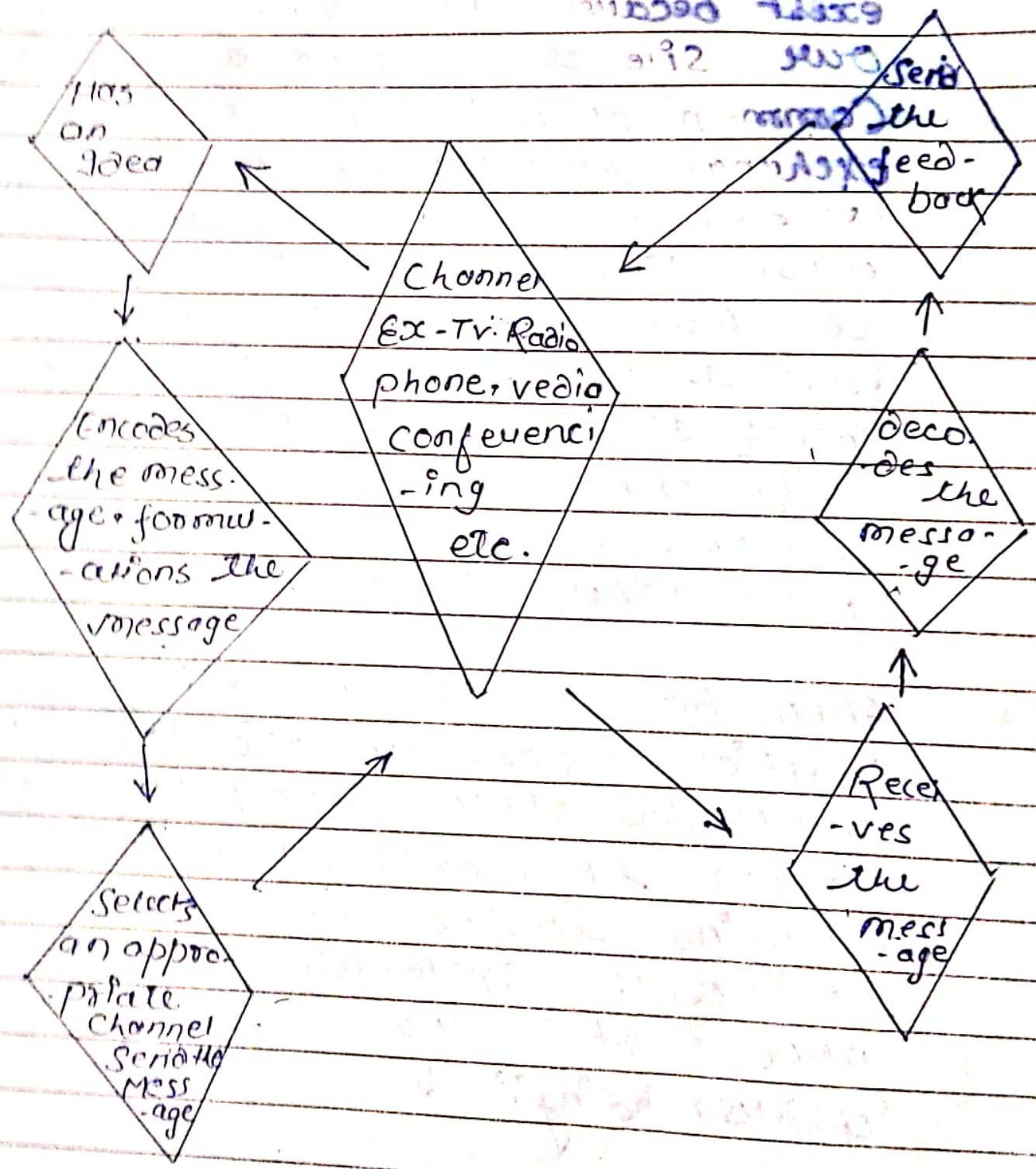


# \* The Communication cycle / process / Elements of B.C

Sender

Receiver



## Meaning of Communication

Communication is the life blood of social as well corporate world, we exist because we communicate. Even our silence communicates a lot.

Communication is a process by which we exchange meanings, facts, ideas, feelings or emotions with other peoples. The word "communicate" that means to share or participate. Everybody knows that most of the time, through speech or writing or any other means like exchange of a common set of symbols, we are sharing information with other human beings.

\* Allen has beautifully defined communication "Communication" is the sum of all the things one person does when he wants to create understanding in the mind of the another. It involves a systematic and continuous process of telling listening and understanding."

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## \* Importance of communication (ii)

The importance of communication to an organisation can never be overemphasized. It is critical to the success of any organisation and all the more so to a business organisation. It links not only the various components of the organisation but also its internal world with the external world. It is through communication that the information, ideas, attitudes, or emotions get to be conveyed from one person to a group or vice-versa and from one group to another.

There are following important-  
of effective business communication:

### (i) Growth in the size of Organisation :-

Most of the organisations now-a-days are growing larger and larger in size. The people in these organisations may be spread over different states of a country or over different countries. Keeping in touch with them, sending across directions and getting feedback will be possible only when communication lines are kept working effectively.

(ii) Growth of trade unions :- Over the last 50

many decades, trade unions have been going strong. No management can be successful without taking the trade unions in confidence. Only through effective communication can a meaningful relationship be built between the management and workers.

(iii) Growing importance of human relations :-


Workers in organisations are not like machines. They have their own hopes and aspirations. Management has to recognise them above all as sensitive human beings and work towards a spirit of integration with them.

(iv) Technological advancements :- The world is

changing very fast owing to scientific and technological advancements. These advancements deeply affect not only methods of work but also the composition of groups. In such a situation proper communication between superiors and subordinates becomes very necessary.

(v) Public Relations :- Every organisation have a social responsibility specially towards customers, governments suppliers, and public at last communication with them is the only way an organisation can project a proper image of itself.

(vi) Motivation and morale :- Communication plays an important role in inspiring people to work hard and instilling positive attitudes. Managers can increase the self confidence and job satisfaction of employees by keeping in touch with them.

 (vii) Corporate image :- Communication is mandatory for every organisation to develop and maintain reputation or goodwill in society. A business concern can keep itself in close touch with its customers, investors, dealers, suppliers and other sections of society through various forms of communications.

## \* Process of Business Communication

The communication process involves the sender, the transmission of a message through a selected channel and the receiver. Although the process of communication is more than the sum total of these elements. Understanding them can help to explain what happens when one person tries to express an idea to others.

- (i) **Sender** :- The process of communication begins with a sender. The person who transmits a message. The branch manager explaining new product lines to staff, a programme explaining a new program to a co-worker, an accountant giving financial report to it's superior are all sender of communication.
- (ii) **Message** :- A message is any signal that triggers that response of a receiver. Messages could be verbal (written or oral) or non-verbal (such as appearance, body language, silence, sounds, yawns, sighs etc.)

(iii) Encoding :- The sender must choose (certain) words or non-verbal method to send an international/national message. This activity is called encoding. While encoding a message one needs to consider what contents to include, how receiver interpret and how may it affect one's relationship.

(iv) Channel :- How will you send your message? Should it be send via an electronic word processing system to be read on the receiver's screen or through the printed word or through graphic symbol on paper or via the medium of sound? Briefly should one write or speak?

The choice of channel or medium (oral or written) is influenced by the inter-relationships between the sender and the receiver. It also depends upon the urgency of the message being send. Generally, it has been observed that if message requires an immediate answer, an oral channel may be the better choice.

(v) Receiver: - A Receiver is any person who notices and attaches some meaning to a message. In the best circumstance, a message reaches its intended receiver with no problems.

(vi) Decoding: - Even if the message reaches intact to its intended receiver there is no guarantee that it will be understood as the sender intended it to be. The receiver must still decode it attaching meaning to the words or symbols. It may be noted that decoding is not always accurate. It depends upon individual's experience. The problem is that all of us do not have identical experiences with the subject or symbols chosen by a sender. Even within India, attitudes, abilities, opinions, communication skills and cultural customs vary. And even the communication is between people of two different countries say India and Japan the problem arises. There are greater chances of misinterpretation; personal biases may intervene as each receiver tries to perceive the intended meaning of the

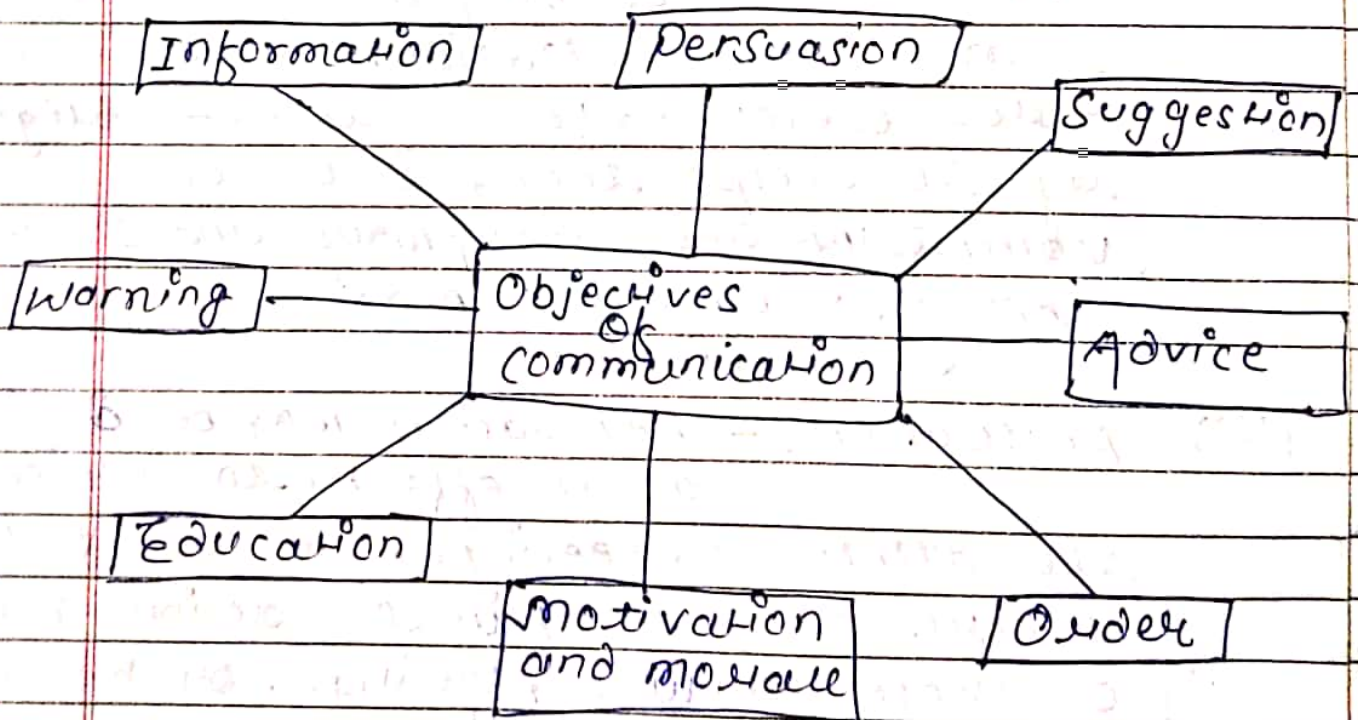


(vii) feedback :- ultimately the receiver reads or responds to the communication sent by the sender.

The response could be based on clear interpretation of the symbols sent or it could be based on misunderstanding or misrepresentation of symbols sent. Whatever the response of a receiver to the sender it is called feedback.

Feedback is an important component of communication (sender's idea in his or her own style or mechanism) process because ultimately the success or failure of communication is decided by the feedback we get. ↓

### Objectives of communication



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These followings are the Objectives of Communication are: -

(i) Advice: - One of the most important objectives of communication is to offer advice. Advice may be given on job related matters.

Now-a-days, businesses are global and complex, so no individual alone can run it, he will have to seek the advice of experts who are specialist in certain field such as finance, taxation etc. They offer advice in their field of specialization to run the business successfully.

(ii) Suggestion: - Suggestion is supposed to be 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.

(iii) 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

and you are convinced, you don't impose, you are not rigid and prepared to meet half-way and you can look at the situation from the other person's angle also.

(iv) 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 outside public.

(v) Warning :- If the employees don't abide by the norms of the organization warning is a power communication tool and it can be general and specific warning should be administered in private and after thorough investigation the aim of the warning should be the organization betterment

(vi) Motivation and morale :- 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 account for an

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

(vii) Information :- communication's main idea is to give and receive information because managers need complete accurate and precise information to plan and organize employee need it to translate planning in to reality. Information will cover all aspects of the business.