

Unit1 (Part 2)

Elements and Importance of Communication Process

The different elements of communication are as under:

1. **Sender:** He is a someone who sends his ideas to another one. For example, if a manager needs to inform his subordinates about the introduction of a new product, he is the sender.
2. **Message:** The thought, sentiment, proposal, guidelines, orders or any content, which is intended to be communicated, is message. For example, message is the introduction of new product.
3. **Encoding:** It is the process of changing the idea, thought or any other part of message into code, words, actions, illustration etc. For example, message is connected in words and actions.
4. **Media:** It is the medium, channel or course through which encoded message is passed by the sender to the receiver. There can be various types of media-face to face communication, letters, radio, mobile, whats App television, e-mail etc. For example, manager updates about the introduction of a new product in a meeting through presentation.

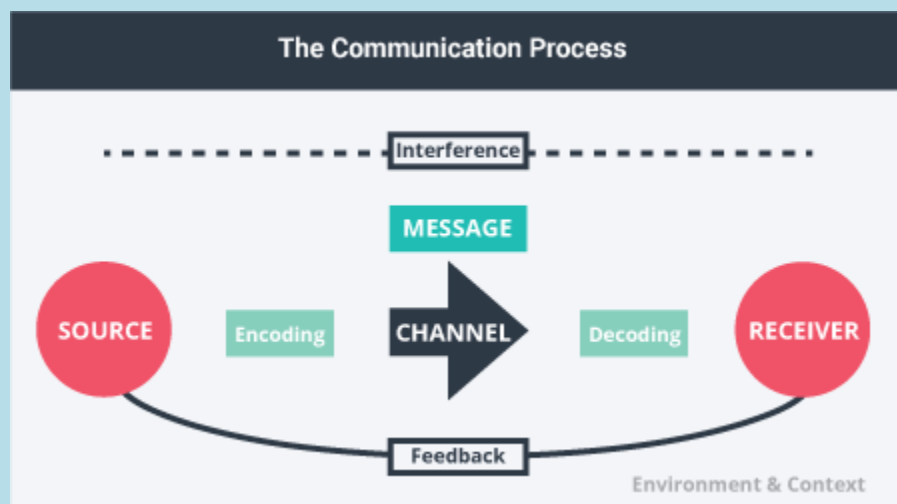
PG Sem. II/Communication Skills/Unit 1/Part 2

5. **Decoding:** It means interpreting the encoded message into language understandable by the receiver.

6. **Receiver:** He is a someone to whom the message has been sent. For example, subordinates are receivers.

7. **Feedback:** It is the answer by the receiver. It shows the completion of the communication process.

8. **Noise:** It is the obstruction in the process of communication. It can take place at any step in the total process. It reduces the correctness of communication e.g.,
1) Disturbance in the telephone lines/ Mobile links 2) A distracted receiver 3) Inappropriate Decoding of Message etc.



The communication process by Laura Underwood (Source: .pressbooks.pub)

Communication process consists of following steps:

(i) The sender creates the message that he wants to communicate to the receiver.

(ii) He translates his message. He may get the help of symbols, words, actions, diagrams, pictures etc.

(iii) He selects a suitable channel or medium through which the message is to be conveyed. It can be face-to-face communication, letters, radio, television, e-mail etc.

(iv) The message is received by the receiver.

(v) Received message is translated by the receiver so that the receiver can understand the meaning of the message.

(vi) The receiver sends his reply to the sender. In case of any confusion, the same is communicated and necessary clarification sought.

Importance of Communication:

Communication is to the organisation as oxygen is to the body. The success of all the functions of management depends upon the efficient communication.

Significance of communication can be understood from the following points:

1. Communication acts as Basis of Coordination:

Communication helps in managing the activities of different departments and persons in an organisation by supplying complete information about organisational goals, ways of achieving them, interpersonal relationship among individuals etc. So communication acts as basis for coordination.

2. Helps in smooth functioning of an Enterprise:

Communication makes sure smooth functioning of an enterprise. Survival of an organisation depends fully on communication. The Performance of an organisation will come to a decline if communication stops.

3. Communication acts as Basis of Decision Making:

Communication helps in the procedure of decision making by offering all the necessary information. With lack of communication of relevant information, one cannot take any significant decision.

4. Communication Increases Managerial Efficiency:

The different functions of the manager involve:

- (a) Offering information regarding the goals and objectives of an enterprise.
- (b) Providing instructions.
- (c) Assigning jobs and responsibilities
- (d) Supervising the work of the workers.

All these functions include communication. Thus, communication is necessary for effective performance of managerial functions.

5. Communication Promotes Cooperation and Industrial Peace:

To make sure smooth and efficient functioning of an organisation is the main object of the management. This is feasible only when there is peace and harmony between the management and the workers. The collaborative communication helps in establishing same.

6. Communication Establishes Effective Leadership:

A good leader must have well-organized communication skills for influencing the behaviour of the subordinates. Thus, communication is the basis of leadership.

7. Communication Boosts Morale and Provides Motivation:

A well-organized communication system helps in motivating, inspiring and satisfying the subordinates. Furthermore, it also helps in creating participative and democratic type of management.

-----Unit 1 Part II Ends-----

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