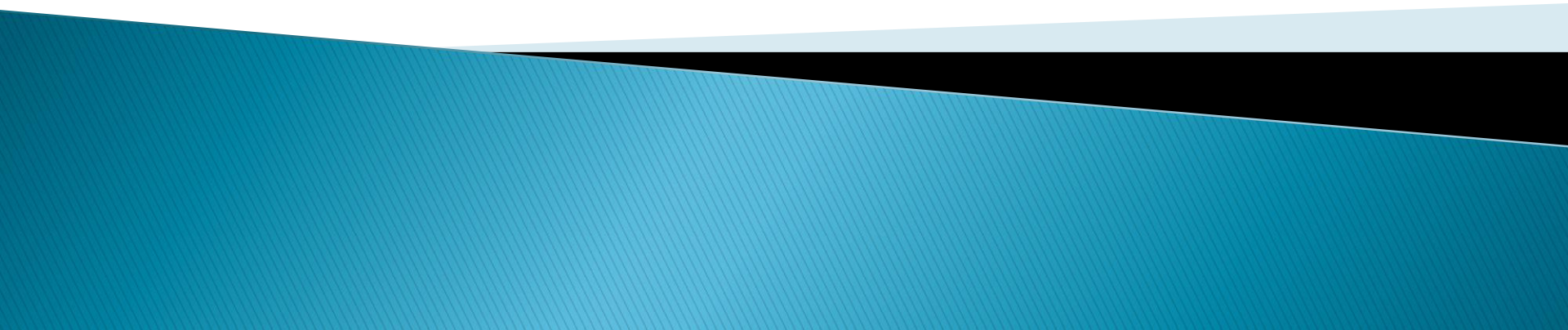
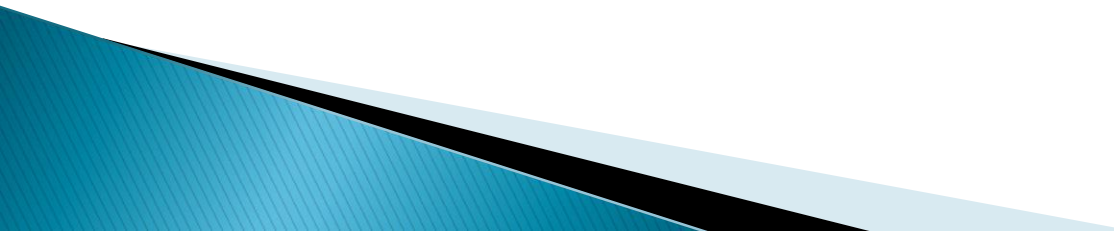


**SOS POLITICAL SCIENCE AND PUBLIC
ADMINISTRATION
M.A.PUB.ADMN.201
SUBJECT NAME:ORGANIZATION AND MANAGEMENT
UNIT-II
TOPIC NAME:COMMUNICATION**



COMMUNICATION DEFINED 1

- Communication is a process of exchanging verbal and non verbal messages.
 - It is a continuous process.
 - Message must be conveyed through some medium to the recipient, and is essential that this message must be understood by the recipient in same terms as intended by the sender.
 - Thus, communication is a two way process and is incomplete without a feedback from the recipient to the sender on how well the message is understood by him.
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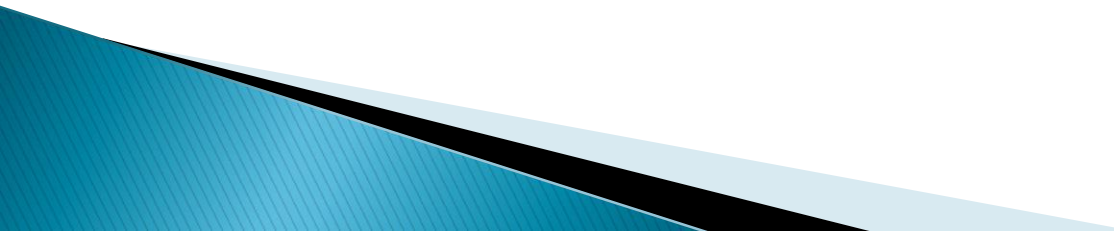
The act of communication involves transmission of the following:

- Information regarding decision, advice, queries, etc about an administrative action.

IMPORTANCE OF COMMUNICATION

1. The Basis of Co-ordination

The manager explains to the employees the organizational goals, modes of their achievement and also the interpersonal relationships amongst them. This provides coordination between various employees and also departments. Thus, communications act as a basis for coordination in the organization.

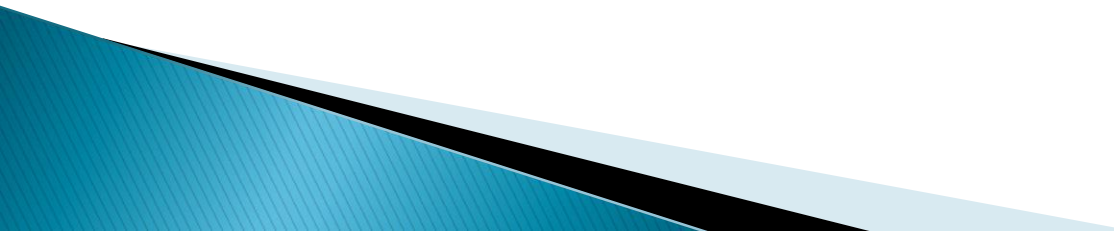


2. Fluent Working

A manager coordinates the human and physical elements of an organization to run it smoothly and efficiently. This coordination is not possible without proper communication.

3. The Basis of Decision Making

Proper communication provides information to the manager that is useful for decision making. No decisions could be taken in the absence of information. Thus, communication is the basis for taking the right decisions

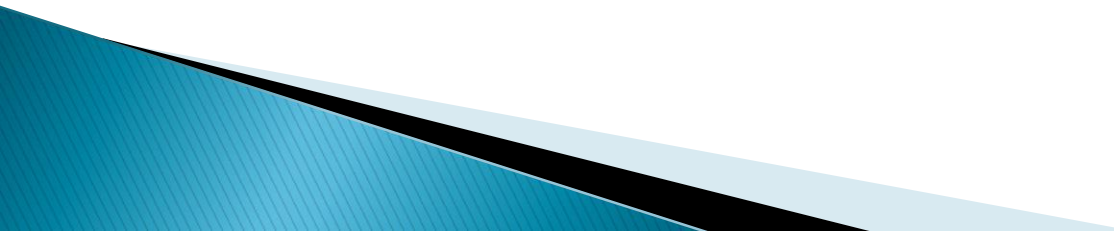


4. Increases Managerial Efficiency

The manager conveys the targets and issues instructions and allocates jobs to the subordinates. All of these aspects involve communication. Thus, communication is essential for the quick and effective performance of the managers and the entire organization.

5. Increases Cooperation and Organizational Peace

The two-way communication process promotes co-operation and mutual understanding amongst the workers and also between them and the management. This leads to less friction and thus leads to industrial peace in the factory and efficient operations.



6. Boosts Morale of the Employees

Good communication helps the workers to adjust to the physical and social aspect of work. It also improves good human relations in the industry. An efficient system of communication enables the management to motivate, influence and satisfy the subordinates which in turn boosts their morale and keeps them motivated.

COMMUNICATIONS PROCESS

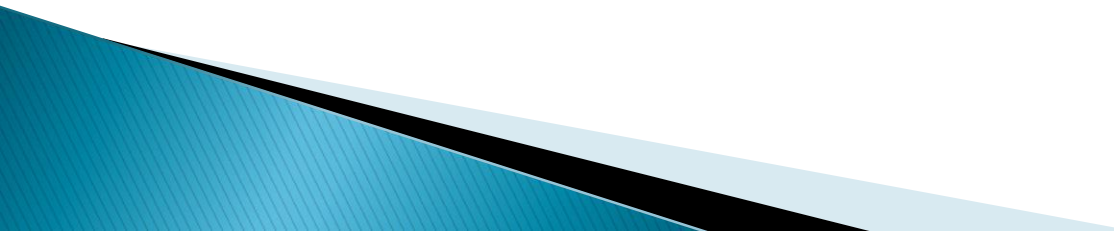
Communications is a continuous process which mainly involves three elements viz. sender, message, and receiver. The elements involved in the communication process are explained below in detail:

1. Sender

The sender or the communicator generates the message and conveys it to the receiver. He is the source and the one who starts the communication

2. Message

It is the idea, information, view, fact, feeling, etc. that is generated by the sender and is then intended to be communicated further.

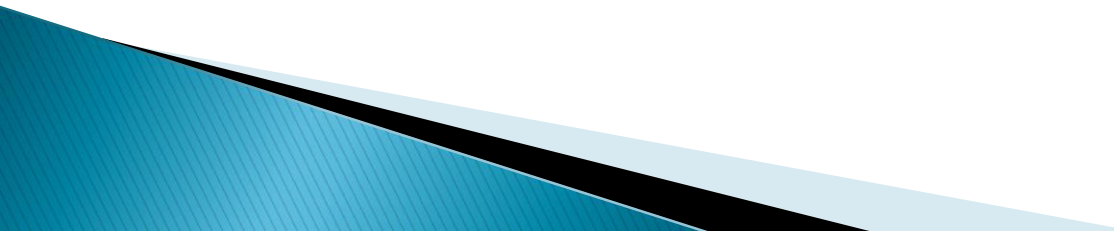


3. Encoding

The message generated by the sender is encoded symbolically such as in the form of words, pictures, gestures, etc. before it is being conveyed.

4. Media

It is the manner in which the encoded message is transmitted. The message may be transmitted orally or in writing. The medium of communication includes telephone, internet, post, fax, e-mail, etc. The choice of medium is decided by the sender.

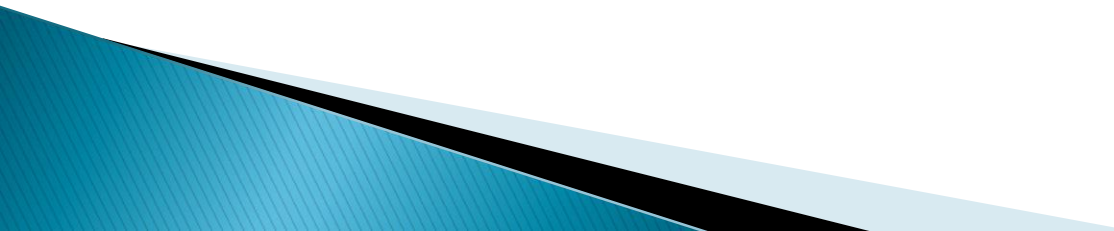


5. Decoding

It is the process of converting the symbols encoded by the sender. After decoding the message is received by the receiver.

6. Receiver

He is the person who is last in the chain and for whom the message was sent by the sender. Once the receiver receives the message and understands it in proper perspective and acts according to the message, only then the purpose of communication is successful.

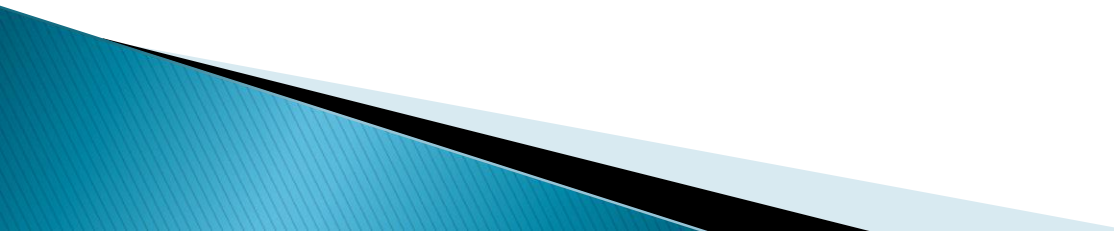


7. Feedback

Once the receiver confirms to the sender that he has received the message and understood it, the process of communication is complete.

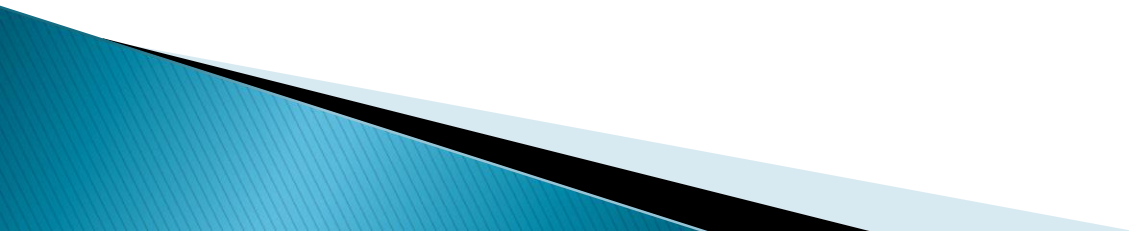
8. Noise

It refers to any obstruction that is caused by the sender, message or receiver during the process of communication. For example, bad telephone connection, faulty encoding, faulty decoding, inattentive receiver, poor understanding of message due to prejudice or inappropriate gestures, etc

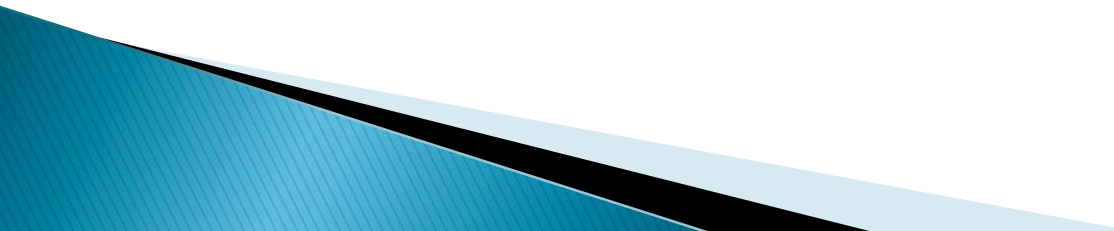


Channels– the medium or methods used to transmit the intended information and meaning, such as by phone or in person 2. Receivers– the person to whom the information and meaning are sent. 3. Decoding– the process of interpreting and attaching personal meaning to the message. 4. Feedback–the receiver’s response to the sender’s communication. 5. Noise– anything acting as information filter, such as knowledge, attitudes, and other factors that interferes with the message being communicated effectively. It can be of various types a) educational level, b) experience, c) culture

The process of encoding and decoding are potential source of communication errors. In the translation of symbols to meaning, knowledge, attitudes, and other factors can act as information filters and create noise, anything that interferes with the message being communicated effectively



FORMS OF COMMUNICATION

1. Verbal communication– refers to words spoken through various channels
 2. Written communication–information and meaning transferred as recorded words, such as memo, report, e-mail.
 3. Nonverbal communication–information conveyed by actions and behaviors rather than spoken or written words
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FORMS OF COMMUNICATION

1. Verbal communication (refers to words spoken through various channels to convey information and meaning) e.g face to face, telephone. Advantage: encourage immediate feedback, easier Disadvantage: inaccuracies, leaving out important information, forgetting, noise

WRITTEN COMMUNICATION

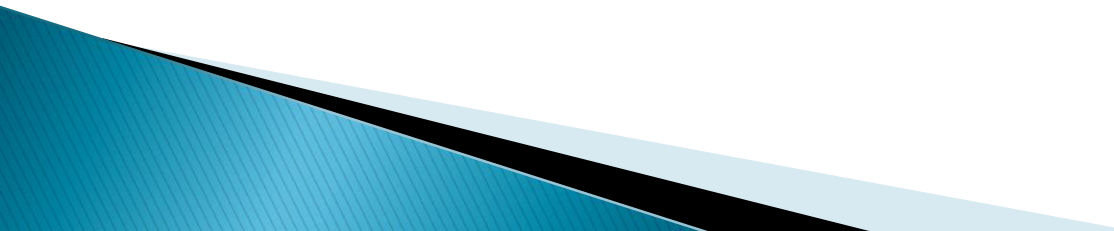
Information and meaning are transferred as recorded word such as memos, report, letter, e-mail. Advantage: more accurate as sender take more time to collect, organize and sent them to the sender. Disadvantage: it prevent immediate feedback, complex and time consuming.

NON VERBAL COMMUNICATION

(information convey by actions and behavior rather than by spoken or written words.) e.g. body language. • It plays a critical role in relation to unshared understanding and meaning because it influence the message sent and receive [what message I am giving] • Unconscious and subconscious

CATEGORIES OF COMMUNICATION

1. Formal communication Usually refers to written communication, the use of formal communication usually determines by organizational size, because as organization grows they tend to make increasing use of formal communication and diminish the use of informal organization.



TYPES OF COMMUNICATION

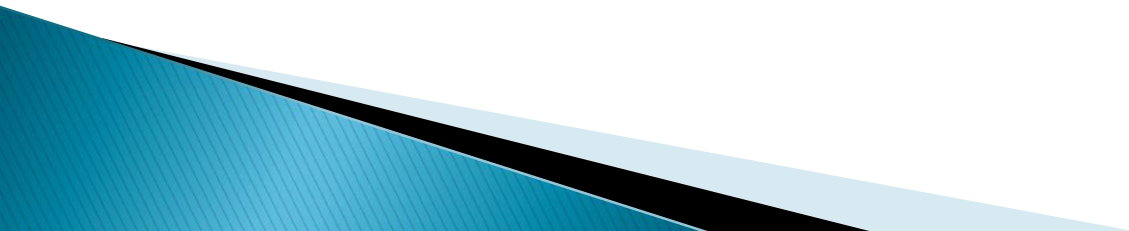
1. Formal Communication

Formal communications are the one which flows through the official channels designed in the organizational chart. It may take place between a superior and a subordinate, a subordinate and a superior or among the same cadre employees or managers. These communications can be oral or in writing and are generally recorded and filed in the office.

Formal communication may be further classified as Vertical communication and Horizontal communication.

Vertical Communication

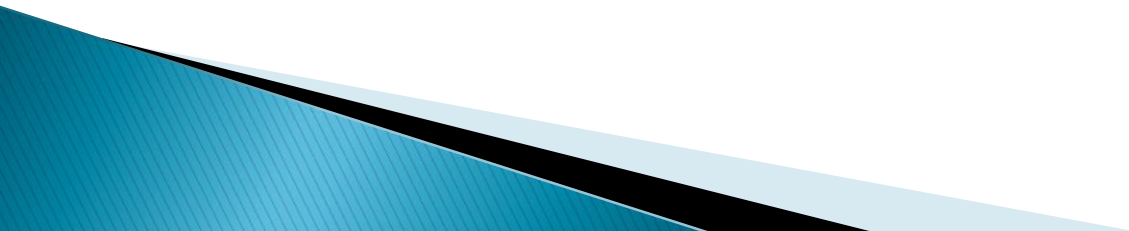
Vertical Communications as the name suggests flows vertically upwards or downwards through formal channels. Upward communication refers to the flow of communication from a subordinate to a superior whereas downward communication flows from a superior to a subordinate.



Application for grant of leave, submission of a progress report, request for loans etc. are some of the examples of upward communication. Sending notice to employees to attend a meeting, delegating work to the subordinates, informing them about the company policies, etc. are some examples of downward communication

HORIZONTAL COMMUNICATION

Horizontal or lateral communication takes place between one division and another. For example, a production manager may contact the finance manager to discuss the delivery of raw material or its purchase.



TYPES OF COMMUNICATION NETWORKS IN FORMAL COMMUNICATION:

Single chain

Wheel

Circular

Free flow

Inverted V

INFORMAL COMMUNICATION

Any communication that takes place without following the formal channels of communication is said to be informal communication. The Informal communication is often referred to as the 'grapevine' as it spreads throughout the organization and in all directions without any regard to the levels of authority.

The informal communication spreads rapidly, often gets distorted and it is very difficult to detect the source of such communication. It also leads to rumors which are not true. People's behavior is often affected by the rumors and informal discussions which sometimes may hamper the work environment.

TYPES OF GRAPEVINE NETWORK:

Single strand: In this network, each person communicates with the other in a sequence.

Gossip network: In this type of network, each person communicates with all other persons on a non-selective basis.

Probability network: In this network, the individual communicates randomly with other individuals.

Cluster Network: In this network, the individual communicates with only those people whom he trusts. Out of these four types of networks, the Cluster network is the most popular in organizations.

BARRIERS TO COMMUNICATION

1. Semantic Barriers
2. Psychological Barriers
3. Organizational Barriers
4. Personal Barriers