# Chapter 01        Communication   - The Role

**SUMMARY**

**Introduction:** Effective communication plays a vital role in the success of every professional and personal relationship. Becoming a skilled communicator requires you to learn the roles of every element of communication. You can use these elements in many ways, including public speaking, interpersonal relationships, media development and business relations. The basic communication model consists of five elements of communication: the sender, the receiver, the message, the channel and feedback.

**Message:** The message could be the most crucial element of effective communication. A message can come in many different forms, such as an oral presentation, a written document, an advertisement or just a comment. In the basic communication model, the arrow from Point A to Point B represents the sender's message traveling to the receiver. The message is not necessarily what the sender intends it to be. Rather, the message is what the receiver perceives the message to be. As a result, the sender must not only compose the message carefully, but also evaluate the ways in which the message can be interpreted.

**Feedback:** The last element of effective communication, feedback, describes the receiver's response or reaction to the sender's message. The receiver can transmit feedback through asking questions, making comments or just supporting the message that was delivered. Feedback helps the sender to determine how the receiver interpreted the message and how it can be improved.To improve communication, feedback should 1. Focus on a particular behaviour - It should be specific rather than being general. 2.Be impersonal - Feedback should be job related, the manager should not criticize anyone personally. 3. Be goal oriented - If we have something negative to say about the person, we should always direct it to the recipient's goal and not towards the recipient. 4.Be well timed - Feedback is most effective when there is a short gap between the recipient's behaviour andthe receipt of that feedback. 5.Use "I" statements - Manager should make use of statements with the words like "I", "However" etc. For example instead of saying "You were absent from work yesterday", manager should say "I was annoyed when you missed your work yesterday". 6.Ensure understanding - For feedback to be effective, the sender should make sure that the recipients understands the feedback properly. 7.Not mention the factors which are not in control of the recipient, while giving negative feedback. It should focus on matters within the control of the recipient.

**Approach:** Timing of communication; choice of medium; tone and point of view (perspective, attitude, and relationship regarding audience, purpose, and material); recognition of audience (reader vs. writer orientation); direct vs. indirect presentation

(ordering of evidence and conclusions); persuasive strategies and rhetorical appeals (logos, pathos, ethos) are all essentials of effective communication.

**Development:** Organization (logical arrangement and sequence); evidence and support (relevance, specificity, accuracy and sufficiency of detail); knowledge of subject and material; quality of perception, analysis, and insight will assist you to develop your message and ensure it is clear and complete. Please check that material is arranged in a logical and coherent sequence; conclusion or closing restates the argument and identifies the action to be taken; examples are relevant, specific, detailed, sufficient, and persuasive. The seven qualities of effective communication are Complete, Concise, Considerate,   Concrete,   Clear, Courteous and  Correct.

**Characteristics:**   To be a successful communicator you need to digest eight communication characteristics namely Segmented, Specific, Accurate, Timely, Frequent, Multi-Channel, Face-to-Face and Two-Way.

**Communication Features:** Communication has four features. 1) Intentional and unintentional:  We do not always convey exactly what we want to, the targeted receiver may receive less or more than what we intended to convey.  A casual observer who is not the target audience, unintentional receiver, may receive information or idea which we did not intend for her/him. 2) Dynamic process : The notion of process involves a time dimension; which means that the characteristics, causes, and consequences of an act of communication are subject to change while the communication act takes place. An important element in communication is the concept of "change". 3) Systematic: Every component of the process is affected by every other component. The source, the environment, the goal, the medium, the nature of the message, the receiver, the feedback, all affect each other. And 4) Both exchange and sharing: The two participants, the source and the recipient, exchange ideas and information and influence each other during the process of communication.They share as well as exchange thoughts and meanings.

**Definition:**Communication is giving, receiving or exchanging ideas, information, signals or messages through appropriate media, enabling individuals or groups to persuade, to seek information, to give information or to *express* emotions.

**Process:**The main components of communication process are 01 Context, 02 Sender / Encoder. 03 Medium, 04 Recipient / Decoder and 05 Feedback.

**Levels:** Communication takes place at different levels. It can be intrapersonal. Then it is language used or thought internal to the communicator. Interpersonal communication is

defined by communication scholars in numerous ways, though most definitions involve participants who are interdependent on one another, have a shared history.

Group communication- refers to the nature of communication that occurs in groups like when you are engaged in meetings with employees in your team, function or with other managers in the organization. Public communication, the last level, is the sending and receiving of messages on a large scale that impacts groups of people Public communication is at the heart of our economy, society, and politics.

Public communication is the sending and receiving of messages on a large scale that impacts groups of people. To be effective, the messages must be clearly and accurately sent and received with full comprehension. Public communication is at the heart of our economy, society, and politics. Studios use it to promote their films. Politicians use it to get elected. Businesses use it to burnish their image. The purpose of effective public communication differs based on the intention of the message. For example, a public relations representative might use mass media to repair a company's public image.

**Channels:**Communication channels are the medium chosen to convey the message from sender to receiver. Communication channels can be categorized into two main categories: Direct and Indirect channels of communication.  An effective and efficient communication system requires managerial proficiency in delivering and receiving messages. A manager must discover various barriers to communication, analyze the reasons for their occurrence and take preventive steps to avoid those barriers. Thus, the primary responsibility of a manager is to develop and maintain an effective communication system in the organization.

**Importance:** Communication is considered to be the core of an organization; its structure; scope and effectiveness depend entirely on its communication techniques. For managers, communication is crucial for their work. It promotes motivation by informing and clarifying the employees about the task to be performed by them, the manner they are performing the task, and how to improve their performance if it is not up to the mark. Further it is a source of information to the organizational members for decision-making process as it helps identifying and assessing alternative course of actions.Communication also plays a crucial role in altering individual's attitudes, i.e., a well-informed individual will have better and positive attitude than a less-informed individual. Organizational magazines, journals, meetings and various other forms of oral and written communication help in moulding employee's attitudes. It also helps in socializing. In creating and establishing team spirit.  In today's life the only presence of another individual fosters communication.

It is also said that one cannot survive without communication.It helps controlling organizational member's behaviour in various ways. There are various levels of hierarchy and certain principles and guidelines that employees must follow in an organization. They must comply with organizational policies, perform their job role efficiently and communicate any work problem and grievance to their superiors. Thus, communication helps in controlling function of management.

**The End**