

# **Fundamental of Communication**

## **Meaning of Communication**

Communication is the transfer or exchange of ideas, thoughts, messages, information, etc. through speech, signals or handwriting. Communication refers to sharing of common ideas. It is a process in which one person transfers information and understanding to another person in order to obtain the desired response from the receiver. Through this process, two or more people exchange ideas and understanding with each other to achieve the desired effect on another person's behavior.

Business communication refers to communication related to business activity, which means providing goods and services to consumers in order to make a profit. It is a process through which information, facts, ideas, orders, advice, decisions, etc., are transmitted, sent or exchanged between people associated with business. Therefore, any communication related to trade, law, finance, administration, management, etc. of a commercial company can be called "business communication".

It is a two-way channel to convey ideas, feelings, plans, commands, instructions, reports and suggestions that influence the attitude towards the objectives of an organization. The communicator's goal is to convey the meanings or ideas without any misrepresentation. The success of the leader and the company depends on the adequacy of the communication.

Business communication is goal oriented. The rules, regulations and policies of a company must be communicated to people inside and outside the organization. Business communication is regulated by certain rules and regulations. Earlier business communications were limited to paper work , telephone calls etc but now with technology advancement we have various sources of communication like cell phones, video conferencing, emails, satellite communication etc.

## **Definitions of Communication**

- According to W. H. Newman and C. F. Summer, “Communication is an exchange of facts, ideas, opinions or emotions by two or more persons.”

- According to Louis A. Allen, “Communication is the sum total of the entire things one person does when he wants to create understanding in the mind of another. It is a bridge of meaning. It involves a systematic and continuous process of telling, listening and understanding.”
- According to R. Ludlow, “Business communication is a process of transfer of information and understanding between different people of a business organization. It consists of various modes and medium involved in communication interchange.”

## **Elements of Business Communication**

Business communication begins with the transmission of business-related information and ends with feedback from the recipient. The sender transmits messages to exchange understanding with the receiver. This understanding depends on the positive response of the recipient. In business, two-way communication is always desirable as it ensures receiver feedback. However success of business communication depends on few elements –

### **1. Message**

This is the matter that the sender transmits or passes on to the other party or group of people. This can be opinion, order, suggestion, attitude, feeling, view, etc. message that one sender wants to share should be meaningful and easy to understand.

### **2. Sender**

For any communication to be held minimum two parties need to be involved. Sender is the person who intends to contact to convey information and understanding to another person.

### **3. Receiver**

The receiver is the person for whom the message is meant for. A person or an organization that receives the message is called the receiver.

### **4. Channels**

It is the means of transmitting messages from the sender to the receiver. The media of communication can be verbal and non-verbal. Verbal means of communication include telephone conversation, fax, newspaper, books, magazines, etc. On the other hand, gestures and body language, facial expression, etc. are the non-verbal means of communication. It is very important for sender to select appropriate media for a successful communication.

## **5. Feedback**

Final element of a communication is feedback. It is the recipient's response or reaction to the sender's message. Feedback describes how the receiver is interpreting the message. It is considered as the instrument to evaluate the success of the communication process.

## **Significance of Business Communication**

The importance or importance of business communication is increasing very rapidly day by day. Today's business world cannot move smoothly without the help of communication. It makes a company dynamic and increases its efficiency. Some significances of business communication are as follows-

### **1. Managerial efficiency**

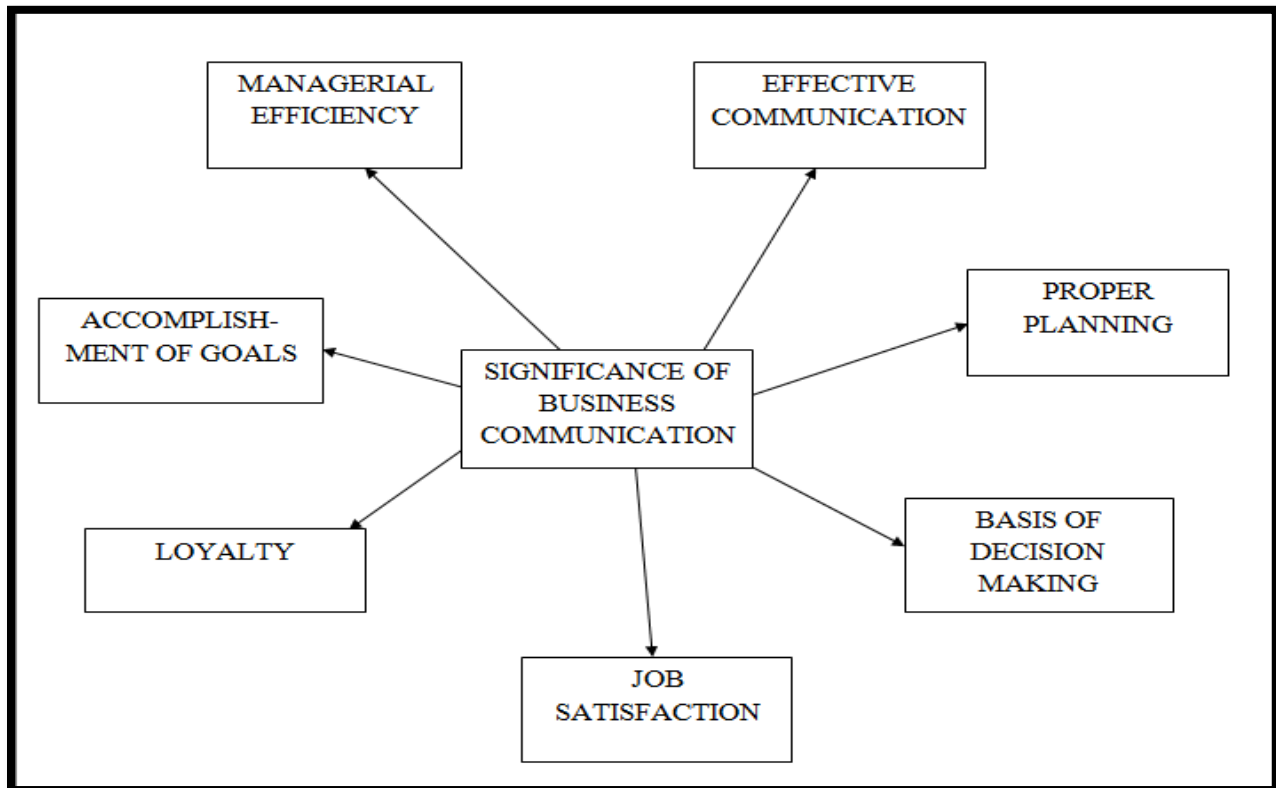
Communication helps in the proper functioning of management. An administrative task can only be performed when the communication system is effective. It provides the basis for leadership and activates people to action in accordance with the wishes of the managing authority.

### **2. Effective leadership**

Effective leadership is dependent on effective communication. Two-way communication helps in effective communication. The manager can influence them and create a healthy relationship by eliminating misunderstandings and mistrust between administrative authority and subordinates through communication.

### **3. Proper Planning**

Communication helps in planning business activities. It provides managers with the information and ideas necessary for good planning. The secrecy of the information creates suspicions among the workers and separates them from management. Understanding common problems unites them to show a better record of their performance.



#### **4. Basis of Decision-Making**

Communication helps managers make essential decisions and carry out vital operations. The quality of decisions made in an organization depends entirely on the volume and quality of the information available to the administrative authority. In the absence of effective communication, it may not be possible for top management to have closer contact with their subordinates.

#### **5. Job Satisfaction**

The right communication system builds mutual trust and faith. The right communication system allows subordinates to communicate to managers their views, complaints, and problems. This facility raises worker morale and ultimately leads to job satisfaction through high performance.

## **6. Loyalty**

The trust and loyalty of lower level employees in administrative staff increases as they become aware of their boss's efficiency competence through communication. It helps in strengthening the mutual trust.

## **7. Accomplishment of Goals**

Communication meets the organization's objectives through cooperation and coordination between managerial and work staff. The interconnections between managers and subordinate employees are established through an effective communication system.

NotesGuru