

Available online at <http://www.ijims.com>

ISSN: 2348 – 0343

Impact Of Effective and Powered Communication in The Modern Organizations and Suggestions to Remove Barriers In The Way of Effective Communication

Jameendar Ritesh

Davi Ahilya Vishva Vidyalaya, Management Department, LSA College, Dhar, Madhya Pradesh, India

Abstract :-

Any company or Organization is made of by the employees whether they are belongs to top level, middle level or lower level of organization. A strong organization shows its strong mutual relation among the employees to employees or between managers to employees. Mutual relations largely depends on their effective and efficient communication. Effective communication make easier decision making for the top level managers and making effective planning. Along with this effective communication helps top level managers to set effective objectives and goals. Effective communication generate the feeling of cooperation among the employees. it enhance the productivity of organization which leads to expansion of company or organization. effective and improved communication is the back bone of company.

Keywords : Effective communication, top level improved decision making, mutual relation, mutual co-operation, team building, organization expansion, productivity.

Introduction :-

The word communication is originated from the latin word *communicare* which means to impart , to share , or to make common. Communication means what is common is shared by all. In present era , electronic technology is most frequently used for passing messages from one person to another or to the world and world itself is changing very fast in the term of communication or to share the information from one place to another.

New invented and Advance and complete Process of communication :-

Communication process comprises of some of elements that are very essentials in the process of communication to complete it. Theses elements are as follows :-

1. Sender:-

the process of communication start with the first element that is sender of the message or information. The sender is who wishes to convey an idea or concept to others or can be the person who express a thought or emotions to other persons.

2. Message:-

the message is the substance of the communication process. It is heart of the communication process. The message is what conveyed by the sender. Thus a message may be in three form that is oral, written, or in the form of gesture

3. **Encoding:-**

Encoding is third stage of communication process which starts after successfully completion of first stage that is sending the information. The sender encodes the idea by selecting symbols with which he can compose a message. Encodannt stage means conversion of ideas into communication codes and which will be understood by the receiver of the message.

4. **Communication Channel:-**

The message is sent through a channel . after encoding the message , the sender of message choose the appropriate channel to convey it to the other. The mode of transmission is often inseparable from the message. The channel is the link that connects the sender and receiver in effective manner.

5. **Receiver:**

When message is sent through an appropriate channel it is received by receiver of the message. this is very important stage where message is sent to final destination that is receiver.

6. **Decoding:**

Decoding is sixth stage in which message is translated in receiver own language. Decoding means transmission of message in which the message can become understandable by the receiver of the message.

7.**Feedback:-**

Giving feedback is seventh stage in the process of effective communication. When message is received by the receiver of the message. The receiver gives response regarding the message to the sender of the message that is feedback stage.

8. **Error correction :-**

Error correction is newest stage in communication process. In which if there is any error occur in the process of communication and if the reciver of is not satisfy with the information which is given to the receiver by sender, he can ask for the repetation of message by the sender. This step is called error correction.

Purpose of effective communication:-

Positive relationship is essential for creating positive energy in working life of people as well as personal life of people. When individuals are able to build positive relationship , they can perform better at work place and learn more effectively. Positive relationship helps people to feel secure and safe in an organization. the feeling of uncertainty and frustration is less. Feeling of joy and excitement create desire to act and learn. Quality of decision making is improve. Conflict , confusion, unproductively, competition,

anger and personal offense are minimized. Employees become more loyal and become committed to their work. In short, many purposes and a few liabilities are associated with positive interpersonal communication and relationship. Apart from these some other purposes are there as follows :-

1. To make all employees or subordinates concentrate and interested in the work process and their respective job in the whole company.
2. To minimize the labour turn over from the company or organization.
3. To provide employees correct orders and information and instruction in relation to their job, task and duties.
4. To provide more job satisfaction in the employees with the help of effective communication.
5. Encourage intrinsic pride within the employees, working in the organization or company.
6. To keep employees informed with the progress of company.
7. To get vital information from subordinates or employees which may aid top level management?
8. To enhance strong motivation and moral within the employees for organization.
9. Reduce conflict of top level or middle level managers with employees or subordinates.
10. Reduce most of confusion related to the organization in the mind of employees and production process.
11. To indoctrinate employees with the will to work and the benefits derived from their association with the company.
12. To reduce compression and anxiety of managers and employees toward work completion with the help of better communication.

Advantages of efficient and effective communication within the organization.

1. Improve the quality of planning :-

Effective communication within the organization of managers and subordinates improve the quality of planning. The management always in the position to receive important suggestion and comment from the subordinate and also obtain valuable information from the external source of the organization. This ensures the formulation of effective plans throughout the organization. Better planning needs essential and valuable information from internal and external sources of organization as well as consumer of the organization. Effective communication facilitates the top level management to get this valuable information from the all sources to enhance the quality of plans.

2. Effective direction :-

In any organization direction is the main key to giving the way to the employees that how they have to perform the work or the task but the direction must be in efficient way and this can only be possible through the effective communication at the top level and middle level managers hand. Effective communication facilitates the direction in effective way.

3. Better controlling:-

Controlling of the work and the task is most important element in the production and other process. It protect the organization from the unwanted wastages of employees or subordinates. since controlling is the process and only can be done through the way of communication and not can be fulfilled automatically. By the help of effective communication a manager can talk to or communicate with the subordinates about the predetermined standard along with he can maintain discipline in the organization.

4. Enhanced decision making :-

Effective communication improve decision making quality of the top and middle level managers in the organization. managers can share the current problems with subordinates or employees and ask for the ultimate solution if he can apply effective and efficient communication skills with the subordinates for the effectiveness of organization.

5. Better co-ordination:-

An organization built with the people or the man power working in the organization. at all aspects in the organization mutual cooperation is needed primarily for the achievement of predetermined objectives and goals. better communication skill facilitate to achieve this goal. it helps managers to maintain and improves the better co ordination within the organization.

6. Effective operations :-

In an organization, operations are the on going process and the soul of every function. Since man power are connected with these operations and handle the work and tasks so for the betterment for the process and operations , better and effective communication is needed.

7. High motivation and moral :-

Motivation and morals are the most important aspects in organization process to improve the productivity in the organization. morals and motivation are deeply connected and associated with good and healthy communication with the all employees or subordinates within the organization. so better communication skills increase high moral and intrinsic motivation within all employees in the organization.

8. Reduction in cost of production :-

Healthy and supportive environment is the first need of any organization for better quality of work and increasing productivity. Better communication of top level or middle level managers with subordinates, increase job satisfaction within the employees that leads to reduction in the cost of production.

9. Workers participation :-

Communication an effective device for ensuring participation by the workers in the decision making process. Management can consult the workers and receive their suggestion before taking decision.

10. Enhance public relation :-

Effective communication with the external groups such as shareholders, suppliers, trade union, press and government is very important for a modern business. It can build a good public image of the business.

11. Increase productivity :-

Productivity is the main objective of any organization. this is the main goal as well. Every organization tries to be productive and expansion of its business and products. For this all the organization work hard, do

effective planning, decision making controlling, directing with the help of their man power. But with out effective and better communication skill it become useless and not become worthful.

Better communication with the subordinates and all the part of employees, whether they are concerned with top level or lower level, is essential to generate and increase productivity in the organization.

Method of communication :-

There are three types of ways in communication which goes : downward, upward and horizontal. All three types of communications have their own importances as follows :-

- 1) **Downward communication :-**
- 2) **Upward communication :-**
- 3) **Horizontal communication :-**

1) Downward communication :-

Downward communication is the communication in the organization which shows or represent the flow of messages and information's from top level to the lower level in the organization. down ward communication travels from the superior to the subordinates. The first and primary purpose of it is to transmit information, policies, procedures, programmes and instruct employees in the performance of their job. the major part of formal communication takes form of downward communication. Important downward communication include written, directive and instructions, face to face conversation, use of public address systems , company news papers and bulletin boards.

Downward communication is needed in the organization because of :-

- a) To reduce and discourage misinformation, confusion and suspicion.
- b) To get the thing done in efficient manner.
- c) To maintain quality of product.
- d) To prepare subordinates for change.
- e) To let the people feel the pride of being well informed.

2) Upward communication :-

Upward communication is the communication in the organization which travels from subordinates to superior. It provide feedback on how well thing are going. Upward communication usually consist of ideas and suggestions for improvement of organization, activity reports on subjects like raw materials, production, distributions and so on, expression of attitudes or feeling affecting performance on the job, complaints and grievances etc.

Upward communication is needed in the organization because of :-

- a) To create feeling of belongingness through participation.
- b) To demonstrate a concern for the ideas of each employees.
- c) To create receptiveness of communication.
- d) To measure the effectiveness of communication and message.

e) To get continuous feedback from the all employees or subordinates.

3) Horizontal communication :-

Horizontal communication is more of an informal communication. If a department head need some information from another department head , he may get this by ringing him up directly in spite of going through present hierarchy in large industries organization. so it is refers to transmission of information among position of the same level. Such contacts may possible and tale place between individual and groups , not only in their levels.

Barriers in the way of communication and suggestions to make effective communication :-

1) Barriers in mutual relationship of employees :-

Communication process largely depends on mutual relationship of individuals in the organization. The first barrier in the process of effective communication is bad mutual relationship of employees within the organization. if they are not connected and concerned well with each other, they process will not be accomplish in effective manner. so managers and employees have good mutual relationship for better communication.

2) Barriers due to organization structure :-

Organization structure affect on the employees conversation and communication skills and tactics. Employees in the Small organization feels very comfortable to communicate with each other in better way while in the vast and large structure of organization they feel not comfortable to connect and conversate with each other. It create a barrier in the process of communication. So this is suggestion for this problem is, organizational structure must be in the way by which employees can communicate easily and effectively.

3) Lack of ability to communicate and in the communication process :-

Organizational better Communication depends on the ability of the employee to effectively communicate with the surrounding employees and managers. This is a essential skill that every manager and subordinate must have. Sometimes lacking of this ability creates the barrier in the communication process. so employees and all level managers must work for enhancement of their communication abilities.

4) Information overload :-

Sometimes lots of informations and important data are provided to the single employee in the same time. This make his mind unstable, by which he is not in the condition to concentrate on the another important issue in the communication process. This situation creates a big barrier for the employee or subordinate or a manager. Information must be provided at quantity or a level to the employees.

5) Emotional intelligence :-

Every manager must have the ability of emotional intelligence. Emotional intelligences shows that who are you, what is the feeling of other, what they think about a particular issue and how to behave according to this situation. Lack of the ability of emotional intelligence create the barrier in the process of effective communication. Managers and employees must work and aware of emotional intelligence.

6) Overload of stress :-

Another barrier in the process of communication is the over load of stress which managers and employees feels because over burden of work, is given to the manager to his subordinates at the one time or same time. Over load of stress make conjunction or make a stoppage in the process of effective communication. managers and employees must manage their stress at a level.

7) Lack of time management :-

Lack of time management is one of the major barrier in the process of communication. The effectiveness of communication depends on the time, the managers and employee have. More will be the time, communication will be more effective. So managers and employees must manage their time.

8) Insufficient and inaccurate information :-

One of the another cause or barrier in the process of communication is insufficient and inaccurate information given by manager to their employees or employees to their managers. So this is the suggestion that information must be correct, sufficient and complete.

9) Self interest :-

In every communication, whether it is held in formal communication or informal communication , it is very important that the individuals have self interest in communication process without the self interest, no one gives the information and in the same way no one will hear, understand the message or information and give feedback. So in the effectiveness of communication self interest is essential.

10) Filtering information :-

Some times filtering information become major block in the communication process. Uncompleted information and words are spoken by the one individual to another individual that is very complex to understand. This filtration of information or words makes confusion in the process of communication in the mind of an individual and become a major block.

11) Closed mind :-

Close mind is also a block or barrier in communication process. Some times some of the other causes employees and managers could not concentrate on the given message or information because of close mind because their mind is used to be in other places or because of certain stress. it become communication process fail. So managers and employees always have an open mind instead of close mind.

Reference :-

1. Krishnana sonam, effects of communication, M & A Publications, 1st edition, Chennai, india,1998, p 128-140.
2. Singh amarindar , power of communication, dhanabad publishers pvt. Chandigarh, india, 2000, p 56- 80.
3. Kuruvekar suvidit, communication skills, HMA Publications pvt. Ltd. Mumbai,india, 2002,p 44-78.
4. Bharti Rakesh, whats you speak and understand, Manoj & sons reading pvt ltd. Navi Mumbai,india, 2005, 77- 110.