

Business Communication

The word communication has been derived from the Latin word ‘communis’ which means ‘common’. Thus, communication means sharing of ideas in common. “When we communicate,” says Wibur Schramm, “we are trying to establish a ‘commonness’ with someone. That is we are trying to share information, an idea or an attitude. The essence of communication is getting the receiver and the sender ‘turned’ together for a particular message.”

Communication	Business Communication	Effective Communication
Communication is the process of transmitting information from one person to another.	Business Communication is the process of transmitting information, ideas, thoughts, opinions from one person to another for attaining organizational objectives.	Effective communication is a process of exchanging ideas, thoughts, knowledge and information such that the purpose or intention is fulfilled in the best possible manner. In simple words, it is nothing but the presentation of views by the sender in a way best understood by the receiver.
“Communication is an exchange of facts, ideas, opinions or emotions by two or more persons.” - Newman and Summer	“Business Communication is the transmission and accurate imitation of ideas ensured by feedback for the purpose of accomplishing organizational goals.” -William Scott	“Effective Communication is the process of sending a message in such a way that the message received is as close in meaning as possible to the message intended.” -Griffin



Importance of Effective Communication

Good communication is without doubt one of the most important ingredients for business success. Without it, organizations and the employees within them will likely struggle to realize their full potential.

There are numerous benefits to communicate effectively both internally and externally with colleagues, clients and suppliers, and we've listed a few of the main advantages below.

- **Improved employee management**

Strong communication, particularly from managers, enables them to better instruct and inform their employees on particular tasks, goals and general performance expectations. This, in turn, minimizes the risk of mistakes being made and reduces the likelihood of confusion amongst employees. A good communicator will seek to provide consistent feedback to their staff, advising them on areas for improvement.

- **Builds strong employee relationships**

Social engagements outside of working hours and team building days can significantly improve relationships in the workplace, which is good for staff moral, synergy and team unity. Building and maintaining these relationships will almost certainly lead to increased productivity and motivation amongst employees.

- **Builds strong relationships with clients and suppliers**

Another key aspect of business growth is developing strong relationships with clients and suppliers. Keeping in touch with your customer base and creating a more pleasant experience for your clients will undoubtedly help improve sales, customer retention and loyalty to your company. Fortunately, due to developments in technology, this is easier than ever.

- **Helps with decision-making**

Effective communication also enables business decisions to be made quicker, increasing business agility and giving your business a competitive edge. In fast paced business environments, companies can't afford for there to be any delays or hold ups, as this could result in losing a lead and eventual sale. It's therefore imperative that all decisions and the consequences of these decisions are properly communicated to stakeholders, employees and indeed the clients themselves.

- **Increase in Managerial Competence**

It helps to improve managerial competence and efficiency. Managers use various techniques or tools to command or control over resources. Continuing tracking is possible in terms of communication.

- **Minimization of cost and time**

Efficient communication attempts to minimize time and cost in case of exchanging of information. If any message to required to be communicated to thousands of people, then we have to think about Newspaper, Television or Radio, various social media which are strong media for communicating any message around the globe.

- **Encourages innovation**

In many businesses, innovation is one of the main ingredients required for success. If innovation and creativity are restricted, your entire brand can stand still as a result. It is therefore important that managers make each individual employee feel as though their opinions and ideas are valued; staff will feel more confident in coming forward to share and communicate their ideas as a result. Brainstorming sessions and team meetings are a good way of probing people in the company to make a valuable contribution to a collective task or problem.

- **Improves all areas of the business**

Essentially, all areas of your organization (both internally and externally) will benefit from improved communication. In a financial sense, strong contact with banks, investors and creditors will help to avoid any issues or confusion over income, expenditure and revenue. It's important to communicate that your organization is running smoothly, provides excellent service and has a lot of potential for growth.

The benefits of effective communication in the workplace are endless, and it should be a primary focus for managers of all organizations, regardless of industry and size. If you're concerned your business doesn't have the right equipment or technical expertise to communicate effectively through digital channels, get in touch to find out how we can help facilitate awesome communication within your organization.

Nature or Characteristics of Communication

There are some characteristics of communication which are given bellow:

- **Two or more persons**

Communication involves at least two persons-the sender and the receiver. The sender sends the message and is known as the communicator. The receiver receives the message and is known as communicate. These messages convert into thoughts.

- **Message**

Messages are facts, ideas, opinions, information or emotions that are transmitted to the receiver. If there is no message then there will be no communication.

- **Verbal or non-verbal**

Verbal communication means written or spoken language or words. Where as non-verbal communication means facial expression, gestural expression etc. These two can occur jointly or separately depending on the situation or environment.

- **Two Way Process:**

It involves both information and understanding. Communication is not complete unless the receiver has understood the message properly and his reaction or response is known to the sender. Understanding is the end result of communication but it does not imply agreement.

- **To Motivate a Response:**

The primary purpose of communication is to motivate response or influence human behavior. There is no doubt that motivation comes from within but communicator can also motivate people by good drafting of message, proper timing of communication, etc. To create understanding, communication should be relevant to the situation. It must always be remembered that communication is a means of motivating and not an end itself.

- **Communication may be Formal or Informal:**

Formal communication follows the formal channels provided in the organization structure. For example, the Managing Director communicates with the departmental heads, say Finance Manager, finance manager communicates to deputy finance manager, the deputy finance manager with accounts officer and so on. Informal communication is casual communication between coworkers in the workplace. It is based in the informal, social relationships that are formed in a workplace outside of the hierarchy of business structure.

- **Upward, Downward or Horizontal**

Communication flows downward from a superior to subordinate and upward from subordinate to a superior. It also flows between two or more persons operating at the same level of authority.

- **Process of Exchange:**

It refers to the exchange of ideas, feelings, emotions and knowledge and information's between two or more persons. Sender sends message using a media to the receiver and receiver receives the message.

- **Regular Activates**

To create mutual understanding, trust, creditability and implementation of decision quickly. So, communication is a continuing process.

- **Feedback**

The sender or communicator wants feedback or response from the receiver or communicate.



Objectives of Business Communication

1. STRONGER DECISION MAKING

Your ability to communicate effectively increases productivity, both yours and your organization.

2. INCREASED PRODUCTIVITY

With good communication skills, you can anticipate problems, make decisions, co-ordinate work flow, supervise others develop relationships and promote products and services.

3. STEADIER WORK FLOW

Communication acts as tool for the effective work related flow of information.

4. STRONG BUSINESS RELATIONSHIPS & ENHANCED PROFESSIONAL IMAGE

You can shape the impressions you and your company make on colleagues, employees, supervisors, investors and customers in addition to perceiving and responding to the needs of these stakeholders (the various group you interact with) without effective communication. People misunderstand each other and misinterpret information. Ideas misfire or fail to gain attention and people and companies flounder.

5. CLEARER PROMOTIONAL MATERIALS

Your organizations need for effective reach of company name and public promotions are based on effective promotional material such as advertisements, bill boards, online add, posters etc. are all communicated for effective message delivery and meaning.

6. PROVIDE ADVICE

Giving advice is based on individual-oriented and work-oriented. Advice should not given to the person for pinpointing his mistakes rather it should be helpful for his improvement. Effective advice promotes understanding and it can be a two way process if the subordinate staff given freedom.

7. PROVIDE ORDER

Order is an authoritative communication pattern and it is directive to somebody always a subordinate to do something. Orders will be written and oral order, general and specific orders, procedural and operational orders, mandatory and discretionary order. Order should be clear and complete execution should be possible and given in a friendly way.

8.SUGGESTION

Suggestion is supposed to be very mild and subtle form of communication. Suggestions are welcomed for it is not obligatory to accept them, It can be voluntary and anonymous and submitted through suggestion boxes.

9. EDUCATION

Education is a very conscious process of communication, It involves both teaching and learning by which organizations provide to their employees in the form of training. Education is given for management employees and outside public.

10. WARNING

If the employees do not abide by the norms of the organization warning is a power communication tool and it can be general and specific. Specific warning should be administered in private and after thorough investigation. The aim of the warning should be the organization betterment.

11. RAISING MORALE AND MOTIVATION

Morale stands for mental health and it is a sum of several qualities like courage, resolution, confidence. High morale and effective performance go hand to hand. Motivation is a process that account for an individual intensity, direction and persistence of effort towards attaining a goal.

12. TO GIVE AND RECEIVE INFORMATION

Communication's main idea is to give and receive information because managers need complete, accurate and precise information to plan and organize employee need it to translate planning in to reality. Information will cover all aspects of the business.

13. TO PROVIDE COUNSELLING

Counseling is given to solve employees mental stress and improve the employees productivity.

14. TO IMPROVE DISCIPLINE

Finally, discipline is the foremost part of any business communication. The various disciplinary codes are effectively communicated to employees through disciplinary codes.

Principles of Communication

Following principles of communication make it more effective:

1. Principle of Clarity:

The idea or message to be communicated should be clearly spelt out. It should be worded in such a way that the receiver understands the same thing which the sender wants to convey. There should be no ambiguity in the message. It should be kept in mind that the words do not speak themselves but the speaker gives them the meaning. A clear message will evoke the same response from the other party. It is also essential that the receiver is conversant with the language, inherent assumptions, and the mechanics of communication.

2. Principle of Attention:

In order to make communication effective, the receiver's attention should be drawn towards message. People are different in behavior, attention, emotions etc. so they may respond differently to the message. Subordinates should act similarly as per the contents of the message. The acts of a superior also draw the attention of subordinates and they may follow what they observe. For example, if a superior is very punctual in coming to the office then subordinates will also develop such habits. It is said that 'actions speak louder than words.

3. Principle of Feedback:

The principle of feedback is very important to make the communication effective. There should be a feedback information from the recipient to know whether he has understood the message in the same sense in which the sender has meant it.

4. Principle of Informality:

Formal communication is generally used for transmitting messages and other information. Sometimes formal communication may not achieve the desired results, informal communication may prove effective in such situations. Management should use informal communication for assessing the reaction of employees towards various policies. Senior management may informally convey certain decisions to the employees for getting their feedback. So this principle states that informal communication is as important as formal communication.

5. Principle of Consistency:

This principle states that communication should always be consistent with the policies, plans, programs and objectives of the organization and not in conflict with them. If the messages and communications are in conflict with the policies and programs then there will be confusion in the minds of subordinates and they may not implement them properly. Such a situation will be detrimental to the interests of the organization.

6. Principle of Timeliness:

This principle states that communication should be done at proper time so that it helps in implementing plans. Any delay in communication may not serve any purpose rather decisions become of historical importance only.

7. Principle of Adequacy:

The information communicated should be adequate and complete in all respects. Inadequate information may delay action and create confusion. Inadequate information also affects efficiency of the receiver. So adequate information is essential for taking proper decisions and making action plans.

Role/Importance of Communication in Management

Communication and management are closely linked with each other. Communication is directly related to the basic management functions of planning, organizing, leading and controlling. Evaluating business environment, preparing plans and making decisions requires communication. Delegation, coordination, supervision and organizational development-all are done by means of communication. Developing reward system and interacting with subordinates as a part of leading function would be impossible without communication. Establishing standards, monitoring performance and taking corrective actions as a part of control also requires communications. Therefore, communication is termed as the life-blood of an organization.

Importance of communication in performing these managerial roles is discussed below:

- **Interpersonal role:** Interpersonal role implies interacting with superiors, subordinates, peers and other outside parties of the organization. Performing an interpersonal role requires continuous communication with these parties.

- **Decisional role:** It requires manager to seek out information to use in decision making and then communicate those decisions to others.
 - Like manager plays the role of entrepreneur with developing new ideas and sells his ideas with others.
 - The manager at many occasions as a problem handler such as strike, blockage, power failure etc.
 - Manager also takes rational decision to utilize the limited resources on the basis of justification.
 - A manager enters into negotiations with an agreement.

- **Informational role:** Informational role focuses on acquiring and disseminating information. Like monitor, disseminator, spokesman where such role brings a manager to collect relevant information for decision making. Manager disseminates information to others in the work place. Sometimes manager acts as a spokesman by relying information to people outside the organization.

- **Management functions:**
 Planning, organizing, motivation, controlling are the basic management functions which require continuous communication.

- **Delegation of authority and responsibility:**
 To delegate authority and responsibility properly communication is required.

- **Change in the organization:**
 To make any sort of change is a challenging task because people resist change. Communication helps employees to know about everything regarding change thus one can reduce resistance.

- **Organizational Development:**
 It is concerned with changing benefits, attitudes, values, behaviors, expectations, structures and practices so that the Organization can become familiar to new and advanced technology.

- **Reward and Punishment System:**
 Evaluation of performance and therefore giving returns that is either reward or punishment which cannot be possible without the help of communication.

To above stated discussion indicates that communication is a pervasive part of an managerial activities.

Communication Process

The communication process has several components that enable the transmission of a message. Here are the various parts:

Sender: This is the person that is delivering a message to a recipient.

Encoding: Encoding is the process of putting a sequence of characters (letters, numbers, punctuation, and certain symbols) into a specialized format for efficient transmission or storage.

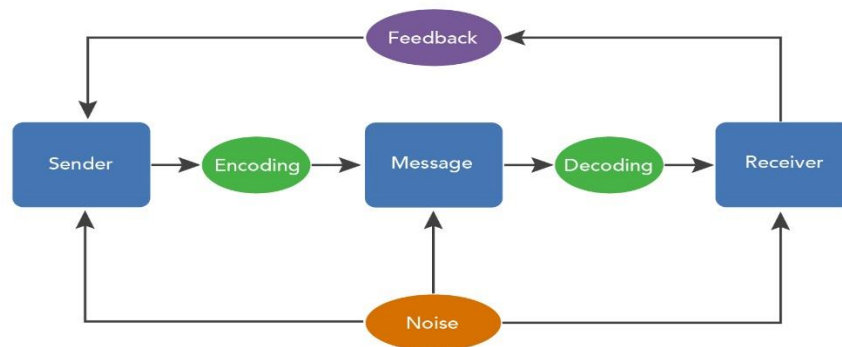
Message: This refers to the information that the sender is relaying to the receiver.

Channel of communication: This is the transmission or method of delivering the message.

Decoding: This is the interpretation of the message. Decoding is performed by the receiver.

Receiver: The receiver is the person who is getting or receiving the message.

Feedback: In some instances, the receiver might have feedback or a response for the sender. This starts an interaction.



The Process of Communication

No one can know exactly what occurs inside the minds of communicators when they undertake to create a message, but researchers generally agree that the process includes the following activities, generally in this order:

1. Sensing a communication need:

A problem has come to your attention, or you have an idea about how to achieve a certain goal. Perhaps someone has written an email of complaint and you must answer it, or perhaps you've noticed that the company could benefit from automating a certain procedure. Whatever the case, you find that an action is in order, and you believe that some form of communication will help you achieve the desired state.

2. Defining the situation:

To create a successful message or plan a communication event, you need to have a well-informed sense of the situation. For example, if you have received a letter of complaint from a customer, what exactly is the problem here? Does the customer have a legitimate point? What further information might you need to acquire in order to understand the

situation? In what ways is this problem like or unlike others you have solved? How might your or your organization's goals be hindered or helped depending on your communication choices?

3. Considering possible communication strategies:

As your definition of the situation takes shape, you will start considering different options for solving it. What kind of communication event will you initiate, and what will you want to achieve with it? What image of yourself, your company, and your communication partners might you project in your message? To generate a good solution, you will need to think about and research your potential audiences and their contexts, your own goals and contexts, your relationship with each audience, and any relevant larger contexts.

4. Selecting a course of action:

Considering the situation as you've defined it and looking at your communication options, you will consider the potential costs and benefits of each option and select the optimum one. Your decision will include preliminary choices about the message type, contents, structure, verbal style, and visual format, and about the channel you will use to deliver the message.

5. Composing the message:

Here is where you either craft your message, carefully working out its contents, structure, verbal style, and visual format, or plan your strategy for discussing your solution with your audience. If you have decided to present or initiate your message orally, you will make careful notes or perhaps even write out your whole message or presentation and design any visuals you may need. If you have decided to write your message, you will use your favorite strategies for composing effectively.

6. Sending the message:

When your message is prepared or carefully planned, you are ready to deliver it to your intended recipients in the channel you have chosen. You choose a good time to deliver it, realizing, for example, that Monday morning may not be the best time to make an important phone call to a busy executive. You also consider sending auxiliary messages, such as a "heads-up" phone call or email, that could increase your main message's chances of success. You want to do all you can to ensure that your message doesn't get lost amidst all the other stimuli competing for your intended audience's attention.

While these activities tend to form a linear pattern, the communicator often needs to revisit earlier steps while moving through the different activities. In other words, solving a communication problem can be a recursive process. This is particularly true for situations that invite many different solutions or heavily involve the audience in the communication process. A communicator may begin a communication event with a certain conception of the situation and then discover, upon further analysis or the discovery of additional facts, that this conception needs to be revised in order to take into account all the involved parties and their goals.

If all goes as planned, here is what will happen on the recipient's end:

7. Receiving the message:

Your chosen channel has delivered your message to each intended recipient, who has perceived and decided to read or listen to your message.

8. Interpreting the message:

Just as you had to interpret the situation that prompted your communication, your recipient now has to interpret the message you sent. This activity will involve not only extracting information from the message but also guessing your communication purpose, forming judgments about you and those you represent, and picking up on cues about the relationship you want to promote between the communicators. If you have anticipated the recipient's particular contexts and interests successfully, he or she will form the impressions that you intended. The recipient may prompt the initiating communicator for help with.

9. Deciding on a response:

Any time you send a message, you hope for a certain response from your recipient, whether it be increased goodwill, increased knowledge, a specific responding action, or a combination of these. If your message has been carefully adapted to the recipient, it has a good chance of achieving the desired response.

10. Replying to the message:

The recipient's response to your message will often take the form, at least in part, of replying to your message. When this is the case, the receiver is acting as communicator, following the process that you followed to generate your message.

SEVEN STEPS TO EFFECTIVE COMMUNICATION

Communication, whether oral or written, is all about understanding. Your aim should be to communicate your message successfully so that it is received as you intended, without any misunderstanding. You can achieve effective communication by having a thorough knowledge of the communication cycle, by being aware of the barriers that exist, and by following this seven-step process.

Step 1: What and why? Your first step is to consider what is the objective of your communication and why you have to communicate the message. Are you aiming to give information, to persuade, to request, to inform?

Step 2: Select channel The next step is to consider what channel (or means) of communication would be appropriate. Consider the relationship between the sender and the recipient, as well as the recipient's background knowledge, culture and experience.

Step 3: Select encoding technique Encoding is choosing the manner in which we send our message. For example, the language you choose, an angry or soft voice, harsh tone or courteous tone. Consider why the communication is happening. Is it urgent, serious, dangerous, emotive, informative?

Step 4: Consider barriers You must consider all possible barriers that may influence the recipient's understanding of the message. Is the communication likely to achieve the desired aims in the given circumstances? If the barriers are likely to interfere with the recipient's understanding, you may need to return to step 1 or 2 and think again.

Step 5: Send message Having considered all these aspects, you may now send your message.

Step 6: Check for understanding After sending the message, it is important to check whether the recipient has understood the message as you intended.

Step 7: Obtain feedback from recipient The final stage is essential – you must obtain feedback from the recipient so that you know if your communication has been effective. If the message is not understood, rather than blame the recipient, ask yourself why the communication failed and how it could have been improved in order to be effective.

Methods of Business Communication

Main Categories/Methods/ of Business Communication As you prepare yourself for all the communicating you will do on the job, it can help to think about business communication as falling into three main categories: internal operational, external operational, and personal.

1. Internal-Operational Communication:

All the communication that occurs in conducting work within a business is internal operational. This is the communication among the business's employees that is done to create, implement, and track the success of the business's operating plan. By operating plan we mean the procedure that the business has developed to do whatever it was formed to do—for example, to manufacture products, provide a service, or sell goods.

Internal-operational communication takes many forms. It includes the ongoing discussions that senior management undertakes to determine the goals and processes of the business. It includes the orders and instructions that supervisors give employees, as well as oral exchanges among employees about work matters. It includes reports that employees prepare concerning sales, production, inventories, finance, maintenance, and so on. It includes the email messages that they write in carrying out their assignments and contributing their ideas to the business.

Much of this internal-operational communication is performed on computer networks. Employees send electronic mail and post information on company portals and blogs for others throughout the business, whether located down the hall, across the street, or around the world. As you will see in later chapters, the computer assists the business writer and speaker in many other aspects of communication as well.

2. External-Operational Communication:

The work-related communicating that a business does with people and groups outside the business is external-operational communication. This is the business's communication with its publics—suppliers, service companies, customers, government agencies, the general public, and others.

It includes the advertising the business does to generate and retain customers. Radio and television messages, newspaper and magazine advertising, website advertising, product placement, and point-of-purchase display material obviously play a role in the business's plan to achieve its work objective. Also in this category is all that a business does to improve its public relations, whether through planned publicity or formal and informal contacts between company representatives and the outside world. In fact, every act of communication with an external audience can be regarded as a public relations message, conveying a certain image of the company. For this reason, all such acts should be undertaken with careful attention to both content and tone.

The importance of external-operational communication to a business hardly requires supporting comment. Because the success of a business depends on its ability to satisfy customers' needs, it must communicate effectively with those customers.

But businesses also depend on each other in the production and distribution of goods and services. Coordinating with contractors, consultants, and suppliers requires skillful communication. In addition, every business must communicate to some extent with a variety of other external parties, such as government agencies and public-interest groups.

3. Personal Communication:

Not all the communication that occurs in business is operational. In fact, much of it is without apparent purpose as far as the operating plan of the business is concerned. This type of communication is personal. Personal communication helps make and sustain the relationships upon which business depends.

Personal communication is the exchange of information and feelings in which we human beings engage whenever we come together. We are social animals. We have a need to communicate, and we will communicate even when we have little or nothing to say. Although not an obvious part of the business's plan of operation, personal communication can have a significant effect on the success of that plan. This effect is a result of the influence that personal communication can have on the attitudes of the employees and those with whom they communicate.

(See the page no. 7 from your reference book)

Communication Model

The communication model is a symbolic visual representation that identifies, classifies and describes various parts of the communication process. It does not show the details message rather it presents only those elements which are related to the object of sending a message.

Types of Communication Model

1. Aristotle's Persuasion Model:

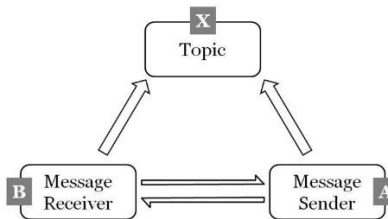
The *Business Communication* model produced by Greek Philosopher Aristotle is popularly known as the "Aristotle's Persuasion Model". In this model, three elements of Business Communication Process have been detected. There is no scope of responding by the receiver. This model is considered as one-sided Business Communication Model. Like; Political Leader.



<http://bizcommunicationcoach.com/>
Figure: Aristotle's Persuasion Model

2. Newcomb's Communication Model:

In this model, there are three parties to effectively the Communication Process. According to Newcomb, "There might be a third party between the sender and the receiver and that third party can manipulate the Communication Process." The model is shown below:



The Newcomb's Model

The Newcomb's model works in a triangular format or A-B-X system. The relationship between A and B is like student and teacher, government and public or newspaper and readers. Sender and Receiver may work in a same flow but the same time some factor like "X" may affect their flow of relationship. "X" it may be third persons, issue, topic or policy.

For Example:

Teachers introduce a new policy to increase the college timing from 6 hours to 8 hours.

A – Teachers B – Students X – Policy or Issue

If both students and teachers are satisfied with this policy then the communication maintains its equilibrium status between them. Otherwise the flow of communication between "A" and "B" becomes trouble in the social system. If "A" or "B" is not ready to accept the policy then it will directly affect the social system and can't maintain the equilibrium status. So Teachers "A" can convince students "B" as much as possible. Otherwise they have to make some adjustments in the Policy "X" and convince them towards the policy.

3. Thayer's organizational Communication Model:

This model creates a link between personal Business Communication and organizational structure. In his model, Thayer has shown that the attempt to accomplish any task through personal communication greatly influences the process of organizational communication. The model is shown below:



Thayer has mentioned four levels in this Business Communication Model, such as-intra-personal or individual, interpersonal, organizational and technological. This model also shows how a person's does communication functions in organizational level. The behavior of sender and receiver can be influenced by four elements biological, psychological, social and technological. Actually, this model shows how communication process is affected by a person in organizational atmosphere.

4. Circular Model of Communication:

In real sense Business Communication is a Two way Process where the sender sends the message to the receiver and after receiving the message, the receiver sends feedback to the sender. The success of Business Communication Process largely depends on the reaction or response or feedback of the receiver. The circular model of communication emphasizes on the feedback system of communication. The model is presented below:



Figure: Circular Model of Communication

5. Shanon and Weaver's Information Theory Model:

This model shows that the communication process begins from the brain of the sender. The sender moulds his thought, concept or ideas into message and sends to the receiver. Then the message goes to the receiver through certain media and his brain receives it. After the message being perceived, the reaction of the receiver is sent back to the source of the message (Sender). The model also includes a transmitter that converts the message info perceivable signal. The whole process can be interrupted by noise. The model is shown below:

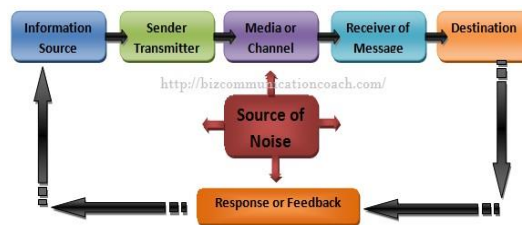
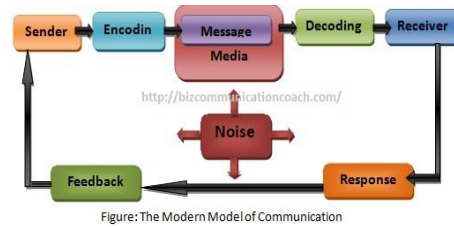


Figure: Shanon and Weaver's Information Theory Model

6. The Modern Model of Communication:

Over the period of time Business Communication Process has been developed a lot. The communication theorists are still investing their endeavor to make the Business Communication system more compressive and conceivable.



The figure shows that sender and receiver are the major parties in the communication process; message and media are the major communication tools, encoding, decoding, response and feedback are the major communication functions and the last element is noise that can create interruption at stage of the **Business Communication Process**.

BARRIERS TO COMMUNICATION

Many problems encountered in our business and personal lives result from miscommunication. What the recipient understands by a message may not always be the message which the sender intended. Several communication barriers exist between sender and recipient, and they may be responsible for a message not being understood correctly, or a message becoming distorted. Communication may fail for a variety of reasons:

- **Non-verbal signals:**

Non-verbal signals, often referred to as ‘body language’, can provide valuable feedback where verbal communication is concerned. Such signals include facial expressions, gestures, movement, eye contact and nodding the head.

- **Language:**

Choice of words is vital to the effectiveness of any communication. Many words have different meanings. Our background knowledge and experience affect our understanding. Foreign languages, dialects, regional accents and the use of technical/specialist language should always be considered. Listening Anyone who has something valid to say deserves attention.

- **Listening:**

however, is a skill. Careful concentration is demanded if a communication is to be understood. Success at gaining attention may depend on the words used, the way the communication is expressed, our interest in the speaker, our interest in the communication and various other factors.

- **Pre-judgement:**

What is understood is often conditioned by what we already know and by our background knowledge and experience. Often we hear what we want to hear, or what we think we have heard, instead of what has actually been said. Relationships The effectiveness of any communication may depend on our relationship with the person giving the message. If relationships between people are not good, communication may fail to be effective or may break down altogether.

- **Emotional responses:**

Communication cannot succeed if a person is highly emotional about the topic concerned. Problems may arise from insecurity, fear, anger, etc. If emotions are high on the part of the sender or recipient, then it would be better to wait for a while before trying to put the message across

- **Systems:**

In any organization there should be prescribed procedures for getting messages to the people who need them. Without such systems there can be no effective communication. Apart from the barriers to communication already discussed, there are many other barriers that can be as simple as using words that are not easily understood by the recipient, or perhaps more complex issues such as not listening properly to a person because you don't really like them. Barriers to communication interfere with the process of sending or receiving a message.

Overcoming Communication Barriers

- **Eliminating differences in perception:**

The organization should ensure that it is recruiting right individuals on the job. It's the responsibility of the interviewer to ensure that the interviewee has command over the written and spoken language. There should be proper Induction program so that the policies of the company are clear to all the employees. There should be proper trainings conducted for required employees (for eg: Voice and Accent training).

- **Use of Simple Language:** Use of simple and clear words should be emphasized. Use of ambiguous words and jargons should be avoided.
- **Reduction and elimination of noise levels:** Noise is the main communication barrier which must be overcome on priority basis. It is essential to identify the source of noise and then eliminate that source.
- **Active Listening:** Listen attentively and carefully. There is a difference between "listening" and "hearing". Active listening means hearing with proper understanding of the message that is heard. By asking questions the speaker can ensure whether his/her message is understood or not by the receiver in the same terms as intended by the speaker.
- **Emotional State:** During communication one should make effective use of body language. He/she should not show their emotions while communication as the receiver might misinterpret the message being delivered. For example, if the conveyer of the message is in a bad mood then the receiver might think that the information being delivered is not good.
- **Simple Organizational Structure:** The organizational structure should not be complex. The number of hierarchical levels should be optimum. There should be a ideal span of control within the organization. Simpler the organizational structure, more effective will be the communication.

- **Avoid Information Overload:** The managers should know how to prioritize their work. They should not overload themselves with the work. They should spend quality time with their subordinates and should listen to their problems and feedbacks actively.
- **Give Constructive Feedback:** Avoid giving negative feedback. The contents of the feedback might be negative, but it should be delivered constructively. Constructive feedback will lead to effective communication between the superior and subordinate.
- **Proper Media Selection:** The managers should properly select the medium of communication. Simple messages should be conveyed orally, like: face to face interaction or meetings. Use of written means of communication should be encouraged for delivering complex messages. For significant messages reminders can be given by using written means of communication such as : Memos, Notices etc.
- **Flexibility in meeting the targets:** For effective communication in an organization the managers should ensure that the individuals are meeting their targets timely without skipping the formal channels of communication. There should not be much pressure on employees to meet their targets.

Thank You