



IIT ROORKEE



NPTEL ONLINE
CERTIFICATION COURSE

Soft Skills

Lecture 20

Organizational Communication

Dr. Binod Mishra
Department of HSS, IIT Roorkee



What is an Organization?

- A social unit of people that is structured and managed to meet a need or to pursue collective goals. All organizations have a management structure that determines relationships between the different activities and the members, and subdivides and assigns roles, responsibilities, and authority to carry out different tasks. Organizations are open systems--they affect and are affected by their environment.



Organizational Communication

“Organizational communication is a process which involves the transmission and accurate replication of ideas ensured by feedback for the purpose of eliciting actions which will accomplish organizational goals”.

- William Scott



Responsibilities at Workplace

- Responsibilities at work place are defined based on specialization and requirements.
- An organization is a combination of various people with various skills working for its objective.
- Also, organization needs communication for effective management.



Functions of Communication in Organization

- Forecasting
- Planning
- Organizing
- Instructing
- Coordinating
- Controlling



Communication Objectives

- Increasing job performance and updating their knowledge
- Promoting employees' sense of belonging
- Convincing employees about decisions
- Developing employees' roles
- Empowering employees with information

Management of Communication

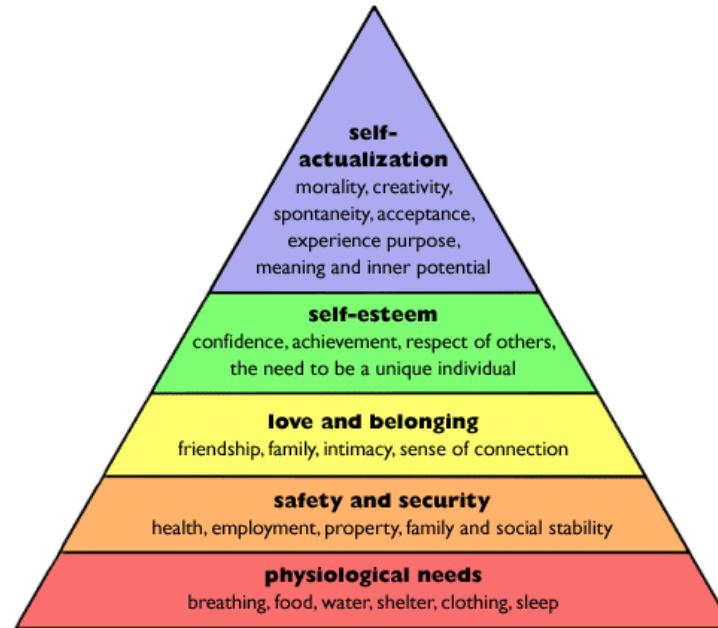
Effective Communication helps an organizations in proper operation and management:

- ❖ Interpersonal Role
- ❖ Informational Role
- ❖ Decisional Role



Maslow's Theory of Human Needs

- Physiological
- Security and Safety
- Social Needs
- Ego Needs
- Self-actualization



Communication Strategies

Communication in an organization flows vertically or horizontally. It may also flow cross-wise and spiral depending upon the nature of Communication.



Traditional Management Styles

- Work and Pay
- Sources of labour
- Fulfilment of primary needs
- Not supposed to be interested in organization's welfare.

Modern Management Styles

- A balance between control and freedom.
- People as humans.
- Fulfilment of higher level needs.
- Language of control and language of control and persuasion.

Line and Staff Management

- Line Managers: Responsibility for main activities of company, such as sales and manufacturing.
- Staff Managers: Support and service areas such as accounting, distribution and personal.

Informal Communication

- Chat
- Grapevine

Communication received through informal channels are not negative always.

“The most effective communication results when managers utilize the informal organization to supplement communication channels of the formal organization”.

- H. Koonz and O Donnel

Types of Communication at Workplace

- Statutory: Terms and condition of service
- Routine/ Normal: Formal briefing
- Major Policies
- Information Bulletin
- Communication during crisis hours

Remember

A satisfied employee is more productive than a dissatisfied employee.

