

## **COMMUNICATION**

Communication is an important requirement of every business. A businessman participates in the process of communication in many ways. For instance, he informs the consumer about his product, he motivate them to do the work or collects information about the progress of business etc.

### **Meaning of Communication** :-

The term communication is derived from the latin word “communis” or “communicare” which means to make common. Thus communication means to make common facts, information’s, thoughts and requirements. Communication therefore is the exchange of thoughts, message, information etc. by way of speech, signal or in writing.

In order to understand further, many scholars has define the term such as

“Communication is the process by which information is transmitted between individuals and/or organization so that an understanding response results”.

#### - **By Peter Little**

“Communication is an exchange of facts, ideas, opinions or emotions by two or more persons”.

#### - **By W.H. New man and C.F. summer Jr.**

But the definition given by **William Scott**, appears comprehensive and touches all aspects of communication process.

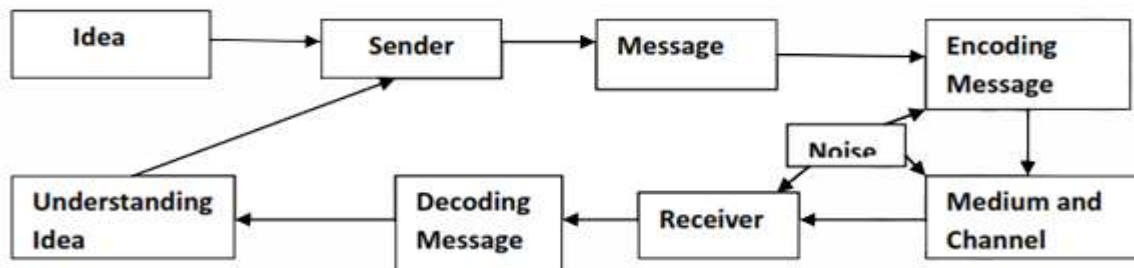
“Administrative communication is a process which involves the transmission and accurate replication of ideas ensured by feedback for the purpose of eliciting actions, which will accomplish organizational goals.”

## **Business Communication :-**

Every business firm whether a sole proprietorship, partnership or company undertakes business with the objectives to earn profit. During the course of this process, a businessmen consults sellers, buyers, accountant and other people ; he collects information and also exchanges facts. The specific communication undertaken by the business firm is known as business communication. In fact, business communication is a special type of communication undertaken to meet the need of the organization.

## **Communication Process :-**

Communication is effective when a concise and clear message is delivered well, received successfully and understand fully. The process of communication has the following distinct components:



1). **Idea:** - Idea is the simplification and abstraction of reality filtered through the individuals mind. Every message weather oral or written begins with an idea. Every business has its own convention for processing and communicating information.

2). **Sender:** - Person sending the information is called sender. He is also known as encoder. The process of communication begins when an idea occurs in his mind. The sender wants to send that idea to another

person/organization to achieve some objective. The sender must have a clear picture in his mind about what he wants to communicate.

3). **Message:** - The idea, emotion or opinion transmitted by the sender is called message. Message is an idea transformed into words. The message can be expressed in different ways depending on the subjects, purpose, audience, personal style and cultural background of the sender.

4). **Encoding:** - The method by which a message is expressed is called encoding. Message arises in the mind in the form of an idea. That idea is transmitted by the sender to the receiver in the form of words, symbols, picture etc. If not encoded, it may not be possible for the receiver to understand it.

5). **Medium and Channel:** - The method and means by which a message is transmitted by a sender to the receiver. For instance, letters is a medium and postal or courier service a channel. If message is communicated by telephone, than oral message is a medium and telephone a channel.

6). **Receiver:** - The receiver is a person/organization that receives the message. He is the destination of the message. In the absence, the process of communication is incomplete. He not only receives the message but also understands what is implied in it. He may be a listener, reader or viewer of the message.

7). **Decoding:** - Decoding is the mental process by which the receiver draws meaning from the word, symbols or picture of the message. Receiver decodes the message send by sender, that's why he is also known as decoder.

8). **Feedback:** - Feedback is the receiver's response to the message. Feedback is the final ink in the communication process. Feedback tells the source/sender, how the receiver has interpreted the message. The effective communication is always sensitive to feedback.

### **Need for business Communication: -**

In present times, business communication has become vital for survival of any organization. Following are the points, that highlights the need for business communication:

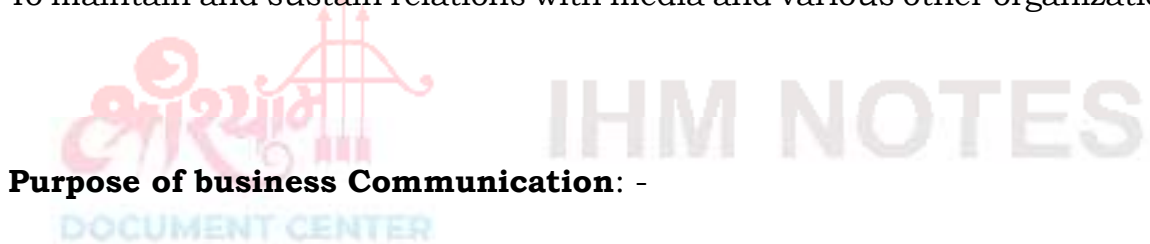
To know consumers attitude and perception toward the company and its product.

To conveys company image to target audience.

To communicate companies goals, objectives and policy to the concerned parties.

To deals with the internal and external stakeholder of the company.

To maintain and sustain relations with media and various other organizations.



### **Purpose of business Communication: -**

are: -

Business communication is required to perform two main functions. These functions

1). Internal functions.

2). External functions.

#### **1). Internal function: -**

All the communication that occurs in conducting work with in a business is called internal function. It helps increase job satisfaction, safety, productivity, profits and decrease in grievances, turnover and absenteeism.

Main internal functions of business communication are:

a). **Information to management:** - Business communication makes relevant information, facts and other information available to the management. It is on the basis of these information and facts the management takes decision, necessary for the growth & progress.

b). **Improvement to employees:** - Business communication provides relevant information to the employees such as, how a particular task is to be performed, how the employees will be rewarded etc.

c). **Improvement in morale:** - By providing detailed information regarding all tasks and individual issues to employees. Business communication helps in improving the morale of the employee.

d). **Promotes Spirit of understanding and co-operation:** - If effective communication take place between management and employees, it helps to bring an atmosphere of mutual trust and confidence.

## **2). External function:** -

The work related communicating that a business does with people and groups outside the business is called external functions. In today's complete business world, business depends on each other in the production and distribution of goods and services. The following are important external functions of business communication.

a). **To make relations with the suppliers:** - Business communication establishes relations with outside suppliers. It is through communication that suppliers are informed about which raw material is required and when; in what quantity and of what quality.

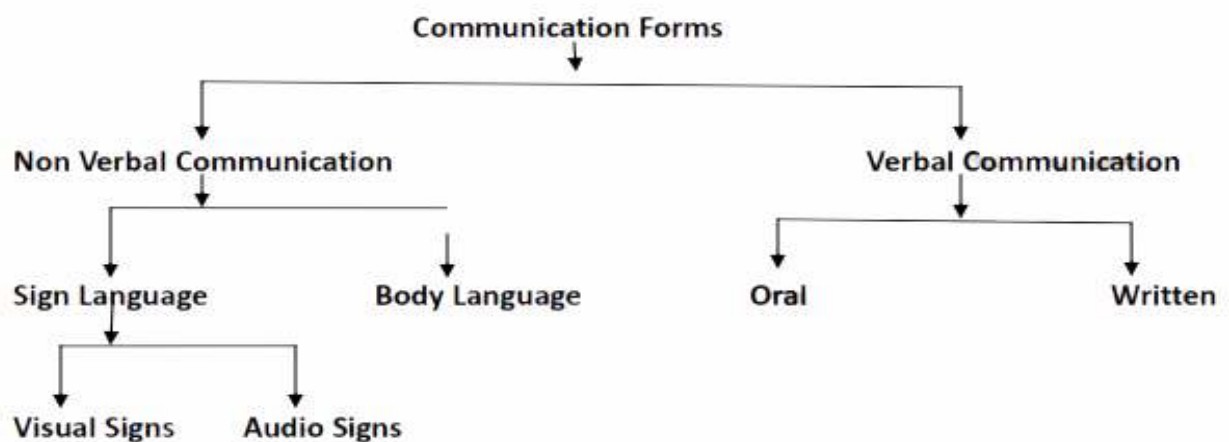
b). **Report to government agencies & departments:** -Business communication is required to deal with different government agencies such as licensing authorities, foreign trade, customs etc. and provide necessary reports and render various returns as per the law.

c). **Sale of Goods & Services:** - A business approaches the prospective customer equipped with information regarding his product, quality etc, all through communication.

d). **Report to owner – share holders:** - Share holders are the owners of the business and must be informed about each and every information of the business. The function is performed efficiently & conveniently through business communication.

**Business forms of communication:** -

In today world communication is possible through vast variety of medias, but from communication to be effective, the communication has to be very careful and judicious in the choice of media, which will depend on various factors like the urgency of the message, time available, expenditure involved, intellectual and emotional level of receiver etc. So to understand communication better, communication is derived into different forms. These basic forms are also known as methods, channels or medium of communication.



### **Non verbal communication: -**

The most basic form of communication is non-verbal. Long before human beings used words to communicate, our ancestors communicate with each other by using body languages such as gritting of teeth for anger, smile and touch to show affection. Thus one can easily say that non verbal communication is the communication without words.

As human beings evolved over a period of time, the use of this form of communication has not diminished but has widen in scope. The two effective means of communication are Firstly, non verbal communication is the form of sign language such as traffic lights, blowing of siren, telephone ring, traffic maps, etc. 'Secondly' Communication through body language, which include kinesics, para language, proxemics.

### **Meaning of :**

**Kinesics:** - is the interpretation of body language such as facial expressions and gestures (body movement).

**Para language:** - refers to the non- verbal elements of communication used to modify meaning and convey emotion.

**Proxemics:** - is a subcategory of the study of non-verbal communication along with haptics(touch), kinesics(body movement), vocalic(para languages).

### **Verbal communication: -**

Verbal communication involves the use of symbols that generally have universal meanings for all who are taking part in the communication process. It may be oral or written.

**Oral communication:** - It is that channel of communication in which message is transmitted in spoken form. The term oral means 'anything pertaining to the mouth'. These are two components of oral communication;

they are words and the manner in which words are pronounced. In oral communication sender and receiver exchange their ideas through speech either face or through some mechanical or electrical device such as voice mail, telephone, computer etc.

**Forms of oral communication: -**

- 1). Face to face conversation
- 2). Lectures
- 3). Meetings and conferences
- 4). Interviews
- 5). Telephonic conversation
- 6). Social and cultural affairs
- 7). Seminars
- 8). Radio
- 9). Telephone
- 10). Grapevine

**Written Communication:-**

Written or printed communication is generally considered the second basic form of communicating. It is that form of communication in which information is exchanged in the written or printed form. It is the most formal of all type of communication. With the advancement technology, the scope of written communication has also widened. It now covers electronic means like e-mail, fax apart from the traditional forms such as letters, circulars, memos, telegrams, report, forms, manuals etc.



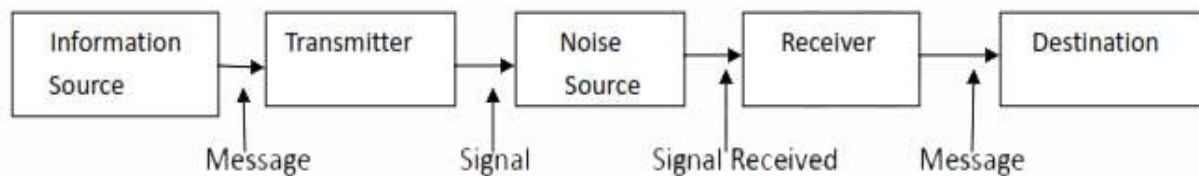
## **Different Communication models:** -

There are different ways to understand the principles and processes that define communication. The convenient and easy ways from these is through models, as they act as a descriptive tools to approximate things, which otherwise would have trouble seeing, imagining or describing.

Over the years, numerous models have been offered as representations of what is involved when human communicate. Different scholars have put forward different models of communication, main among them are: -

### **1). Shannon- Weaver Model**

In the year 1949 Cloude Shannon, an electrical engineer and Warren Weaver propounded a mathematical model of communication. This model particularly explains electronic communication in a simple linear way which is easily understandable.



- a). **Information Source**: - It is the beginning of the process. It represents some purpose on the part of sender.
- b). **Message**: - It is the information passing between sender and receiver in the communication process.
- c). **Transmitter**: - The sender of message in an encoded form is known as transmitter.
- d). **Noise Source**: - The model recognizes the potential of noise in distorting the message. e). **Receiver**: - He is the person to whom information is sent. He

decodes the information. f). **Destination:** - It is the end of the communication process.

## 2). **Murphy's Model:** -

This communication process model is propounded by three writers. According to this model; there are six components of communication process : -

a). **Context:** - Context is a broad field that includes country, culture, organization, internal &

external cause of action and every message whether oral or written begins with context.

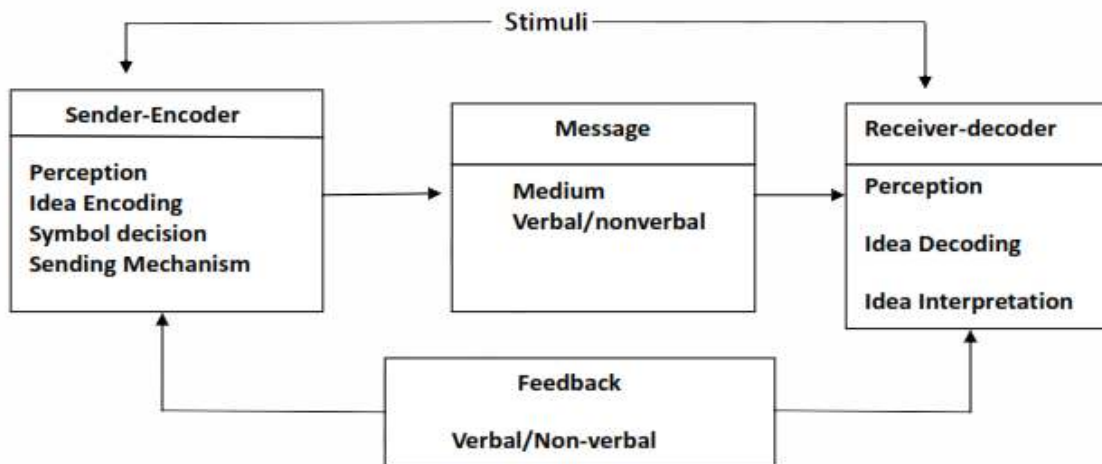
b). **Sender-Encoder:** - The second- encoder used symbols, usually words, to express the message and create desired response.

c). **Message:** - The message is the core idea the sender wishes to communicate. It consists of both verbal and non-verbal symbols.

d). **Medium:** - It is the channel through which a message is communicated. It can be printed word, e - mail, sound or gesture.

e). **Receiver- decoder:** - The receiver/listener is the person who receives the message and decodes it.

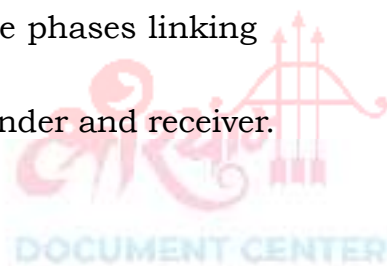
f). **Feedback:** - It can be oral or written. It can be an action such as receiving an ordered item. Sender needs feedback in order to determine the success or failure of the communication.



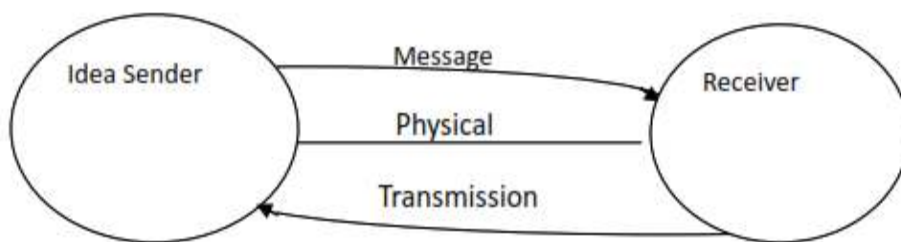
**3). Thill and Bovee Model: -**

According to Thill and Bovee communication model, business communication is more than a single act. It is a chain of events consisting of five phases linking

sender and receiver.



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## **Feedback**

- a). **Idea:** - The sender has an idea. In the process of conceiving an idea about the real world, the sender leaves out many things but assumes some things. This means idea in the mind of sender is a simplification of the real world.
- b). **Message:** - The idea in the mind of sender is transformed into words and thus becomes a message. The message may be expressed in many ways.
- c). **Message is transmitted:** - The 3<sup>rd</sup> step in the process is physical transmission of the message through verbal or non-verbal channel, from sender to receiver.
- d). **Receiver gets Message:** - For communication to occur, the receiver has to get the message, and understand the message and store the message mentally.
- e). **Feedback:** - The receiver reacts after receiving the message and sends feedback. Feedback is a key element in the communication process because it enables the sender to evaluate the effectiveness of the message. Then the process is repeated until both parties have finished expressing themselves.

## **Barriers of communication: -**

Communication is a process of transmitting information. If the information, as it is present in the mind of the transmitter, is transferred unchanged into the mind of the receiver, we say that a perfect act of communication has taken place. But if some miscommunication occurs either at the level of sender, or at the medium or at the receiver end, communication process is hampered. These miscommunications is refer as a 'barrier' to communication.

*Some of the major communication barrier are: -*

- 1). Semantic barrier:** - This barrier is associated with inter personal language. The reasons for this barrier are:-

a). **Interpretation of words:** - Most of the communication is carried through words whether spoken or written. But words are capable of communicating a variety of meanings e.g.

‘Radium is a valuable metal ‘. In this value can mean either price or utility or both.

b). **By passed instructions:** - By passing is said to have occurred if the sender and the receiver of the message attribute different meanings to the same word or use different words for the same meaning. Thus, half heard or understood message leads to miscommunication.

c). **Denotation and connotations:**- Words have two type of meanings: denotation (direct meaning) and connotation (secondary meaning or expression in audition to its primary meaning). There exists a large number of words that have a favourable connotation in certain context and unfavourable in other e.g. “cheap”. It is because of these words that sometimes compliment are interpreted as an insult.

**2). Socio psychological barrier:** - This barrier is associated with inter personal communication. The reason for this barrier are: -

a). **Attitude and opinions:** - Personal attitude and opinions after act as a barrier to effective communication. If the information agree/ similar with our opinions and attitude, we tend to receive it favorably otherwise we tends to (receive it favon ) run contrary to our accepted beliefs.

b). **Emotion:** - Emotional state of mind plays an important role in the act of communication. If the sender is perplexed, worried afraid, exited, nervous, his thinking will be bluffered and will not be able to organize his message properly. In the same way, emotions of the receiver also affects the process.

c). **Closed mind:** -A person with the closed mind is very difficult to control with. He is deeply ingrained in his prejudices and is placed in front of him.

d). **Status Consciousness:** - This exists in every organization and is one of the major barriers of effective communication. Subordinates are afraid of communicating with seniors as either they are too conscious of their status or too afraid of being scolded. Supervisors think that consulting their juniors would be compromising their dignity.

e). **In attentiveness:** - People often become inattentive while receiving a message in particular, if the message contains a new idea, as an adult mind resists change because change leads to insecurity, instability and uncertain things. Sometimes, a person also becomes inattentive because of some distractions such as framing a reply after receiving half information or guessing the next part of the message.

### **3). Physical Barriers:** -

This communication barrier is associated with the surrounding environment where communication is taking place. The reasons for this type of barrier are:

a). **Noise:** - It refers to all kinds of physical interferences that act as a hurdle in the communication process. Noise is of different types such as physical noise (any unwanted sound), Visual noise (too attractive thing), written noise (poor hand written, smudged copies).

b). **Time and Distance:** - Time and distance also act as a barrier in the smooth flow of communication. Distance between the sender and receiver acts as a hurdle. Although this barrier has been overcome by technology but still in case of breakdown, this exists. Different timing of shifts at the workplace also act as barriers in imparting/passing on vital information.

### **4). Organizational Barriers:** -

This communication barrier is associated with the choice of medium and rules followed in an organization. The reasons for this type of barriers are: -

a). **Rules & Regulation:** - Rules may prescribe how communication should be made/more from one level to another. Due to this movement, this can be loss of information, delay in passing information.

b). **Wrong choice of medium:** - Choice of channel/medium depends upon the nature of the nature of the message and to whom it is targeted. If wrong medium is chosen to communicate, proper communication will not take place e.g. employee distinguish performance compliment is send through peon in memo. This act transmits different meaning as memo is used to ask explanation for a particular act.

### **Overcoming Communication Barriers: -**

Following points should be kept in mind in order to overcome different communication barriers: -

- 1). Constructive environment should be created for expression of ideas.
- 2). Proper communication channel should be used to transfer idea/information
- 3). One should try to maintain a positive attitude while communicating by being open minded.
- 4). One should use direct, simple language and avoid words that have more than one meaning.
- 5). Free flow of information should take place between different levels both vertically and horizontally.
- 6). One should try to understand the idea/information through proper listening before giving feedback.