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. A manager may be highly qualified and skilled but if he does not possess good communication skills, all his ability becomes irrelevant. A manager must communicate his directions effectively to the subordinates to get the work done from them properly.

Meaning and Definition

Communication is the sum of all the things one person does when he wants to create understanding in the mind of another. It involves a systematic and continuous process of telling, listening and understanding.

(Louis A Allen) Communication can be defined as the process through which two or more persons come to exchange ideas and understanding among themselves.

Importance of communication

1. Communication **promotes motivation** by informing and clarifying the employees about the task to be done, the manner they are performing the task, and how to improve their performance if it is not up to the mark.
2. Communication is a **source of information** to the organizational members for decision-making process as it helps identifying and assessing alternative course of actions.
3. Communication also plays a crucial role in **altering individual's attitudes**, i.e., a well informed individual will have better attitude than a less-informed individual. Organizational magazines, journals, meetings and various other forms of oral and written communication help in moulding employee's attitudes.
4. Communication also **helps in socializing**. In todays life the only presence of another individual fosters communication. It is also said that one cannot survive without

communication.

5. As discussed earlier, communication also assists in **controlling process**. It helps controlling organizational member's behaviour in various ways. There are various levels of hierarchy and certain principles and guidelines that employees must follow in an organization. They must comply with organizational policies, perform their job role efficiently and communicate any work problem and grievance to their superiors. Thus, communication helps in controlling function of management.

An effective and efficient communication system requires managerial proficiency in delivering and receiving messages. A manager must discover various barriers to communication, analyze the reasons for their occurrence and take preventive steps to avoid those barriers. Thus, the primary responsibility of a manager is to develop and maintain an effective communication system in the organization.

Factors influencing communication

Raymond (1977:336) has described four factors that influence the effectiveness of organizational communication, these are such as;

1. **Formal channel of communication**: Is a means of communication that is endorsed and probably controlled by managers. Example includes newsletters, regular memos reports and staff meeting.Formal channel of communication influence communication effectiveness in tow ways, ever widening distance as organization develop and grow and second, the formal channels of communication is a mechanism that can affect the free flow of information between organizational levels.But then, effect communication is usually for more difficult to achieve in a large retail organization or industry with widely dispersed branches than in departmental store and it can still inhibit the free flow of information between organizational levels, example are as the manager avoids being bogged down by irrelevant information the higher level manager may in his process miss important information.
2. **The organization authority structure:** The organization of authority structure had a similar influence on communication effectiveness, status and power differences in the organizations help determine who will communicate effectively and accuracy of the communication will also be affected by authority differences. For example, conservation between a company president CEO and a chemical worker may well be characterized by somewhat strained politeness and formally.
3. **Job specialization:** Usually facilities communications with differentiated group

members of the same work group are likely to share the same jargon time horizons goals tasks and personal styles. Communication between highly differentiated groups however is likely to be inhibited.