

INTRODUCTION OF COMMUNICATION

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All of us are born into a society and will have to live with it or opt for another society. In either case, there is a society to live with. As members of a society, we will have to establish relationships with individuals, groups and institutions either permanently or on a temporary basis. Communication helps us to belong to a society and benefit from such relationships.

Communication simply means moving and receiving messages or information from one point to another point. Individuals communicate with one another. They may also communicate with others as members of a group. Individuals also communicate with organizations and with larger audiences. Therefore, there are a number of situations in which communication takes place.

One needs a channel or medium which can carry these messages. Man has moved away from face-to-face verbal communication to a variety of other means with the advent of technology. The newspaper, the book, the magazine, radio and TV sets, tape recorders, VCRs, teleprinters, facsimiles etc., are all the new media or channels of communication. Other technologies have helped the speed of the transmission of messages over the different media.

Man is a social animal. He is gregarious by nature. The foundation of society is based on communication. Communication is essential not only for human beings, but for all living beings including birds, bees, fish, animals and plants. We can't imagine the existence or expansion of life. It is the effective communication system developed by human beings that made them special from the rest of living beings. Communication has a vital role to play in society. It can bring people close to each other. Its absence also may create a gap like a wall between individuals and societies.

Meaning and Definitions of Business Communication

The word communication originates from the Latin word “communis”, which means “common” and the word business stands for any economic activity which is undertaken with a view to earn profit and the communication undertaken in the process of this activity is termed as "business communication.

DEFINITION

Communication is a process of passing information and understanding from one person to another.

Keith Devis

Communication is generally defined as the activity of conveying information. Communication has been derived from the Latin Word "communis", meaning to share.

Wikipedia

Communication is something people do. To understand the human communication process, one must understand how people relate to each other.

Wilbur Schramm

MEANING

Communication is defined as —The flow of material information perception, understanding and imagination among various parties|. Business includes those organizations, which are engaged in the production and distribution of goods and services to earn profit. Therefore Business communication means, —Flow of information, perception etc. either within a business organization or outside the organization among different parties.

1. Communication is a source of information to the organizational members for decision-making as it helps identify and assess alternative courses of actions.

2. 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 molding employee’s attitudes.

3. Communication also helps in socializing. In today's life the only presence of another individual fosters communication. It is also said that one cannot survive without communication.

4. Communication assists in controlling processes. It helps control organizational member's behavior 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 the function of management.

Communication is a process of social interaction. When two or more individuals interact, they try to tangibly influence the ideas, attitudes, knowledge and behavior of each other. Communication is an exchange of information, knowledge, ideas or feelings that take place between two individuals. In a face-to-face situation, Communication is not mere exchange of information but something more because apart from the information one passes, the gestures, expression, language, the manner of expression and tone --all convey information and make an impact. Some kind of change occurs as a result of such interaction. This change may be visible in terms of knowledge and behavior.

Dreaming, talking with someone, arguing in a discussion, speaking in public, reading a newspaper, watching a TV programme etc. are all different kinds of communication that we are engaged in every day. It means that we are constantly exchanging our thoughts, ideas, and motions with someone or other either to satisfy our physical, emotional or other needs or to get work done. It is obvious that communication is an integral part of one's life. In fact, society cannot survive in the absence of communication.

There are numerous definitions of communication, and there is yet no agreement on any single definition. Some of the more functional definitions of communication describe it as "the transfer or conveying of meaning" (Oxford Dictionary), "transmission of stimuli" (Colin Cherry), "one mind affecting another" (Claude Shannon); "one system influences another" (Charles E. Osgood), "the mechanism through which human relations exist and develop", or "sharing of experience on the basis of commonness" (Wilbur Schramm).

Communication is more than mere transferring or transmission of ideas or thoughts. It is not a static act as some of the earlier definitions suggest but it is a dynamic process of action and interaction towards a desired goal, as suggested by later definitions. Communication is, therefore, **a process of sharing or exchange of ideas, information, knowledge, attitude or feeling among two or more persons through certain signs and odd symbols.**

Characteristics of Communication

1. Communication is continuous
2. Communication is personal
3. Communication is circular
4. Communication is irreversible

Communication is continuous

Communication is continuous because there is no time when a person stops communicating. Because every moment, we are either sending messages or receiving messages. It is obvious that we do not talk or write all the time. Yet there is a lot of communicating we do without knowing we are doing so. We might be listening to music or watching television. Here we tell us that the music is melodious or indifferent or that the TV serial is good or bad. Or, we may be looking at a poster as we are walking. We read the poster and think about its contents. We may see people on the road, animals, new vehicles, goods in display windows and reach them actively or passively.

Communication is personal

Communication is personal because what we make of the messages or what meaning we derive from the messages depends not on the inherent content of the message. This depends on our mood, our background, our motives etc. for example, A (boss) says to B (clerk) “come here.” Whether this is a command or a request or simply a statement depends on B, his mood, his background etc., B may do as A demands of him in their office. B may regard the message ‘come here’ as an insult if A were to say it to B when he is outside his office and amidst his friends. Thus what meaning is attached to communication is very much a personal matter. The same message may mean different things to the same person depending on time, mood and place etc.

We also learn from this that there are many variables in the communication process which determine the result-that is, how we understand a message or information.

Communication is circular

Communication is circular because it is difficult to identify the point where it begins and where it ends. When we say good morning to B, verbally we might have begun the communication. But long before we might have smiled at someone which is as good as beginning a communication. This is how communication is not only continuous and personal but also circular.

Communication is irreversible

Communication is irreversible because once something is said or written and reaches the receiver, the act becomes irreversible. We cannot take back what we have said. We may take back the note we have written but its contents or messages have already been consumed by the receiver. Once a message leaves the source and reaches the receiver, communication becomes irreversible.

OBJECTIVES OF COMMUNICATION:

- 1. Stronger Decision Making:** Your ability to communicate effectively increases productivity , both yours and your organization.
- 2. Increased Productivity:** With good communication skills , you can anticipate problems , make decisions , coordinate workflow , supervise others , develop relationships and promote products and services.
- 3. Steadier Workflow:** Communication acts as a tool for the effective work related flow of information.
- 4. 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 3 other and misinterpret information. Ideas misfire or fail to gain attention and people and companies flounder.

5. Clearer Promotional Materials: Your organization's need for effective reach of company name and public promotions are based on effective promotional material such as advertisements , billboards , online ad , posters etc are all communicated for effective message delivery and meaning.

6. Provide Advice: Giving advice is individual-oriented and work-oriented ,advice should not be 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 is given freedom.

7. 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 orders. Order should be clear and complete ,execution should be possible and given in a friendly way.

8. Suggestion: Suggestion is supposed to be a 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.

9. 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.

10. 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 the outside public.

11. 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's betterment.

12. 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 accounts for an individual intensity, direction , and persistence of effort towards attaining a goal.

13. 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 employees need it to translate planning into reality. Information will cover all aspects of the business.

14. To Provide Counseling: Counseling is given to solve employees mental stress and improve the employees productivity.

15. 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.

NATURE OF COMMUNICATION:

Communication has the following features:

1. Two-way process: Communication is a two-way process of understanding between two or more persons – sender and receiver. A person cannot communicate with himself.

2. Continuous process: Exchange of ideas and opinion amongst people is an ongoing process in business and non-business organizations. Continuous interaction promotes understanding and exchange of information relevant for decision-making.

3. Dynamic process: Communication between sender and receiver takes different forms and medium depending upon their moods and behavior. It is, thus, a dynamic process that keeps changing in different situations.

4. Pervasive: Communication is a pervasive activity. It takes place at all levels (top, middle, low) in all functional areas (production, finance, personnel, sales) of a business organization.

5. Two people: A minimum of two persons — sender and receiver — must be present for communication to take place. It may be between superiors, subordinates and peer group, intra or inter se.

6. Exchange: Communication involves exchange of ideas and opinions. People interact and develop understanding for each other.

7. Means of unifying organizational activities: Communication unifies internal organizational environment with its external environment. It also integrates the human and physical resources and converts them into organizational output.

Conclusion

It concludes that two or more persons are involved in the act, the one who gives information (**sender**) and the one who receives it (**receiver**). What is being shared? - An idea or an information or an attitude (**message**) And through what means? The information is shared or exchanged through certain signs and symbols; it could be language, oral or written. While sharing and exchanging ideas or information with others, we are actually interacting with people and establishing a kind of relationship that helps us to achieve the task set before us.