

Ques:- Elaborate the process & elements of Communication in detail through suitable examples.

Ans:- Communication Process:- Communication 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.

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- (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) Media:- 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, email etc. The choice of medium is decided by the sender.

(3)

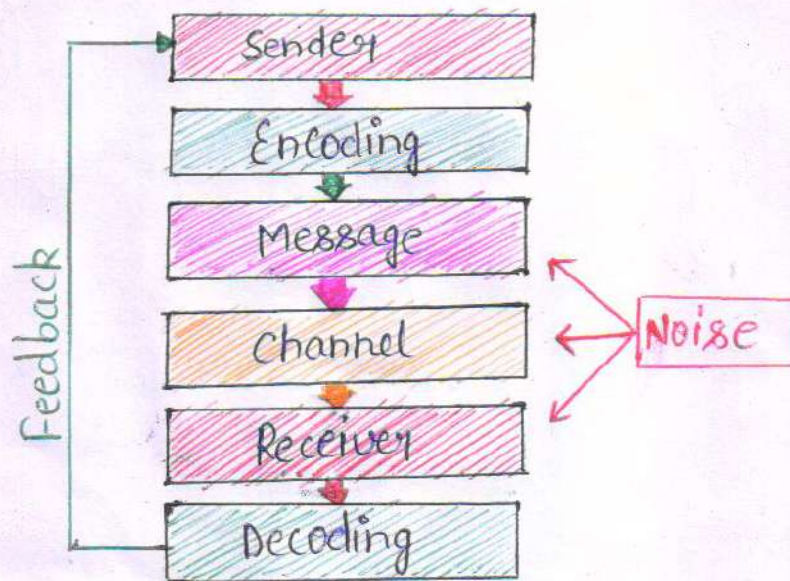
(5) Decoding :- It is the process of converting the symbols encoded by the sender. After decoding the message is received by the receiver.

(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 understand 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-

(a) 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 co-ordination between various employees and also departments. Thus, Communications act as a basis for co-ordination in the Organization.

(b) Fluent working

A manager co-ordinates the human and physical elements of an organization to run it smoothly and efficiently. This co-ordination is not possible without proper Communication.

(c) 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.

(d) 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 & effective performance of the manager & the entire organization.

(e) Increases Cooperation and organizational peace

The two-way Communication process promotes co-operation & 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 & efficient operations.

(J) 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.

Types of Communication :-

(1) Formal Communication :-

Formal Communications are the one which flows through the official channels designed in the organization 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 Communication can be oral or in writing & 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. Upwards 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. ⁽⁵⁾

(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.

(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 reaction of his/her subordinates.