



## Importance of Effective Communication: process, elements and Barriers

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### Abstract:

*The present study highlight the Importance of Effective Communication: process, elements and its Barrier. Communication is one of the most basic functions of management, the manager can make a good decision, think out well conceived plans, establish a sound organization structure, and even be well linked by his associates. Communication is essential for achieving managerial and organizational effectiveness. Good communication helps employees become more involved in their work and helps them develop a better understanding of their jobs. Clear, precise and timely communication of information also prevents the occurrence of organizational problems. Without communication, employees will not be aware of what their co workers are doing, will not have any idea about what their goals are, and will not be able to assess their performance. Managers will not be able to give instructions to their subordinates and management will not receive the information it requires to develop plans and take decisions, hence communication acts as nervous system for any organization*

**Keywords: Effective Communication, Barriers, transmission, information.**

### Introduction:

The world communication has been derived from the Latin word “communis”, which means common. Communication, therefore, refers to the sharing of ideas, facts, opinions, information and understanding. It is the transfer or transmission of some information and understanding



from one person to another. Although the word “communication” is used often, there is no consensus amongst communication experts regarding its definition. In general, it is defined as the process by which information is exchanged between individuals. The process uses written messages, spoken words and gestures. Communication can be defined as process of transmitting information, thoughts, opinions, messages, facts, ideas or emotions and understanding from one person, place or things to another person, place or thing. Organizational Behaviour seeks to examine the impact of communication on the behaviour of employees within organizations.

Effective communication occurs when there is shared meaning. The message that is sent is the same message that is received. There must be a mutual understanding between the sender and the receiver for the transmission of ideas or information to be successful.

Effective communication may be defined as:

Using language that is appropriate to others' levels of understanding. Making sure others receive the information or knowledge intended. Developing relationships with others.

Talking with others in a way that facilitates openness, honesty and cooperation. Providing feedback.

Effective communication is a part and parcel of any successful organization. Any communication should be free from barriers so as to be effective. The characteristics of effective communication are:

Clarity of Purpose: The message to be delivered must be clear in the mind of sender. The person to whom it is targeted and the aim of the message should be clear.



**Completeness:** The message delivered should be complete. It should be supported by facts and observations. It should be well planned and organized. No assumptions should be made by the receiver.

**Conciseness:** The message should be concise. It should not include any unnecessary details. It should be short and complete.

**Feedback:** Whether the message sent by the sender is understood in same terms by the receiver or not can be judged by the feedback received. The feedback should be timely and in personal. It should be specific rather than general.

**Empathy:** Empathy with the listeners is essential for effective verbal communication. The speaker should step into the shoes of the listener and be sensitive to their needs and emotions. This way he can understand things from their perspective and make communication more effective.

**Modify the message according to the audience:** The information requirement by different people in the organization differs according to their needs. What is relevant to the middle level management might not be relevant to the top level of management. Use of jargons should be minimized because it might lead to misunderstanding and misinterpretations. The message should be modified according to the needs and requirements of the targeted audience.

**Multiple Channels of communication:** For effective communication multiple channels should be used as it increases the chances of clarity of message. The message is reinforced by using different channels and there are less chances of deformation of message.

**Make effective use of Grapevine (informal channel of communication):** The employees and managers should not always discourage grapevine. They should make effective use of grapevine. The managers can use grapevine to deliver formal messages and for identification



of issues which are significant for the employees. The managers can get to know the problems faced by the employees and can work upon it.

### **Main Thrust:**

In any business environment, adherence to the 7 C's of Communication helps the sender in transmitting his message with ease and accuracy. The 7 C's are as follows:

Credibility. If the sender can establish his credibility, the receiver has no problems in accepting his statement. Establishing credibility is not the outcome of a one-shot statement. It is a long-drawn out process in which the receiver through constant interaction with the sender understands his credible nature and is willing to accept his statements as being truthful and honest. Once the credibility of the sender has been established, attempts should be made at being courteous in expression. Much can be accomplished if tact, diplomacy and appreciation of people are woven in the message. Courtesy implies taking into consideration both viewpoints as well as feelings of the receiver of the message. A courteous message is positive and focused at the audience. It makes use of terms showing respect for the receiver of message and it is not biased.

Completeness. The communication must be complete. It should convey all facts required by the audience. The sender of the message must take into consideration the receiver's mind set and convey the message accordingly. A complete communication develops and enhances reputation of an organization. It is cost saving as no crucial information is missing and no additional cost is incurred in conveying extra message if the communication is complete. A complete communication always gives additional information wherever required. It leaves no questions in the mind of the receiver. Complete communication helps in better decision-making by the audience/ readers/ receivers of message as they get all desired and crucial information. It persuades the audience.



Clarity. Absolute clarity of ideas adds much to the meaning of the message. The first stage is clarity in the mind of the sender. The next stage is the transmission of the message in a manner which makes it simple for the receiver to comprehend. As far as possible, simple language and easy sentence constructions, which are not difficult for the receiver to grasp, should be used. Clarity in communication makes understanding easier. Complete clarity of thoughts and ideas enhances the meaning of message. A clear message makes use of exact, appropriate and concrete words.

Correctness: The sender should ensure that his knowledge of the receiver is comprehensive. The level of knowledge, educational background and status of the decoder help the encoder in formulating his message. In case there is any discrepancy between the usage and comprehension of terms, miscommunication can arise. If the sender decides to back up his communication with facts and figures, there should be accuracy in stating the same. A situation in which the listener is forced to check the presented facts and figures should not arise. Finally, the usage of terms should be nondiscriminatory. In correct communication the message is exact, correct and well-timed; it boosts up the confidence level; a correct message has greater impact on the audience/ readers; it checks for the precision and accurateness of facts and figures used in the message and makes use of appropriate and correct language in the message.

Consistency. The approach to communication should, as far as possible, be consistent. There should not be too many ups and downs that might lead to confusion in the mind of the receiver. If a certain stand has been taken, it should be observed without there being situations in which the sender desires to bring about a change in his understanding of the situation. He should ensure that the shift is gradual and not hard for the receiver to comprehend.



Concreteness. Concrete and specific expressions are to be preferred in favour of vague and abstract expressions. In continuation of the point on correctness, the facts and figures presented should be specific. Abstractions or abstract statements can cloud the mind of the sender. Instead of stating “There has been a rise in paddy yield”, if the sender made the following statement: “There has been a rise in paddy yield by almost 20% as compared to last year”, the receiver is more apt to listen and comprehend the details. Concrete message is supported with specific facts and figures; it makes use of words that are clear and build the reputation and concrete messages are not misinterpreted.

Conciseness. The message to be communicated should be as brief and concise as possible. As far as possible, only simple and brief statements should be made. Excessive information can also sway the receiver into either a wrong direction or into inaction. Quantum of information should be just right, neither too much nor too little. Concise communication is both time-saving as well as cost-saving. It underlines and highlights the main message as it avoids using excessive and needless words. Concise communication provides short and essential message in limited words to the audience. A concise message is more appealing and comprehensible to the audience and is non-repetitive in nature

### **Conditions for effective communication:**

It is important to recognize that the environment within the formal organization structure will have an effect upon the successful transmission of concepts and ideas from the appropriate sender to the receiver. If the employees are clearly aware of superior-subordinate relationships and horizontal networks, the employees will know with whom they should communicate directly and what communication needs and expectations the receiver will have. If lines of authority and channels of communication are not known, an abundance of miscommunication,



excessive communication or lack of communication will occur; similar is the case in the field between extension functionaries and farmers.

In an exhaustive theory of organization, communication would occupy a central place because the structure, extensiveness and scope of organization are almost entirely determined by communication techniques. Researchers have shown that the average executive spends nearly 70 percent of his working time in communication – in writing, reading, speaking and listening. Today's managers must be active communicators since all management functions require the skill of communication.

Communication is the crux of Agricultural Extension and hence needs to be understood and practiced in the right perspective to realize the objectives of Agricultural Extension and make the farmers better informed farmers about the technology, domestic and international markets and the emerging trends in the field.

### **Problems or Barriers to Effective Communication**

**Filtering:** Refers to the manipulation of information by the sender so as to obtain a favorable opinion from the receiver. Example, an employee updating his superior about projects in which there is significant progress but not informing him about the projects that are lagging behind. The process of filtering information takes place at each level of the organization and may sometimes affect the quantity as well as the quality of information that reaches the top management. The amount of information that gets filtered increases with the number of vertical levels in the organizational hierarchy. Filtering may lead to problems in the long term as only pleasant information is allowed to pass up to the top management and thus they may not know about a problem till it assumes serious proportions.



Selective perception: A person perceives information on the basis of his needs, values, experience, and background. His personal interests and expectations influence the way he decodes information.

Defensiveness: People intentionally attempt to block communication when they feel that the other person is threatening their self-image and prestige. They react in a defensive manner by making sarcastic comments, by passing judgments on others, or by questioning the motives of the other party.

Language: Words convey different meanings to different people. Age, education and cultural background are the major factors that influence the use of language by people and the meanings they associate with words.

Human limitations also act as a hindrance to effective communication. Instead of listening in a rational and objective manner to what is being said, one occasionally becomes emotionally involved. Judgments are imposed in place of rational fact appraisal. Consequently the receiver hears only what he expects to hear.

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