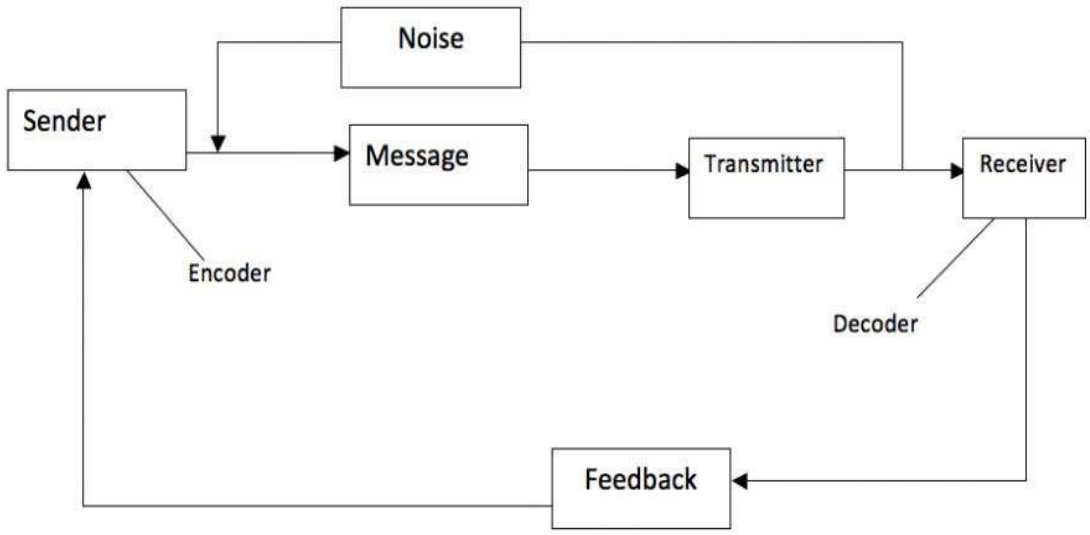
## COMMUNICATION PROCESS

The communication process can be described a model with several components. These components include a sender or information source who wishes to create a desired meaning in the mind of another the receiver. The meaning is encoded into a message or set symbols and it is sent along a channel to the receiver, who decodes the message and attaches meaning to it. The receiver spends to the sender or source with feedback reply there can be noise in all part of the system.

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1. **Sender:** A sender will be a person with information needs or desires and a purpose for communication then to one or more other people. The sender in any organization can be the director, manager, subordinates, department / branch or the organization itself. The manager in organization communicates with other managers / subordinates, client / customers and others who are both within and outside the organization.
2. **Messages:** The encoded sent by the sender to the receiver; Stones 91983). The messages is the physical form into which the sender encodes the information, the message may be in any form that can be experienced and understood by one or more of the senses of the receiver.
3. **Noise:** Stones (1983), said that noise is any factor that disturbs, confuses, or otherwise interferes with communication. Noise may be internal (as when a receiver is not paying attention) or external (as when message is distorted by the sounds in the environment) noise can occur at any

stage of the communication process especially troublesome during encoding or decoding stage.

4. **Channel:** A formal medium of communication between a sender and the recover Onwuchekwa (1995), the channel is the mode or means of transmission e.g on paper, telephone etc the situation of the receiver influences the choice of channel.
5. **Receiver:** The receiver is the person whose senses perceive the sender's messages. If the message does not reach the receiver, communication has not taken place.
   Wallace and Szillagyi (1982:231) said just as the sender flitters the intended messages when he or she manipulates symbols, the receiver filters when he or she interprets (or decodes) the symbols that had been manipulated. To Koontz and Wellrich (1988:464) accurate communication can occur only when both the sender and the receiver attach the sense or at least similar meanings to the symbols that compose the message. Therefore communication is not complete unless it is understood in the mind of both sender and other receiver.
6. **Feedback**: This is the reaction of the receiver on a sender message. Feedback passes back to the sender through the communication process. It helps to determine how effective a communication process is. Bason (1980:305) submitted that communication involves a process in which one or more person transmits messages to one or more person efforts to interpret this message often return information to the sender.

## Elements of communication process

Communication process as such must be considered a continuous and dynamic inter-action, both affecting and being affected by many variables.

**(1) Sender:**

The person who intends to convey the message with the intention of passing information and ideas to others is known as sender or communicator.

**(2) Ideas:**

This is the subject matter of the communication. This may be an opinion, attitude, feelings, views, orders, or suggestions.

**(3) Encoding:**

Since the subject matter of communication is theoretical and intangible, its further passing requires use of certain symbols such as words, actions or pictures etc. Conversion of subject matter into these symbols is the process of encoding.

**(4) Communication Channel:**

The person who is interested in communicating has to choose the channel for sending the required information, ideas etc. This information is transmitted to the receiver through certain channels which may be either formal or informal.

**(5) Receiver:**

Receiver is the person who receives the message or for whom the message is meant for. It is the receiver who tries to understand the message in the best possible manner in achieving the desired objectives.

**(6) Decoding:**

The person who receives the message or symbol from the communicator tries to convert the same in such a way so that he may extract its meaning to his complete understanding.

**(7) Feedback:**

Feedback is the process of ensuring that the receiver has received the message and understood in the same sense as sender meant it.

## Principles of communication

There are formal and informal relationship that has been established within the framework of the organizing function provide a means of disseminating such information to organizational members for communication to be effective, certain principles need to be systematically followed as these;

1. **Principle of efficiency of communication:** communication is necessary for planning, organizing, directing and controlling all the organizations operational activities as a result, communication should be as effect as possible.
2. **Principles of integrity in communication:** The purpose of communication is to provide a time and accurate understanding of messages in order to coordinate effectively the firm's activities, the greater the integrity and consistency of written, oral and nonverbal

   messages as well the moral behavior of the sender, the greater the acceptance of the message by the receiver.
3. **Principle of clarity in communication:** This is the responsibility of the sender to express messages in an understandable manner. The sender should know that modern business does not require verbosity in communication in consideration of the composition of the workforce, and as such be clear precise and concise when sending message as attention is paid especially to the receiver. If this principle as adhered to, it would in the small measure help to overcome barriers to effective communication such as badly expressed messages and fault translation.
4. **Principle of effect listening:** In this aspect, communication cannot take place unless the message received and understand.
5. **Principles of information communication:** The formal communication channels may be slow as a result, the most effective communication may be specially the transmission concept of encodes (sending) and decode (receiving) in terms of both their functional roles and contribution the advancement of a given level of performance are the distribution characteristics of information theory by taking advantage of the statistical nature and to use electrical signals to transmit messages over a given channel with a minimum error. Cybernetics is used in a very broad sense to incorporated the general science of control over complex systems information and 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.

### a. 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.

**b. 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.

## Merits of communication

- Successful completion of works
- Cost minimization
- Help to plan
- Share ideas, suggestions and complaints
- Democratic management
- Implement decisions in time

## Demerits of communication

- Poor planning
- Poorly worded messages
- Semantic problems
- Status differences between sender and receiver

**1.** Disadvantages of Communication

**2.** Perceptual differences between sender receivers

**3.** Environmental factors

**4.** Unqualified assumptions

**5.** Loss by transmission and poor retention