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DIRECTING

Communication

Communication plays key role in the success of a manager. How much professional knowledge and intelligence a manager possesses becomes immaterial if he is not able to communicate effectively with his subordinates and create understanding in them. Directing abilities of a manager mainly depend upon his communication skills. That is why organisation always emphasise on improving communication skills of managers as well as employees.

The word communication has been derived from the Latin word 'communis' which means 'common' which consequently implies common understanding. Communication is defined in different ways. Generally, it is understood as a process of exchange of ideas, views, facts, feelings etc., between or among people to create common understanding.

Some of the definitions given by management experts are presented in the box.

A close examination of above definitions reveals that communication's the process of exchange of information between two or more persons to reach common understanding.

Elements Of Communication Process Communication has been defined as a process. This process involves elements like source, encoding, media/channel, receiver, decoding, noise and feedback. The process is represented in the figure. The elements involved in communication process are explained below:

(i) Sender: Sender means person who conveys his thoughts or ideas to the receiver. The sender represents source of communication.

(ii) Message: It is the content of ideas, feelings, suggestions, order etc., intended to be communicated.

(iii) Encoding: It is the process of converting the message into communication symbols such as words, pictures, gestures etc.,

(iv) Media: It is the path through which encoded message is transmitted to receiver. The channel may be in written form, face to face, phone call, internet etc.,

(v) Decoding: It is the process of converting encoded symbols of the sender.

(vi) Receiver: The person who receives communication of the sender.

(vii) Feedback: It includes all those actions of receiver indicating that he has received and understood message of sender.

(viii) Noise: Noise means some obstruction or hindrance to communication. This hindrance may be caused to sender, message or receiver. Some examples of noise are:

(a) Ambiguous symbols that lead to faulty encoding.


(b) A poor telephone connection.

(c) An inattentive receiver.

(d) Faulty decoding (attaching wrong meanings to message).

(e) Prejudices obstructing the poor understanding of message.

(f) Gestures and postures that may distort the message.

 *Effective Communication
increases managerial efficiency*

