

COMMUNICATION THE HEART OF AN ORGANISATION

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ABSTRACT

I would like to thank that objectives are small, medium and large may be effective communication which always a vital link between various levels of management and operative staff it realize to neglect the barriers spent my 20 years in education field a well planned communication always contribute and accomplish the goals. Form of wording writing the messages should be clear. Staff should be able to be skill and will to understand. It may develop the information through skill and will to work.

KEYWORDS: *Effective Communication, Receiver, Sender, Skill, Barriers Machine, Management*

INTRODUCTION

At the first instance I would like to thank the organizers, for giving me this opportunity to publish my research paper on "Presentation and Communication the heart of an organization.

"The first part of my paper deals with how presentations and communication contribute in making the organization effective and powerful. The latter part deals with the various barriers to effective communication and at the end I have made an attempt to give some valuable tips and an example in the form of a small case which will be useful in understanding the importance of communication.

One of the objectives of any organization be it small, medium or large is effective communication, which always serves a vital link between various levels of management and root level operative staff. Unfortunately the realization of this aspect is very conveniently neglected.

A well - planned communication system certainly contributes for smooth functioning of an organization and also accomplishing the organizational goals. The very existence of an organization is highly dependent on the effectiveness of the planned communication by way of various channels, which provide an effective link with various levels of the organization hierarchy.

I think every one of us will agree that communication is the heart of an organization and in its absence there can be no direction, no organization, no staffing, no co - ordination and no control. If communication is inadequate and poor, insecurity and conflict will result into inability to make effective decisions which in turn will lead to ineffective execution of decisions.

The following processes essentially ought to take place without which communication is said to be incomplete or ineffective.

- The sender should have well thought message.

- He should put it in writing.
- It should be in the form of words.
- He should transmit it using appropriate communication channel. I think this a very skilful job we need to understand it.

The channel of communication depends upon the purpose for which it is sought. For example sometimes oral communication is more effective while, written communication is essential on almost on all occasions. For record purpose written communication is of utmost importance, so that it can be referred to the future. In some cases written communication has to be followed up with oral communication. This is required to get immediate response from the receiver For example written communication is very essential in case the receiver is from any department of the government office. This is because he had to go for follow - up of written communication.

According to Davis in every organization communication has two main purposes Firstly it helps in the DEVELOPMENT OF INFORMATION and for understanding the group efforts, which ultimately results in the development of SKILLS TO WORK.

Secondly communication provides the attitude necessary for motivation, co-operation and thereby job satisfaction. This helps in the development of will to work and I can say communication if effectively established in the organization will certainly help in the development of SKILL TO WORK also WILL TO WORK. With the combination of skill and the will to work smooth industrial relations will be possible which contribute towards increased productivity and organizational effectiveness which is the need of the day.

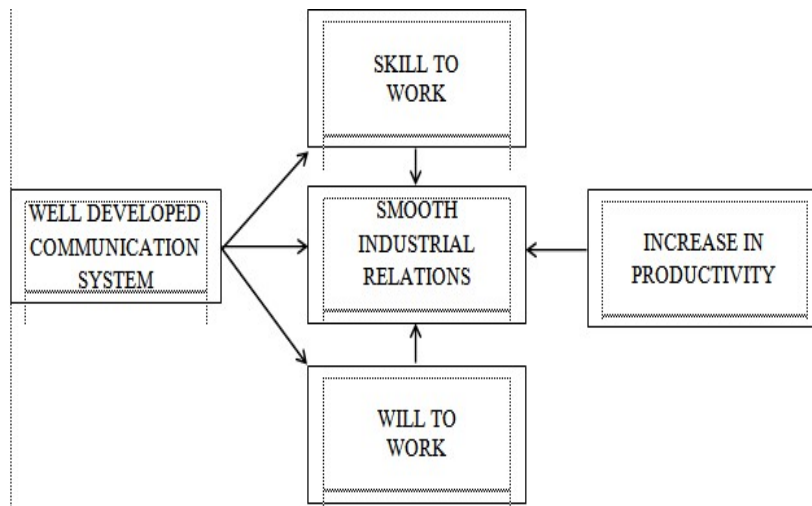


Figure 1

The Second Phase of the Communication Process can be classified as under.

- The Receiver Should Receive The Message
- He Should Understand It.
- He Should Act On It.

A communication sent from the head office to the representatives about the introduction of new products and ways and means to approach is an instance. The representatives concerned should understand the same and promote the product as per the strategy underlined by the head office. If the communication process accomplishes by way of reaching the person to whom the message is meant for and the requisite response is obtained from him it is said to be two - way communications.

The latter part of my paper deals with some barriers to communication. An attempt is also made to give some guidelines to avoid the barriers. When there are barriers to communication the message does not reach the people to whom it is intended and then the communication is of no use.

In my opinion there are the main barriers to communication.

- There are PHYSICAL BARRIERS. There may be long distance between the sender and the receiver of the message. In that case it would be difficult to send the message quickly. However due to the advancement in information technology: i.e. telephone, e - mail, etc. this barrier can be avoided to a large extent.
- Secondly there are personal, sociological or psychological barriers. A person who has LITTLE SKILL in talking, cannot send the message correctly and a person may not be willing to listen. It may also be possible that the received message may be ignored or may not be passed on further.
- Thirdly there may be SEMANTIC BARRIERS, which implies - WHAT THE SENDER MEANS BY A WORD OR SENTENCE MAY BE DIFFERENT FROM WHAT THE LISTENER UNDERSTANDS THEM TO BE.

I would like to mention some guidelines to avoid these barriers which will help in establishing effective communication.

First Face-to-face communication (talk in person) should be used as much as possible so that the feedback is received immediately. In this way we come to know if the receiver has understood the message.

Secondly Empathy should be developed Empathy implies that we should listen in such a way that we understand not only words and also the feeling of the person who talks.

Thirdly Honesty in communication (Which is missing these days) acquires paramount importance so as to avoid credibility gap. If a promise is made to a worker or an employee by a supervisor with regard to any problem, he should fulfil the same within a reasonable time limit: otherwise it will lead to credibility gap and create misunderstanding which happens normally in practice.

Fourthly we should choose the most effective time for communication. If a worker is tired or worried about his own problem, he will not listen properly.

Fifthly Proper words should be used to convey our message. This message should consist of simple words and phrases. Illustrations should be added to explain important points.

Sixthly oral as well as written communication can be used where its purpose acquires greater significance. Multiple channels can also advantageously be used if necessary.

In today's ever-changing competitive and complicated world with advancement in communication equipment's such as the telephone, e - mail, courier service etc. it is possible to make communication very effective and powerful it is

absolutely essential to select suitable channels of communication as per the urgency and the nature of the work in a manner that will accomplish the purpose for which it is sought.

I would like to state an example of an organization where there was communication gap, and heavy loss which has resulted into disturbance in the smooth flow of work.

A B C Co. Ltd. a private company employing 20 officers and 200 operative workers plus other supervisory as well is management staff in the factory where a communication gap lead to a loss of Rs. 2.50 crore.

A new machine was installed in the factory; instructions for its operations were explained to a supervisor and two workers.

Unfortunately, the supervisor and the two workers were absent owing to some unforeseen reasons for one week. There was urgency for the immediate use of newly purchased machine, as the spare machine went out of order. Hence it became imperative to use the new machine without any knowledge of its operation. Owing to improper operation of new machine there was a short circuit in the machine as well as some raw materials and finished goods around that area were damaged.

In conclusion I would like to say a well planned and systematic approach for effective communication will certainly help in achieving organizational objectives. Every effort is required to be made to avoid communication gaps as it will pose a severe threat to the organizational growth.

Modern management practice envisages an effective communication with regards to planning, organizing, co-ordinating staffing and controlling.

All these functions of management require the requisite link by means of various channels of communication for facing the intense competition which always increasing day - by - day. It is the effective communication that helps organization to become competitive and successful.

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