

Communication and soft skills

Assignment

Q. Elaborate the process and elements of communication in detail through suitable examples.

Communication:

- Communication is a process of creating and sharing ideas, information, views, facts, feelings etc among the people to reach a common understanding.
- Communication is the key to the directing function of management.
- Communication is a continuous process which mainly involves three elements via sender, message, and receiver.

The elements involved in the communication process are follows-

- I. Sender
The sender or the communicator generates the message and convey it to the receiver. He is the source and the one who starts the communication.
- II. Message
It is the idea, information, view, facts, feelings etc that is generated by the sender and then intended to be communicated further.
- III. 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.
- IV. Media
It is the manner in which the encoded message is transmitted. The message may be transmitted orally or in writing. The medium of media includes telephone, internet, post, fax, e-mail, etc. the choice of medium is decided by the sender.
- V. Decoding
It is the process of converting the symbols encoded by the sender. After decoding the message is received by the receiver.
- VI. 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 properly and acts according to the message, only then the purpose of communication is successful.
- VII. Feedback s
Once the receiver confirms to the sender that he has received the message and understood it, the process of communication is said to be completed.
- VIII. Noise
It refers to any obstruction that is caused by the sender, message or receiver during the process of communication.

Importance of communication

- i. The basic coordination
The manager explains to the employees the organizational goals, modes of their achievement and also the interpersonal relationship among them. This provides coordination between various employees and also departments. Thus communication acts as a basis for coordination in the organization.
- ii. Fluent working
A manager coordinates the human and physical elements of an organization to run it smoothly and efficiently. This coordination is not possible without proper communication.
- iii. The basis of decision making
Proper communication provides information to the manager that is useful for decision making. No decision could be taken in the absence of information. Thus, communication is the basis for taking the right decision.
- iv. Increase managerial efficiency
The manager conveys the targets and issues instruction and allocates job to the subordinates. All of these aspects involve communication. Thus, communication is essential for the effective performance of the managers and the entire organization.
- v. Increase cooperation and organizational peace
The two way communication promotes cooperation and 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 and efficient operation.
- vi. Boosts morale of employee
Good communication helps the worker to adjust the physical and social aspect of worker. 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 communication is the one which flows through the official channels designed in the organizational chart. It may take place between a superior and subordinate, a subordinate and a superior or among the same cadre employees or managers. These communications may be oral or writing and are generally recorded and filed in the office.
Formal communication may be
 - a) Vertical communication
 - b) Horizontal communicationTypes of communication networks in formal communication
 - a) Single chain
 - b) Wheel
 - c) Circular
 - d) Free flow
 - e) Inverted

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 grapevine as it spreads throughout the organization and in all directions without any regard to the level of authority.

The informal communication spread rapidly often gets distorted and is very difficult to detect the source of such communication.

It also leads to rumors which are not true. Peoples behavior are often affected by the rumors and informal discussion which sometimes may hamper the work environment.

Types of informal network

- a) Single strand
- b) Gossip network
- c) Probability network
- d) Cluster network

Barrier to communication

The communication barriers may prevent communication or carry incorrect meaning due to which misunderstanding may be created. Therefore, it is essential for a manager to identify such barriers and take appropriate measures to overcome them.

The barriers to communication in organization can be broadly grouped as follows:

- i) Semantic barrier
These are concern with the problems and obstruction in the process of encoding and decoding of a message into words or impressions. Normally such barriers result due to the use of wrong words, faulty translations, different interpretations etc.
- ii) Psychological barriers
Emotional or psychological factors also act as a barrier to communication. The state of mind of both sender and receiver of communication reflect in effective communication. A worried person cannot communicate properly and an angry recipient cannot understand the message properly. Thus at the time of communication both the sender and receiver need to be psychologically sound. Also they should trust each other. If they do not believe each other they cannot understand each other's message in its original sense.
- iii) Organizational barrier
The factor related to the organizational structure, rules and regulations authority relationships, etc may sometimes act as barriers to effective communication. In an organization with a highly centralized pattern, people may not be encouraged to have free communication. Also rigid rules and regulations and cumbersome procedures may also become a hurdle to communication.
- iv) Personal barrier
The personal factor of both sender and receiver may act as a barrier to effective communication. If the superior thinks that a particular communication may adversely affect his authority, he may suppress such communication.
Also, if the superior do not have confidence in the competency of their subordinates, they may not ask for their advice. The subordinate may not be willing to offer useful suggestions in the absence of any reward or appreciation for a good suggestion.

