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Course name: 'CEA'

Course title: Communication and Soft Skill

Sub title: Basis of Managerial Communication.

Basics of Managerial Communication.

→ **Communication**:- Communication is a process that keeps the flow of messages from one to one from one to many. It acts as a vein that carries information and keeps all the systems in functioning conditions. It acts as the trigger for the communication functioning for hum even ~~what~~ when a person is not willing to communicate. The word Communication is derived from the Latin word "Communicare" which means 'to share'. No living being in the universe can be alive without Communication.

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⇒ Significance of Communication in Management:

Communication is one of the major skills that bring success to an individual. Communication skill is considered as an important while assessing and individual for his/her leadership qualities, managerial capability, interpersonal relationship skills and as a whole assessing the personality of an individual.

Communication System enable the managers to function effectively. No business can be developed without any effective internal and external communication system.

An organisation that lack
in communication network
cannot succeed easily.

→ Decision Making:- Communication
is the process that
provide required information
for making decision. Before
making final decision
all needed information
are provided to the
decision-makers. Any flaw
in information or in
communication system may
lead to wrong or
non implementable decision.

→ Execution:- Unexecuted plans
and decisions are waste
of resources. Good
communication system helps
in executing the decisions
in planned manner. It

is impossible to issue clear and concrete instruction with an ineffective communication system.

→ **Motivation:** Communication system enable the management to develop and maintain the morale of the employees. Positive communication is a motivating force that leads to improvements in performance. It also increases the efficiency of all functions of management.

→ **Leadership:** Collection of individual becomes a mob when there is no effective leader. Effective leadership is achieved with excellent communication act as bridge between the leader and the follower and persuades the follower.

for certain action.

- Co-ordination: Communication enables for the managers to practice managerial function in systematic manner in making the employees understand exactly the required functions to be performed. Further the individual should find a match between the organisational goals and the personal goals. This can be easily achieved through proper communication method and devices.
- Co-operation: Perfect Communication system reduces the possibilities of misunderstanding and leads to better Co-operation.

→ Controlling: Appropriate communication on performance appraisal and corrective measures leads to better Controlling, Communication enables the smooth and unrestricted running of the enterprises.

→ Industrial Relations:-

Better Performance is possible only when a good relationship b/w management and workers in existence.

The organised Communication promotes mutual understanding between both the employers and the employees.

→ Distinguishing Factors:-

Communication divides the members from the nonmembers of the group

Members of certain group will possess the information and others don't. Communication system can act as a distinguisher of members from the non-members.

→ Consensus:-

Consensus means general agreement on an issue / opinion. Consensus is agreeing the same thing in the same sense with all others in a group.

Consensus takes place only when a group or organisation, a committee or meeting or a conference has a good communication system and participants having good communication skills.

→ Process of Communication;

Communication takes place in a defined environment referred as Communication environment. The Communication environment includes all the components of Communication process and - the physical environment prevailing in - the situation like lighting, size of the audience, size of space etc.

→ Sender:- Sender initiates the Communication process. Sender has the fact, idea or opinion which is to be conveyed to the receiver. Sender conceptualizes the subject matter and uses the language to make the message understandable to the receiver.

→ Message:- Message is the idea or fact in the subject matter, which the sender has. The ideas may be in the form of feelings, views, opinions, suggestions, attitudes etc.

→ Encoding:- Encoding is the process in which the idea of the sender is converted using any language into words, actions, or symbols so as to make the receiver to understand the message.

→ Channel:- Channel is the media that transmit the encoding message. Normally the encoding msg. are transmitted through the media radio, T.V, telephone, letter etc.

→ **Decoding:-** Decoding is the process that converts the coded message into a meaningful and understandable message by the receiver. The message is decoded correctly when the language used in encoding is used for decoding. If different languages are used in encoding and decoding process, the message is distorted.

→ **Receiver:-** Receiver is a person who receives, decodes and understands the message sent by the sender.

→ **Feedback:-** Communication is effective only when receiver understands the message as intended by the sender.

→ **Noise:-** Noise is any disturbances like sound, fluctuations etc.