

# Example of importance of communication research paper

[Business](#), [Marketing](#)



## **Abstract**

Communication is at the core of all organizational activity. Effective communication requires understanding of communication styles and efforts, but it is rewarding in the long run. Following is an article on communication styles and how they pertain to the realm of organizational dealings both outside and within the organization.

## **Introduction**

Human beings are social creatures. A human being cannot survive alone. People need to communicate, share ideas and constantly remain in touch. Communication becomes the crux of a person's lifestyle (Cmeciu and Chruszczewski, P., 2012). The way a person communicates defines them, chalks a personality of the person for others to understand and react to. So is true for an organization (Smith, 2004). Organizations need to constantly keep in touch, to evolve, stay in the market, expand and remain profitable (Orey and Prisk, 2004).

This article discusses the importance of communication through the perspective of business organizations as live entities that thrive through effective communication.

## **Discussion**

Communication is a two way flow of information between two or more individuals or organizations (Cmeciu and Chruszczewski, P., 2012). There are many styles of communication but the measure subdivision is five different communication styles namely Assertive, Aggressive, Passive-aggressive,

Submissive and Manipulative. These styles are as described below:

**Assertive Style:** The least used yet the best form of communication style.

This style is characterized by tendencies of justification, positive social and emotional expression, respectfulness, reliability, acceptance and responsibility. An organization requires all these traits to be effective in the market as well as within (Smith, 2004).

**Aggressive Style:** The win it at all costs attitude is defined by this style of communication. This is the most harmful form of communication of all. It is self-centered approach, hurtful and manipulative at times. It is ineffective as the content of the communication is lost in the reaction of the people. The hostile attitude is unhealthy for the functioning of an organization.

Aggressive communication may help an organization to win the moment, but causes it lose the situation and respect as a whole.

**The Passive-Aggressive Style:** This is another style of communication essentially categorized as two faced. The organization or its employees may appear to be submissive on the surface but are politically aggressive on the inside. This style of communication is purely psychological, caused due to insecurity and leads only to the downfall of the organization that chooses to follow this method of communication (Smith, 2004).

**Submissive Style:** The organization that follows this style tries to please other people and avoid conflict at all times. These organizations create propogandas as if other parties' needs have more importance, more rights and better contribution (Orey and Prisk, 2004). This style of communication is disadvantageous as well. It undermines the nature of the organization and renders its services or demands as taken for granted by its clients or

suppliers. This style should be avoided where the organization needs to capture a niche (Smith, 2004).

**Manipulative Style:** This is a style used by organizations that are highly calculative and believe in scheming. Manipulative communicators are skilled at influencing or controlling others to their own advantage. This communication style always carries an underlying meaning and leaves its receiver dissatisfied, at times cheated even (Cmeciu and Chruszczewski, P., 2012).

Effective Communication can be a tricky model to understand and master within an organization, especially in organizations with complex levels and multiple issues (Orey and Prisk, 2004). When all the wings of an organization communicate rightly, it automatically improves workflow and productivity. Making efforts to improve communication between employees within the organization as well as dealings outside, can build a stronger organization that remains in business for long (Smith, 2004).

## **Conclusion**

Communication is the simplest yet crucial parameter in the determination of success for an organization (Orey and Prisk, 2004). Rightly timed and rightly posed communication can work wonders and win situations that may seem impossible to get past. An organization that wishes to stay functional must choose the right form or communication style in all its dealings, from employee to client and so on (Smith, 2004).

## References

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