

Importance of setting communication goals

Literature, Russian Literature



The paper " Importance of Setting Communication Goals" is a wonderful example of an essay on journalism and communication.

Communication is an important process of providing data and sharing information that is achieved by various means that may include written, visual, or electronic. Communication skills help one in a career path that he or she has chosen since the person can have good ideas and skills but is not able to express them to the audience. In an organization, people on the higher ranks spend much of their communication skills rather than technical ones because they are leaders and are required to exercise their roles in management.

Effective communication also is beneficial to the company rather than to an individual alone. It has benefits in that it increases productivity, enables good decision-making process ensuring close ties with important people in the community, warns of any possible threats and so on. As a leader in a company, one is required to put the communication skills in practice and to ensure that they are clear and factual to facilitate an effective process. It creates measurable results that can be used to evaluate the performance of each employee (McConnell 5).

The audience in any communication setup is crucial in that every company has unique communication systems that connect the people and the outside world. They adopt an audience-centered approach that provides information to all employees and allowing them to understand them well. In addition, the management of a company must ensure that they communicate well to the junior members ensuring that the information is received in a clear manner. The reader of the process of setting communications goals is in a better

position to communicate well regardless of age, culture, religious or ethical behaviors of other employees. According to McConnell (pg 7), they need to be transparent and open while focusing on who will be responsible if bad information is passed to the people.