by the sender. Once the receiver receives the message and understands it in proper perspective and acts according to the message, only then the purpose of communication is successful.

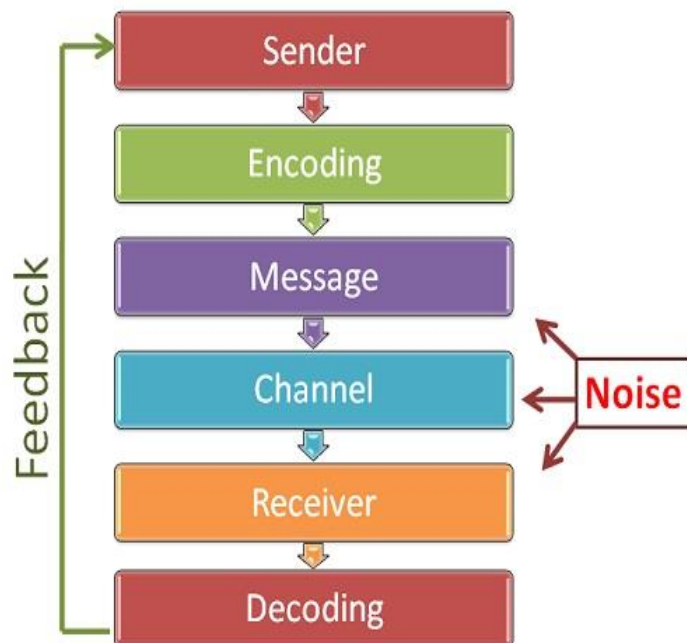
7. Feedback

Once the receiver confirms to the sender that he has received the message and understood it, the process of communication is complete.

8. Noise

It refers to any obstruction that is caused by the sender, message or receiver during the process of communication. For example, bad telephone connection,

faulty encoding, faulty decoding, inattentive receiver, poor understanding of message due to prejudice or inappropriate gestures, etc.



IMPORTANCE OF COMMUNICATION

1. The Basis of Co-ordination

The manager explains to the employees the organizational goals, modes of their achievement and also the interpersonal relationships amongst them. This provides coordination between various employees and also departments. Thus, communications act as a basis for coordination in the organization.

2. Fluent Working

A manager coordinates the human and physical elements of an organization to run it smoothly and efficiently. This coordination is not possible without proper communication.

3. The Basis of Decision Making

Proper communication provides information to the manager that is useful for decision making. No decisions could be taken in the absence of information. Thus, communication is the basis for taking the right decisions.

4. Increases Managerial Efficiency

The manager conveys the targets and issues instructions and allocates jobs to the subordinates. All of these aspects involve communication. Thus, communication is essential for the quick and effective performance of the managers and the entire organization.

5. Increases Cooperation & Organizational Peace

The two-way communication process promotes co-operation and mutual understanding amongst the workers and also between them and the management. This leads to less friction and thus leads to industrial peace in the factory and efficient operations.

6. Boosts Morale of the Employees

Good communication helps the workers to adjust to the physical and social aspect of work. It also improves good human relations in the industry. An efficient system of communication enables the management to motivate, influence and satisfy the subordinates which in turn boosts their morale and keeps them motivated.

CHARACTERISTICS OF COMMUNICATION

- **At least two persons** – Communication involves at least two persons—the sender and the receiver. The sender sends the message and the receiver receives the message. There is an exchange of information between two or more persons.

- **Two-Way Process** – Communication is essentially a two-way process. It does not merely mean sending and receiving messages. It is not complete unless and until the message has been understood by the receiver in the same sense.
- **Form of Communication** – Communication may take several forms, e.g., order, instruction, report, queries, etc. It may be verbal or written. It may be formal or informal.
- **Scope** – Communication is present in all human relationships. It is essential in all types of organizations and at all levels of management. It has a very wide scope.
- **Dynamic Process** – Communication is influenced by the mood and thinking of the sender and receiver. It keeps on changing depending upon the Level of understanding of the sender and receiver.
- **Goal-Oriented** – Communication is goal-oriented and is effective only when there is a congruence of goals of the sender and the receiver.
- **Interdisciplinary** – Communication derives knowledge from several sciences like anthropology (study of body language), sociology (study of human behaviour), psychology (study of human), etc. The linking between these sciences makes communication effective.
- **Interpersonal Relations** – The main purpose of communication is to influence the human behaviour which creates interpersonal relations.
- **Circular Process** – There is circular flow of information in the communication process. After the feedback, the receiver of the original message is required to transmit another message. The response indicates the success of the communication.

TYPES OF COMMUNICATION

1. Formal Communication

Formal communications are the one which flows through the official channels designed in the organizational chart. It may take place between a superior and a

subordinate, a subordinate and a superior or among the same cadre employees or managers. These communications can be oral or in writing and are generally recorded and filed in the office.

Formal communication may be further classified as Vertical communication and Horizontal communication.

Vertical Communication

Vertical Communications as the name suggests flows vertically upwards or downwards through Formal Channels. Upward communication refers to the flow of communication from a subordinate to a superior whereas downward communication flows from a superior to a subordinate.

Application for grant of leave, submission of a progress report, request for loans etc. are some of the examples of upward communication. Sending notice to employees to attend a meeting, delegating work to the subordinates, informing them about the company policies, etc. are some examples of downward communication.

Horizontal Communication

Horizontal or lateral communication takes place between one division and another. For example, a production manager may contact the finance manager to discuss the delivery of raw material or its purchase.

Types of communication networks in formal communication:

Single chain: In this type of network communications flows from every superior to his subordinate through a single chain.

Wheel: In this network, all subordinates under one superior communicate through him only. They are not allowed to talk among themselves.

Circular: In this type of network, the communication moves in a circle. Each person is able to communicate with his adjoining two persons only.

Free flow: In this network, each person can communicate with any other person freely. There is no restriction.

Inverted V: In this type of network, a subordinate is allowed to communicate with his immediate superior as well as his superior's superior also. However, in the latter case, only ordained communication takes place.

2. Informal Communication

Any communication that takes place without following the formal channels of communication is said to be informal communication. The Informal communication is often referred to as the 'grapevine' as it spreads throughout the organization and in all directions without any regard to the levels of authority.

The informal communication spreads rapidly, often gets distorted and it is very difficult to detect the source of such communication. It also leads to rumors which are not true. People's behavior is often affected by the rumors and informal discussions which sometimes may hamper the work environment.

However, sometimes these channels may be helpful as they carry information rapidly and, therefore, may be useful to the manager at times. Informal channels are also used by the managers to transmit information in order to know the reactions of his/her subordinates.

Types of Grapevine:

Single Strand: In this network, each person communicates with the other in a sequence.

Gossip Network: In this type of network, each person communicates with all other persons on a non-selective basis.

Probability Network: In this network, the individual communicates randomly with other individuals.

Cluster Network: In this network, the individual communicates with only those people whom he trusts. Out of these four types of networks, the Cluster network is the most popular in organizations.

