

Assignment

1. Elaborate the process & elements of Communication in detail through suitable examples.

Communication

Communication is fundamental to the existence and survival of humans as well as to an organization. It is a process of creating and sharing ideas, information, views, facts, feelings from one place, person or group to another.

Communication is a key to the Directing function of management.

A manager may be highly qualified and skilled but if he does not possess good communication skills, all his ability becomes irrelevant.

A manager must communicate his ~~ability~~ ~~become~~ directions effectively to the subordinates to get the work done from them properly.

• Process of communication

Communication is a continuous process that mainly involves three elements viz. Sender, message, and receiver. The element 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 an idea, information, view, fact, feeling, etc. that is generated by the sender and is then intended to be communicated further.

3. Encoding

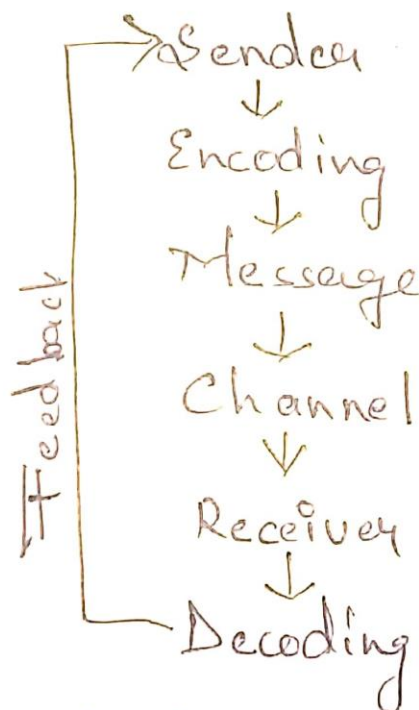
4. Media

5. Decoding

6. Receiver

7. Feedback

8. Noise



Types Of Communication

1 Formal Communication

Formal communications are the one that flows through the official channels designed in the organized chart.

Type of communication network in formal communication

- Single chain
- Wheel
- Circular
- Free flow

2. Informal Communication

Any communication that takes place without following the formal channels of communication is said to be informal communication.

Types of Grapevine network

- Single strand
- Gossip network
- Probability network
- Cluster
- "

List of measures to improve communication effectiveness are as follows—

1. Be a Good listener.
2. Follow up Communications.
3. Ensure proper feedback.
4. Convey information useful to the receiver.
5. Communication of Clarification of the idea.

Nonverbal Communication —

Non-vocal element such as unspoken symbols, signs, and signals to express meaning are examples of verbal communication.

Non-vocal element such as body language, gestures, facial emotions, and eye contact are of nonverbal communication.

Verbal Communication

Vocal communication is accompanied by auditory signals produced by a vibrating organ, such as the larynx in mammals' throats,

- Stress
- Intonation
- Pauses
- Focus Stress
- Pace

Communication Channels —

Along With formal and Informal Communication Channels, we also have a few different types of channels used in business organization.

They are as follows: —

- Digital communication channels
- Face-to-face communication channels
- Written communication channels

Models of Communications

The communication process is divided into three standard models: Linear, Interactive, and Transactional.

Communication processes are interconnected.

- Linear Model
- Interactive Model
- Transactional "

Importance of communication —

- ① The basis of Co-ordination
- ② Fluent Working
- ③ The basis of Decision Making
- ④ Increases Managerial Efficiency
- ⑤ Increases Cooperation and Organizational Peace
- ⑥ Boosts Morale of the Employees