

# Guide to effective communication in organisations

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Communication always plays a vital role in success or failure of an organization. Though its role is not very evident all the times. What level of efficiency does an organization achieve and how its personnel are motivated depends on the communication skills of its management. In order to get the job done and tasks accomplished, management has to communicate with subordinates. Further, to keep the organization in touch with outside world, communication is necessary. What is to be disclosed and what is to be kept as secret and how critical information is distributed and disclosed highly depends on skills and caliber of management. Misunderstood messages can cause unbearable losses for an organization. Miscommunication can cause an army to lose war and for a company's executive to miss an important order. To say, communication is vital for success and onward working of an organization.

For the success of organization communication plays major functions in organization. First of all it controls staff and keeps the activities coordinated. Through communication, management keeps it informed about activities that are being going on inside the organization. It helps management in taking timely decision and to rectify the wrongs. Next, communication helps in motivation of employees. An effective manager can use his skills to get most of the employees

and to utilize all human resources of organization in the best way. Motivation essentially requires approaching employees so that they are ready to work at par for best of organization. Assessing optimal motivator and choosing the right technique at right time can definitely impart a difference on performance of organization. Next it helps in exchange of information between various departments and between various authority levels in the organization. It is through this exchange of information that works can be coordinated and optimal performance is achieved. All functions that communication plays in context of an organization are critical and important. If we ignore any of them, organizational performance is likely to be disturbed.

Now let us take some insight in matter of communication. We explore what is the basic communication model, what are elements of communication channel. And in the end we shall discuss how we can make our communication more effective so that it is easily understood and apprehended.

Let us first discuss the basic model of communication. It consists of all steps that lie between a source and a receiver that result in transmission and apprehension of message. A simplified model can be described as sender, channel, and receiver. That is to say a sender starts the process of communication and triggers some message. This message reaches the receiver through some

kind of transmission medium e.g. air or wire. And a receiver who is present to receive and apprehend the message. However a deep penetration into the situation reveals some additional steps. Normally the sender sends the message to the channel after some kind of encoding is done on the message. This encoding is done in view of some secrecy requirement or it may be done solely on the specific requirements of the channel of communication. For example our modem encodes the message in analog form before injecting it into the telephone wire for transmission. When such encoded message reaches the receiver it again has to decode message so that it is understood and apprehended. If we deeply observe, encoding and decoding do takes place everywhere. Our brain has to decode message to the format it understands so that it is understood. This encoding and decoding makes the message easy to transmit and keeps it secrecy. Next, after that the receiver receives the message, it issues some kind of feedback that he has received the message. This feedback may be expressed or implied. This feedback gives the sender of the message a reasonable assurance that his message is well transmitted and understood. Further it helps to remove any kind of misunderstanding if there is any.

But normally the message is not go the way they are intended to go through. Messages transmitted are usually distorted. This is because

agents that are here to cause distortion in our message.

These include poor encoding, poor selection of channel of communication and the channel itself, choice of message content, the noise in channel and the position of receiver.

In practice, organizations have created many communication channels through which communication normally passes during its course of transmission. To say, organizations normally define lines of communication in its organizational chart through which information may pass in order to facilitate coordination and control. These channels are well defined and well maintained. Further, some other channels of communication do also exist in organization. To say, channels of communication normally fall in one of the two categories i.e. formal as well as informal. Those, which are defined by organizational chart, are formal channels of communication and other are informal channels. Formal channels of communication often follow authority chain and are used just for task related communication. While informal channels of communication are used for variety of purposes for example for usual chatting between colleagues. But in some cases even executive officers feed some kind of information in informal channels of communication. An important informal channel of communication

is the grapevine. It is believed and proved that information travels in informal channels much faster than it does through formal channels of communication. So if some important message is to be delivered and formal modes of communication are not feasible for the purpose, informal channels are normally used even to pass formal kind of information.

To promote efficient communication in organization it is essential that due importance must be given to communication process so that messages are well transmitted through proper encoding and through proper channels. This requires commitment from top authority position to the bottom line of organization. To ensure proper feedback loop, management must promote two way communication. That is to say, they should make their employees to participate and suggest in every matter they have some know how about. Further, one of the most important issue is that the message should be well tailored to fit individual audience's needs and position. You should communicate the message in the way and in contents the audience are here to understand. Best matched messages are likely to generate expected or desired response.

Although through entrance into cyber age, communication has adopted new shapes and is all out with a new look. There is cross cultural communication as well as telecommunication. However, basic understanding of concepts of communication definitely does a lot in managing our message to make it more effective.