

Importance of communication in management

[Sociology](#), [Communication](#)



Communication is one of the basic functions of management; It is vital for accomplish managerial and organizational effectiveness. Good communication aid employees to become more involved in their work and helps them develop a better understanding of their jobs. obvious, exact and timely communication of information also prevents the occurrence of organizational problems.

The accomplishment of an individual in a team depends greatly on the extent to which he can engage in effective communication. The capacity to successfully communicate at work, home, and in life is probably one of the most important sets of skills a person needs to acquire

The Elements of the Communication

The basics of the communication process are the sender, encoding the message, broadcast the message through a medium, receiving the communication, decoding the message, feedback, and noise.

SEVEN STEPS FOR EFFECTIVE COMMUNICATION:

1. Pay attention more cautiously and responsively
2. Give details your formal intent and invite consent.
3. Communicate yourself more clearly and absolutely.
4. Decode your complaints and criticism into specific requests, and explain your requests.
5. Ask questions " open ended" and more creatively.
6. Articulate more appreciation
7. Make better communication an important part of your everyday life.

ELEMENTS OF EFFECTIVE COMMUNICATION:

Clarity of Thought and Expression: The talker must first know what he/she wants to express and why. It is very necessary that the communicator be aware of the purpose of his message. Communication without a clear objectives amounts to investigative in darkness The message should be clear in order to solicit effective feedback. Effective communication begins when someone thinks clearly. It is better for communicator should know what you want to communicate.

Correctness / Appropriateness: The message should not only be honest and clear, it should also be correct. It should be correct in spelling, sentence structure, content and format. Communicator must ensures that the rules and principle of spelling, syntax, punctuation, usage, and idiom are correctly point.

Conducive Environment: The environment in which a message is sent or received can also affect its meaning, shows a research. " News stories on a general-interest news website might never appear in a newspaper circulated in the financial community. What' is vital to person who reads in times of war differs from what's significant in times of natural disaster when traditional media might not even be operating. Communicators have to understand the surroundings in which they are transfer messages to assist their audience received information in the context in which was intended," argues an expert.

Feedback: Communication is a two-way avenue: it needs the efforts of both the sender and the receiver for success. It is a compound process. The

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communication, in spite of all efforts, may fail just because the receiver somehow fails to provide response or the sender fails to interpret the feedback correctly. "Communication is so complicated," asserts a guide, because at each step in the process there is major potential of error.

Completeness: Communication intends to create meaning and understanding and therefore needs to be complete in all respects. unfinished message breeds misinterpretation and defective interpretation.. Clarity is vulnerable in absence of completeness. Completeness offers numerous benefits., communications that seem insignificant can be surprisingly important if the information they contain is complete and effective

BARRIERS IN COMMUNICATION PROCESS: A NUMBER OF BARRIERS RETARD EFFECTIVE COMMUNICATION

- Sender obstacle..
- Encoding blockade..
- Medium obstruction.
- Decoding obstruction..
- Receiver blockade.
- Feedback barricade.

Physical Barriers: Any number of physical disruptions can hinder with the usefulness of communication, including a telephone call, drop-in visitors, distances between people, walls, and static on the radio

Semantic Barriers: The problem is semantic, or the meaning of the words we use. The same word may mean diverse things to diverse people. Words and

phrases such as efficiency, increased output, management privilege, and just cause may mean one thing to a school administrator, and something entirely different to a staff member

Psychosocial Barriers: Three important concepts are associated with psychological and social barriers: fields of experience, filtering, and psychological distance

PRESENTATION is a verbal communication that is usually given in a official setup - business, technical, professional or scientific environment. Something set forth to an audience for the concentration of the mind. An effective presentation generates a change in the audience; they become more informed or gain a better understanding of a particular subject. A good presentation is a kind of communication between the speaker and the audience. presentation are an important way of communicating ideas and information to a group.

KEY POINTS FOR EFFECTIVE PRESENTATION

- Lots of background research. Even if the information is not used in the presentation, it is useful to have as much knowledge as possible for the discussion and audience questions. It will assist your confidence too.
- Be prepared - organize in plenty of time.
- Structure your presentation.
- Focus on the question set.
- Get material from a wide range of supply.

- Put into practice your presentation.
- Make use of note cards.
- Speak clearly.

UNDERSTAND YOUR AUDIENCE

Research shows that communicators who understand their audience are more doing well in accomplish their communication goals. Understanding audience assist in answering questions like: It is good for communicator to be familiar with your audience, making an familiar list of the category of people who encompass it can assist you move toward the examines essential to understand them. One need to be as specific as possible..