

Paper –Principles and Practice of Management

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## **Topic- Concept of Communication**

The word communication has been derived from the Latin word communis which means common. However, besides commonality, communication involves the concept of transfer meaning, and information.

It is used as a process which involves various elements through which two or more persons share meanings among themselves. Sometimes, it is used in the context of a particular element of the process, say message, or the means through which the message is passed. Because of these contextual differences, there is lack of common definition of communication.

Communication is a natural instinct of all living creatures. It is the basic need of all human beings. It plays all the more significant role in the present-day organisations which are complex, dynamic and socially oriented. Effective communication keeps the organisation vibrant, vital and smooth sailing.

"Communication means an exchange of facts, ideas, opinions, information or emotions by two or more persons."

Newman & Summer

"Communication is an intercourse by words, letters, symbols of message and is a way that an organisation member shares meaning and understanding with other."

Bellons & Gilson

"Communication is the sum of all the things one person does when he wants to create understanding in the mind of another. It is a bridge of meaning. It in... same sense.

### **Nature and Characteristics of Communication**

1. It involves at least two persons.
2. Message is a must.
3. Communication may be written, oral or gestural.
4. Communication is a two-way process.
5. Its primary purpose is to motivate a response. 6. Communication may be formal or informal.
7. It flows up and down and also from side to side.
8. It is an integral part of the process of exchange.

### **Objectives of Communication**

1. To provide information and understanding which are necessary for group efforts.
2. To foster an attitude which is necessary for motivation, cooperation and job satisfaction.
3. To prepare the employees for a change by giving them the necessary information.
4. To discourage the spread of misinformation, rumours, gossip and release the emotional tension.
5. To encourage ideas, suggestions from subordinates for and improvement in the product and work conditions for reduction in time or cost involved and for the avoidance of the waste of raw material.

6. To improve labour Management relations by keeping both in contact with each other.

7. To ensure free exchange of information and ideas as well as assisting all the employees in understanding and accepting the reasonableness of the status and authority of everyone in the organisation. 8. To satisfy basic human needs as the needs for recognition, self-improvement and a sense of belonging.

### **Importance of Communication**

1. Basis of Decision-Making Communication is essential for decision making and planning. The quality of managerial decisions depends on the quality of communication (amount and quality of important available to the organisation). At the same time, decisions and plans of management need to be communicated to the subordinates. Effective communication is also helpful in the proper implementation of plans and policies of the management. It is the basis of effective leadership because it makes the leaders' ideas and opinions known to the subordinates.

2. Facilitates Co-ordination Communication is the most effective means of creating cooperation and co-ordination among individual efforts. Exchange of ideas and information helps to bring about unity of action in the pursuit of common purpose. Communication binds people together.

3. Sound Industrial Relations-Effective communication helps to create mutual understanding and trust between the employer and the employees. It enables the management to come into close contact with workers. It serves as a bridge between management and labour and creates team spirit in the organisation. Thus, an effective communication system is a prerequisite of good labour management relations.

4. Smooth and Efficient Operations-An effective communication system serves as a lubricant, fostering the smooth and efficient functioning of the enterprise. The achievement of enterprise goals is of paramount importance and communication is one of the important tools available to the manager seeking to attain them. It is through communication that a manager changes and regulates the behaviour of subordinates in the desired direction. Effective communication promotes managerial efficiency.

5. Industrial Democracy Communication is essential for worker's participation in management. It is helpful in delegation and decentralization of authority. Effective communication is the basis of training and development of managerial personnel. The process of leadership itself depends upon effective communication.

6. Employee Motivation and Morale-Through communication, management can keep the employees fully informed of plans, jobs changes, etc.