

Communication: overview

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



Abstract Effective Internal communication plays a significant role in the success of any business. Without a proper channel of communication within the organization, the company will face various operational problems like decrease in sales, increases the turnover rate of employees and unsatisfied customers like SHED holding is facing now. Therefore it is important to understand the need of internal communication, the barriers affecting it and steps required to improve the written and oral communication in the organization. Task 1.

How internal communications takes place within the organizations

Introduction: A communication skill plays an indispensable part for the success of any organization irrespective to their size, geographical location or their vision. Business communication is linked with the internal culture and external image of any organization. Hence it determines what is communicated to whom, by whom and at what level of organization. In other words, strong business communication enables the organization to accomplish their goals by informing, influencing and developing goodwill both inside and outside the organization. . 1 The process of communication

According to the Adler and Town the process of communication begins with two people that starts when one person want to convey his ideas, thoughts, or emotions to another person. There two which are present in every communication sender and receiver. This process can be divided into the following elements: I. Sender's thought: The person who wants to send the message is called sender. The first step is to generate the thought in the sender's mind. II.

Encoding/message: The thoughts in the sender's mind are not clear therefore in this step the thoughts are translated into the symbols or message. This is known as encoding.

III. Transmission through medium: After the message is translated into message form, one has to choose the suitable medium. The medium can be a face-to-face conversation, telephone call, e-mail, or written report. For example SHED Holdings use word of mouth, emails or post as a channel to communicate within the organization.

Decoding by the Receiver: When the message is received by the receiver, the process of decoding begins which means the receiver attempts to understand and interpret the message.

V. Feedback: Finally feedback occurs where the receiver responds to the sender's message and the process of communication can be explained through this figure.

1. 2 Modes of

Communication: The communication can be done either verbally or non-verbally.

I. Verbal Communication: Verbal communication means that the communication is done by the usage of words or language. It includes:

a. Speaking: Speaking plays an important role in conducting business activities like giving interviews, attending meetings or sending orders. Various organizations conduct meetings with the employees to evaluate the progress or to discuss the problems.

B. Writing: Writing is used when a complex message is involved like placing order through letters, informing employees through circulars, sending reports and memos, filling different government forms. Usually managers ask the employees to write a report in order to gather details about the problems with their solutions.

. Listening : In business more time is spent on attaining information rather than transmitting

them therefore listening plays a vital role here. D. Reading: Reading reports, memos, policies, circulars, and different business statements are essential for an organization: Reading involves understanding and interpreting the material. II. Non-verbal Communication: Non-verbal communication means communicating through your body language including your eyes, hand, face, gestures or postures. For example your facial expressions can reveal your hidden fear or sorrow.

Or one's walking style can display their confidence level. Purposes of Communication: Various activities are performed in the organization and for that an effective and systematic communication is required. The basic objective of communication is to share information and to create a common understanding (Keystone, 2011). The following objectives of communication are discussed as follows: The main objective of communication is to help managers in achieving organizational goals. 0 The exchange of ideas or to share information within the employees becomes easier.

And it also helps to make contact with the external forces of organization. For example, answering to customers queries. 0 Communication increases efficiency among employees since organization can easily share information with them resulting in less turnover rate. 0 Communication helps in coordinating and co-operating the activities of various work groups and departments relationship with the external parties of the organization like customers, investors, suppliers or stakeholders. 1. Barriers to Effective Communication within the organization Every human being differs in their personal histories, ways in which they experience things, and have different

emotional responses that's why they encode or decode messages differently which results in creating barriers.. If we study the problems SHED holdings are facing is only due to the fact that there is no communication system between management and employee through which employees could forward the information about the order of customers or change in order deliveries information.

Different arises are discussed below: -Physical Barriers: The physical distractions can intervene with the effectiveness of communication including phone calls or distance between people. For example SHED holdings don't have an appropriate medium for internal communication. -Lack of planning: When there is no proper channel defined on what is needed to be communicated, when and how it should be communicated. For example there is no standard protocol defined by the management in sharing information with employees due to which their turnover rate is increased within the last year. Lack of clarity in Ritter/verbal communication: For not clarifying your ideas to the other party assuming that receiver is already aware and using, complex phrases or unfamiliar words during written communication. -Semantic Distortion: Some words or phrases or emotions can be interpreted in different way for example words like increased productivity can be taken in different in a different for employees and managers. -Poor listening and Premature Evaluation: One of the barriers in communication is poor listening and tendency to start evaluating the information without listening to the whole story. Less Impersonal Communication: Less impersonal communication between line managers and employees creates can affect the internal environment. For example

communication between line managers and their staff is random hence there is no regular meetings held in SHED holding to disseminate and gather information. -Non-verbal Communication: Not being able to see non-verbal cues, gestures, posture and general body language can make communication less effective. -Other Communication Barriers: These include perception, which causes individuals to mentally filter out and distort information received.

The perception itself is affected by any factors such as attitudes and emotion. Task 2: Designing of oral presentation 2. 1 How Organization Communicate with customers Formal modes of communications are needed to be used. SHED holding can utilized the following formal channels to effectively communicate with their employees and customers: a. Electronic: Communications that are delivered and accessed electronically whether by using computer, telephone, fax, television or other devices.

For example emailing, advertising on TV, through SMS, or using social media tools like SHED holdings is using backbone to reply their customers queries promptly. . Print: Using print media like newspapers, brochures, postcards, magazines and others to stay connected with the customers. SHED holdings should use coupon strategy to entice more customers. C. Face-t: Talking to your customers directly is very advantageous from business point of view, as it helps in gaining customers trust. For example Kellogg had face-to-face interactions at breakfast clubs and the briefing to mummy floggers to support breakfast. . 2: Purpose of using Social Media The social networking sites are not only used to communicate or interact with

friends lovingly but it is also one effective way for business promotions. It can be used for following objectives: a. Network: The most important benefit of social media is that it can build relationships with customers hence creating more business for companies. Often people want information about a company before they commit and it is a good way of getting this information across.

It allows a company to put a face to their brand, show they are interesting and, where appropriate, show their creative or humorous side. B. Generate Business: Social media can be used to increase brand visibility. With social media becoming more popular, the more brand is covered and the more people see it hence generating more business for the organization. Since SHED holding is facing loss, they should try to use more social media sites. C. Remain up-to date: With the help social media, the organization can update the customers with product development, engage them and can respond to their queries and criticism quickly.

One of the problems SHED holding is facing is that their late respond to the customers hence by using this medium they can resolve many of their issues. D. Personal Relation: Social media is considered as best tool of Public relations now and business are dependent on it. It enables the organization to build a good reputation among customers by providing with the information they required. 2. 3 The images organizations portray through their communications: Your company may offer best product in the market but unless your customers are aware of it, you may not make a single sale.

In order to do so the company should try to build an effective image for hear your company's name. SHED Holdings is being in business for 10 years but only thin past 3 years the company has made their name in the market, yet for past 1 year they have lost most of business and losing their reputation in the market because of lack of communication between the employees and management. It is noted that the complaints made by customers regarding the late delivery of products are left unanswered hence giving a bad name to the company, not only that the staff also misbehaves with the customers. . 4

Factors that have impact on the effectiveness of Communication Following are the factors that have an impact on the effectiveness of communication:

a. The Impact of Personal Relations on the Communication. Good interpersonal relationships among the employees in the organization can help the firm to accomplish their goals within time period. Interpersonal relations have their own importance in the organization as it enhances better communication and thus create a healthy environment for workers.

Personal relations have both their negative and positive impact.

Interpersonal communication involves interchanging ideas with others using an assortment of methods, such as words, gestures, voice tone, facial expression and body posture. Interpersonal skills are the lifeblood of organizations because effective communication dictates operational efficiency and facilitates teamwork and it enables and interpersonal communication is also used to help employees harness the personal and social skills necessary for conflict resolution.

At the same time too much of interpersonal relations have its limitations which can result in dissatisfying the employees. B. Impact of Non-verbal communication on oral communications: Non verbal communication can be defined as using your body language, postures, and gestures to convey your message to the other party. They can have both negative and positive impact on the receiver. We can consider numerous examples like; when people use their gestures and body movement while speaking to the others it tend to interest the listener more powerfully. People react to the body language.

If one doesn't manage to control it their negative attitudes and shows various signs either through their gestures or facial expressions, it can negatively impact people around them. For example; things like rolling your eyes, tapping impatiently on table or folding arms in a locked position or yawning will display negative impact. Hence on the other hand, smiling, existing carefully and showing a friendly gesture will leave a good impression on others. 2. 5 . The use of Conventions in written communications.

Convention is the term which is used to describe the punctuations, grammar and spelling.

Writing is all about conveying ideas; sentences how we package them. Each sentence consists of a complete thought, information that a writer wants it readers to understand. But readers can't understand it if they can't figure out where it begins and where it ends. That is where conventions are required. Convention is the term which is used to describe the punctuations, grammar and spelling. For example in indent and use periods and commas. Task 3:

Presenting oral Information Effectively Oral presentation is delivering an address to a public audience.

It can also be defined as speaking or speechifying. It is a brief discussion of done in order to impart knowledge or to simulate discussion. 3. 1 Designing an oral presentation To design an oral presentation, SHED holdings can design an effective presentation by following steps discussed below: I. Determine the overall purpose: There are many reasons for giving a presentation including; to inform, to educate, to entertain, to inspire and to convince. Therefore it is significant to know the purpose so that one can determine the structure accordingly.

For example, the purpose of SHED holdings is to develop an effective internal communication system within the organization. II. Select and limit the subject: Whether one is giving a 15 minute talk or 45 minute, make sure that all the information is covered in the given time. Be concise and deliver all the information in a calm manner. III. Analyze the audience and the situation: In order to ensure successful presentation, one should always consider what potential audience will be like and what their expectations will be.

Failure to address the needs and level of interest and understanding of an audience can hinder the presentation. IV. Create a speech outline: Speech outline includes- opening, body and conclusion. Opening- an introduction is like a road map which tells the direction to the audience of your presentation, therefore it is important to have a good introduction since it will help in capturing the audience attention. Body-the body of your presentation is where one develops main points and present examples by

using visual aid. Conclusion- it is the summary of the main points you talked in the body.

V. Practice before you deliver it: It is important to practice your speech to have a flow but not so much that it looked like one have memorized it. Use Visual Aid to support presentation skills Visual aids help in capturing attention of the audience but it is important that they must be relevant to the overall purpose. A careless design or use of slide can hinder the presentation. Some of the examples of visual aid that can be used during presentation; Overhead projection transparencies mm slides Computer projections (powering, applications like excel, etc) Video and films

Blackboard or flip -charts. Make sure to keep it simple and one should know in advance how to operate it. 3. 2 To communicate effectively in writing Written communication is to convey your ideas in writing. The advantage of written communication is that it can serve as evidence and can help in conveying messages to more than many people for example; the organization can used it to present results to the board or to launch a marketing campaign. For this various mediums can be channeled like writing reports, notes, press releases, or using social Medias. Document a meeting Meeting documents are created when there is a meeting held to discuss the matters pertaining to the operations and future operations of the business. These documents would involve company stakeholders. Three common meeting documents are: Notice of meeting- including the date, time, type of meeting, location, and the purpose of meeting. Agenda- detailed listing of the order events for the meetings Minutes- the official record of meeting,

outlining the details like place, time, purpose, attendees of meeting and agenda, review of previous meeting minutes and next meeting details.

Use charts and graphs to convey quantitative data For the clarity, readability purposes charts, graphs and pictures are used to report the findings of quantitative data. Quantitative data are those data that includes information in number e. G. Financial results, sales figures, changes in product features, productivity, and energy efficiency. Following are the examples on how different types of charts and graphs can be used. Tasks. Review

Effectiveness of communication: a. Assessing written communication

Communication is done for the sole purpose of conveying the information to the listener.

Therefore it is vital to review the written communication and to assess if the usage written is clear, readable and comprehensible for the receiver to understand your objective of writing. In order to do so one can utilize various pictures, graphs and charts but remember that all the material used is appropriate and matches to the content of message. And it is also important to keep in mind that usage of complex or unfamiliar words can result in ineffective communication. B. Assessing the effectiveness of oral communication The effectiveness of communication is done in variety of ways.

The speaker should effective: The purpose of the presentation achieved?

Appropriateness of body language he response of the audience Quality and appropriateness of information given 4. 2 Impact of technology on oral and written communication The development of technology has improved the

lifestyles. Communications have become easier and quicker due to the advancement in the technology. But everything has both positive and negative impact and the impact of technology on the communication process also comes as a mixed baggage. Positive impact: Technology have bridge the gaps between the worlds. It has transferred this big world into tiny global village. Due to the technology now one can easily convey omitting urgently to someone via emails or telephones and have made it possible to stay close to your friends and colleagues hence enables to strengthen the relationship. The availability of various software like powering, excel, video- conferencing enables the sender to clarify his message in more profound way.

The management of SHED Holdings can use these software to connect themselves with their employees. -Negative Impact: The most significant negative impact of technology is that it we have lost charm of good old world. The letters and face-face to conversation have gone away and have en replaced by chatting, emailing and twitting and the dependency on technology for making presentations or meetings have also increased which results in creating a stressful environment for the employees.

Conclusion: The SHED holdings have been facing number of problems due to the weak channel of communication which have affected both the internal and external relationships of the firm. With the help of this report we have tried to sum up the advantages of communication and have mentioned various ways which can result in resolving their issues and help them to attain competitive advantage in the market. The information mentioned in

this report will help the SMS and employees to understand the need of having an effective communication system.