

Communication plays
a vital role for
organisations
business essay



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Communication always plays the vital role for any kind of organization. Actually organization successfully runs properly for perfect communication. So, in a simple word we can say that business world fatally depends on perfect communication both verbal and nonverbal communication are essential for managerial task. Here in this topic, I would like to discuss how the nonverbal communication is equally important for managerial communication. Communication is something so simple and difficult that we can never put it in simple words –T. S. Mathew. On the other hand, Communication is the process by which information is transmitted between individuals and or organization So that an understanding bring results-peter little. Managerial Communication is the communication of manager that involve in the academic environment and business community. Nonverbal communication (NVC) is usually understood as the process of communication through sending and receiving wordless messages. i. e, language is not the only source of communication, there are other means also. NVC can be communicated through gestures and touch (Haptic communication), by body language or posture, by facial expression and eye contact. Speech contains nonverbal elements known as paralanguage, including voice quality, emotion and speaking style, as well as prosodic features such as rhythm, intonation and stress. Dance is also regarded as a nonverbal communication. Likewise, written texts have nonverbal elements such as handwriting style, spatial arrangement of words, or the use of emoticons.

Critical Discussion of Relevant theoretical Literature:

“ If personality is an unbroken series of successful gestures, then there was something gorgeous about him. . . .” –F. Scott Fitzgerald, regarding Gatsby

“ This impossibility of not communicating is extremely important to understand because it means that each of us is a kind of transmitter that cannot be shut off. No matter what we do, we give off information about ourselves.”

-On nonverbal communication, Ronald B. Adler and Neil Towne in “ Looking In, Looking out 9th Ed.”

“ Given today’s technology-driven communication systems, people have face to face interactions. As a result it is crucial to maximize their impact. To reduce the impact the nonverbal aspects of a conversation often say much more than the verbal ones.”

Jon Peters, President, The Institute of Management Studies

For negotiating or facilitating change in their professional association must need to know as well as understand the body language essentially for executive management skill

Alan sauer, CAE, IOM, Fellow, American Society of Association Executives, and former Chair of the Board of Trustees, US Chamber of Commerce Institute for Organization Management.

Invariably people do not reflect on body language as a means of communication until you bring it to their attention. The nonverbal advantage should be a great success.

Charles A. Lynch, Chair, Markets value Partners Company

Face to face communication takes a new meaning in this much-needed and detailed treatise on nonverbal communication. Understanding how humans give silent clues- with eyes, hands, posture, and even feet- helps us become better speakers and better listeners.

Wilma Mathews, ABC, IABC Fellow, Faculty Associate, Walter Cronkite School of Journalism, and Mass Communication Consultant

The nonverbal advantage is a must- read for anyone wanting to move ahead and stand out from the crowd.

Robert L. Dilenschneider, Founder and Principal, The Dilenschneider Group, and author of Power and Principal: The Rules Have Changed

In my global business dealings, I have seen negotiations fall apart when people gave the wrong signals and didn't respect cultural differences.

Kimberly Benson, Vice president, Change International, Inc

Evaluation of evidence:

From the alone discussion we can easily say that in the field of managerial communication and activity nonverbal communication is so much effective and equally important. In the time of globalization a manager may have to do cross cultural communication and then nonverbal communication makes it more effective and meaning full.

Nonverbal communication cues can play five roles:

Repetition: they can repeat the message the person is making verbally
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Contradiction: they can contradict a message the individual is trying to convey

Substitution: they can substitute for a verbal message. For example, a person's eyes can often convey a far more vivid message than words and often do

Complementing: they may add to or complement a verbal message. A boss who pats a person on the back in addition to giving praise can increase the impact of the message

Accenting: they may accent or underline a verbal message. Pounding the table, for example, can underline a message.

(Source: The Importance of Effective Communication, Edward G. Wertheim, Ph. D.)

There are so many kinds of nonverbal communication. Here discussing some nonverbal communication is important and effective for not only a manager but also for a general person.

Facial expressions

The human face is extremely expressive, able to express countless emotions without saying a word. And unlike some forms of nonverbal communication, facial expressions are universal. The facial expressions for happiness, sadness, anger, surprise, fear, and disgust are the same across cultures.

Body movements and posture

Consider how your perceptions of people are affected by the way they sit, walk, stand up, or hold their head. The way you move and carry you communicates a wealth of information to the world. This type of nonverbal communication includes your posture, bearing, stance, and subtle movements.

Gestures

Gestures are woven into the fabric of our daily lives. We wave, point, beckon, and use our hands when we're arguing or speaking animatedly-expressing ourselves with gestures often without thinking.

Eye contact

Since the visual sense is dominant for most people, eye contact is an especially important type of nonverbal communication. The way you look at someone can communicate many things, including interest, affection, hostility, or attraction. Eye contact is also important in maintaining the flow of conversation and for gauging the other person's response.

Touch

We communicate a great deal through touch. Think about the messages given by the following: a firm handshake, a timid tap on the shoulder, a warm bear hug, a reassuring pat on the back, a patronizing pat on the head, or a controlling grip on your arm.

Tips for successful nonverbal communication:

Take a time out if you're feeling overwhelmed by stress. Stress compromises your ability to communicate. When you're stressed out, you're more likely to misread other people, send off confusing or off-putting nonverbal signals, and lapse into unhealthy knee-jerk patterns of behavior.

Pay attention to inconsistencies. Nonverbal communication should reinforce what is being said. If you get the feeling that someone isn't being honest or that something is "off," you may be picking up on a mismatch between verbal and nonverbal cues. Is the person saying one thing, and their body language something else? For example, are they telling you "yes" while shaking their head no?

Look at nonverbal communication signals as a group. Don't read too much into a single gesture or nonverbal cue. Consider all of the nonverbal signals you are sending and receiving, from eye contact to tone of voice and body language.

http://helpguide.org/mental/eq6_nonverbal_communication.htm

Conclusion:

Now it is clear that for effective communication both the verbal and nonverbal communications are equally important for not only a manager but also everyone. The fact every oral communication has also a nonverbal message can't be overemphasized because the nonverbal component usually carries the greatest impact. It's not what you said, but how you said

it. People respond to how something is said as well as what is said. Manager should remember this as they communicate.

RECOMMENDATIONS

Eye contact:

Eye contact, an important channel of interpersonal communication, helps regulate the flow of communication. And it signals interest in others.

Furthermore, eye contact with audiences increases the speaker's credibility.

Teachers who make eye contact open the flow of communication and convey interest, concern, warmth and credibility.

Facial expressions:

Smiling is a powerful cue that transmits:

Happiness

Friendliness

Warmth

Liking

Affiliation

Thus, if you smile frequently you will be perceived as more likable, friendly, warm and approachable. Smiling is often contagious and students will react favorably and learn more.

Gestures:

If you fail to gesture while speaking, you may be perceived as boring, stiff and unanimated. A lively and animated teaching style captures students' attention, makes the material more interesting, facilitates learning and provides a bit of entertainment. Head nods, a form of gestures, communicate positive reinforcement to students and indicate that you are listening.

Proximity:

Cultural norms dictate a comfortable distance for interaction with students.

You should look for signals of discomfort caused by invading students' space.

Some of these are:

Rocking

Leg swinging

Tapping

Gaze aversion

Typically, in large college classes space invasion is not a problem.

Paralinguistic:

This facet of nonverbal communication includes such vocal elements as:

Tone

Pitch

Rhythm

Timbre

Loudness

Inflection

For maximum teaching effectiveness, learn to vary these six elements of your voice. One of the major criticisms is of instructors who speak in a monotone.

MANAGERIAL IMPLICATIONS:

Good communication skills are very much needed in both our personal and professional life. While verbal communication skills are important, then nonverbal behaviors covers a large percentage of our daily interpersonal communication.

Communication is not only spoken word. Gestures, facial expressions, body language and voice intonations are powerful subtle communicators. We often use these in our daily life.

We have to remember that a manager is communicating and receiving communication from employees and customers

Facial expression – The most obvious expression to everyone is smiling. Smiles communicate warmth, openness, and a willingness to communicate. Where unsmiling communicates the opposite

Managers should be especially careful how they present themselves to customers. A smile will build a positive impression to customers. Often we

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fail to smile thinking it invites time-consuming conversation at busy time. But conversation can be terminated politely, and many times a few seconds with customers will solve their problems and build goodwill for the company.

Eyes - The eyes are the most important part of facial expressions. In the above discussion, the eyes may be squinted to show concern and opened wide to show a positive response. If a person looks directly in the eye or into face, means they are communicating directly to us. On the other hand, if they fail to look you in the eye or face they communicate insincerity or a lack of interest.

We have all had the experience of talking to someone in a crowded room. If the person speaking allows their eyes to wander you get the impression they are not interested in you and are looking for someone else. This can easily happen with store managers trying to speak with a customer and keep track of what someone else is doing at the same time. If the manager does not concentrate on the conversation with his eyes as well as his voice, the unfavorable nonverbal message is clear to the customer.

Hands and arms - Closed hands and crossed arms communicate a closed or resistant attitude. For example, arms crossed on the chest send the message, " my mind is made up." Someone speaking to this posture senses they are being heard, but with a closed mind. This patronizing attitude is offensive and frustrating to the speaker. Conversely, a person gesturing with hands open and arms away from the body is viewed as open and receptive to the speaker.

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