**COMMUNICATION**

**DEFINITION**

Communication is the transfer of information from a sender to a receiver with the information being understood by the receivers.

The communication function is the means by which organized activity is unified. It is also the means which behaviour is modified, change is officiated information is made productive and goals are achieved.

**THE PURPOSE OF COMMUNICATION**

1. Establish and disseminate the goals of an enterprise.
2. Develop plans for their achievement.
3. Organize human and other resources in the most effective and efficient way.
4. Seller, develop and appraise members of the organization.
5. Lead, direct, motivate people.
6. Control performance.

**THE COMMUNICATION PROCESS.**

The communication process involves the sender , the transmission of a message through a selected channel, also the receiver

**A COMMUNICATION PROCESS MODEL**

Feedback

Idea or

thought

Transmission

of

message

Understanding

Encoding

Decoding

by

receives

Reception

Sender

Noise

**THE SENDER**

Communication begins with the sender who has a thought of idea which is then **encoded** in a way that can be understood.

**THE CHANNEL**

The information is transmitted over a channel i.e. a **medium that links the sender** **with the receiver**. The message on be oral or written and may be transmitted through a computer, a telephone, a written letter, or television.

**THE RECEIVER**

The receiver has to be ready for the message so that it can be decoded or interpreted. The interpretation may or may not match the sender intend. Accurate communication can occur only when both the sender and the receiver attain the e same or at least similar meaning to the symbol that compose the message.

**BARRIERS TO EFFECTIVE COMMUNICATION**

1. Noise

Any sound that interfere with the effectiveness of the communication process.

1. Poor choice of channels.

A communication is a medium through which a message is conveyed from sender to receiver. Good manager choose the right communication channel to accomplish their purpose.

1. Poor written or oral expression.

Communication will be effective only to the extent that the sender expresses a message in a way that can be understood by the receiver. Words must be well chosen and properly used to express the senders intentions.

1. Failure to recognize non verbal signals.

Non-verbal communication takes place through such things as hand movements, facial expression, eye contact, body posture and the use of interpersonal space.

1. Physical dimensions.

Any number of physical distractions can interfere with the effectiveness of a communications attempt. Such distractions include telephone interruptions, drop-in visitors and lack of privacy.

1. Status effects

The hierarch of authority in organisations creates a potential barrier to communications. Lower level of staff engage in information filtering the intentional distortion of information to make it appear favourable to the recipient.

1. Poor retention of information.

In a series of transmissions from one person to the next, the message becomes less and less accurate. Poor retention of information is a serious problem.

**IMRPOVING COMMUNICATION**

The following guidelines can help overcome:-

1. Senders of messages must clarify in their minds what they want to communicate.
2. The needs of the receivers of the information should be considered, i.e. receivers should get a message that of value to them.
3. Both the senders and receiver should take responsibility for effective communication
4. Use of simple, easily encoded and decoded language and symbols.
5. Active listening.

This is the process of taking action to help the source of a message say exactly what he or she really means e.g. seeking classification.

1. Constructive feedback

Feedback is the process of telling other people how you feel about something they did or said about a situation in general. Managers often give performance feedbacks to their employees in the form of evaluation and appraisals.

1. Profiles choice of channel of communication. Channel richness is the capacity of a channel as communication medium to carry information in an effective channel.

**DIAGRAM: RICHNESS OF COMMUNICATION CHANNEL.**

Postings Memos, Email, Telephone , face to face,

e-bulletin, letters

-High

-Richness

-Personal

-Two-way

-Loud

-Richness

-Impersonal

-One-way