



## Dimensions of effective human and organizational communication practices

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**Abstract:** Communication is about more than just exchanging information. It's about understanding the emotion and intentions behind the information. Effective communication is also a two-way street. It's not only how you convey a message so that it is received and understood by someone in exactly the way you intended, it's also how you listen to gain the full meaning of what's being said and to make the other person feel heard and understood. Effective communication is a basic prerequisite for the attainment of organisational goals; no group can exist without communication. Co-ordination of work is impossible and the organisation will collapse for lack of communication. Co-operation also becomes impossible because people cannot communicate their needs and feelings to others. Every act of communication influences the organisation in some way or other. The present paper tries to analyse the need of better communication skills and various dimensions of communication. Descriptive method is followed to narrate the concept.

**Key words:** Communication, organisation, job satisfaction

### Introduction

According to the Concise Oxford Dictionary the word means 'the act of imparting, especially news', or 'the science and practice of transmitting information'. Communication meaning "to share is the act of conveying intended meaning to another entity through the use of mutually understood signs and semiotic rules. The basic steps of communication are the forming of communicative intent, message composition, message encoding, and transmission of signal, reception of signal, message decoding and finally interpretation of the message by the recipient. Communication is usually visual, auditory, or biochemical, while human communication is unique for its extensive use of language.

### Objective of the paper

The present paper tries to analyse the need of better communication skills and various dimensions of communication. Descriptive method is followed to narrate the concept.

### Need of Effective communication

Effective communication is a basic prerequisite for the attainment of organisational goals. Co-operation also becomes impossible because people cannot communicate their needs and feelings to others. Every act of communication influences the organisation in some way or other. It is a thread that holds the various interdependent parts of an organisation together. When it stops, organisation activity ceases to exist. An idea, however great it is, is useless until it is transmitted and understood by others.

When communication is effective, it tends to encourage better performance and job satisfaction. People understand



their jobs better and feel more involved in them.

It is through effective communication that an executive ultimately gets work done by others. Therefore, a successful executive must know the art of communication.

Moreover, communication is a means whereby the employee can be properly motivated to execute company plans enthusiastically. It is the means by which behaviour is modified, change is effected and goals are achieved.

The first executive function is to develop and maintain a system of effective communication-the tool for understanding. It is commonly said that what nerves are to human organism, communications are to an industrial system.

Since management has been described as getting works done by people, it is necessary to communicate what the management wishes to accomplish by the various tasks which the organisation has undertaken. Communication is also an intramanagement problem. It is the force that binds the people of an organisation together. Through communication they can attain a common viewpoint and understanding and co-operate to accomplish organisational objectives.

Good communication presupposes a two-way flow of information from the top down and from the bottom up. It can be compared to a mighty river on the banks of which business life is built. A successful executive should have the ability to receive, analyse and transmit

information in motivating his subordinates in the right direction. Thus effective communication is a skill of management.

Communication is the link between knowledge and information. Possession of knowledge is of no use until it is converted into information. Hence, knowledge alone is not adequate for managerial success; what is required is knowledge plus ability to communicate accurately.

The popular saying 'knowledge is power' should be modified to 'applied knowledge is power.' And to apply, it requires effective communication. In organization communication transmits orders for work, aids in doing the work, buying raw materials and in advertising and selling the product. It is the means used to hire, fire, promote, praise, urge, censure, persuade and so on.

Communication plays a major role in dealing with employer employee relation problems, employee productivity, in short, with all human relations matters. Bad communication is often the root cause of many problems. Secrecy breeds rumours and a hush-hush attitude breeds harmful rumours.

## **Dimensions of communication**

### **Verbal communication**

Effective verbal or spoken communication is dependent on a number of factors and cannot be fully isolated from other important interpersonal skills such as non-verbal communication, listening skills and

clarification. Human language can be defined as a system of symbols and the grammars (rules) by which the symbols are manipulated. The word "language" also refers to common properties of languages. Language learning normally occurs most intensively during human childhood. Most of the thousands of human languages use patterns of sound or gesture for symbols which enable communication with others around them. Languages tend to share certain properties, although there are exceptions.

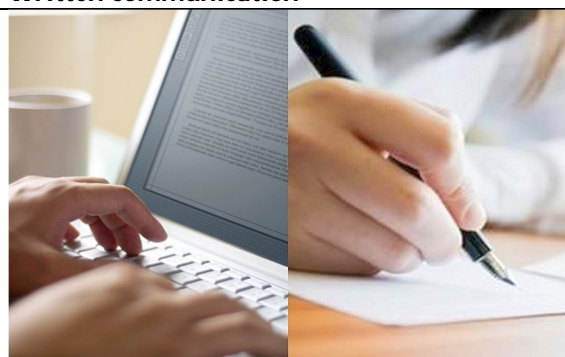
### Non-Verbal communication

It includes the use of visual cues such as body language (kinesics), distance (proxemics) and physical environments/appearance, of voice (paralanguage) and of touch. It can also include chronemics (the use of time) and oculusics (eye contact and the actions of looking while talking and listening, frequency of glances, patterns of fixation, pupil dilation, and blink rate).

**Verbal communication**

**Non-Verbal communication**

### Written communication



Written communication involves any type of interaction that makes use of the written word. Communication is a key to any endeavor involving more than one person. Communicating through writing is essential in the modern world and is becoming ever more so as we participate in what is now commonly called the information age.

In fact, written communication is the most common form of business communication. It is essential for small business owners and managers to develop effective written

communication skills and to encourage the same in all employees. The information age has altered the ways in which we communicate and placed an increasing emphasis on written versus

oral communications. The ever-increasing use of computers and computer networks to organize and transmit information means the need for competent writing skills is rising.

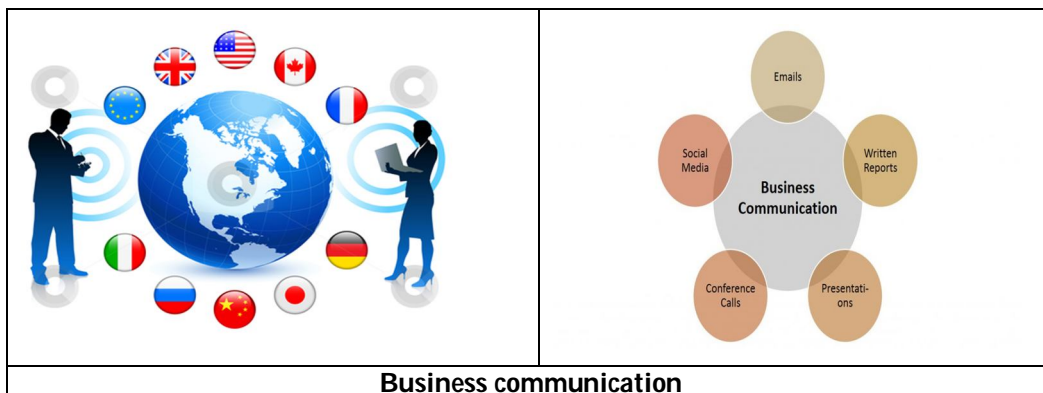
1. Written communication first emerged through the use of pictographs. The pictograms were made in stone, hence written communication was not yet mobile. Pictograms began to develop standardized and simplified forms.

2. The next step occurred when writing began to appear on paper, papyrus, clay, wax, and other media. With common shared writing systems, leading to adaptable alphabets. Communication became mobile.

3. The final stage is characterized by the transfer of information through controlled waves of electromagnetic radiation (i.e., radio, microwave, infrared) and other electronic signals.

### Business communication

Business communications is used for a wide variety of activities including, but not limited to: strategic communications planning, media relations, public relations (which can include social media, broadcast and written communications, and more), brand management, reputation management, speech-writing, customer-client relations, and internal/employee communications.



**Business communication**

### Family communication

Family communication is the study and practice of the communication perspective in a broadly defined family, with intimacy and trusting relationship.<sup>[10]</sup> The main goal of family communication is to understand the interactions of family and the pattern of behaviors of family members in different circumstances. Family communication study looks at topics such as family rules, family roles or family dialectics and how those factors could affect the communication between family members. Researchers develop

theories to understand communication behaviors. Family communication study also digs deep into certain time periods of family life such as marriage, parenthood or divorce and how communication stands in those situations. It is important for family members to understand communication as a trusted way which leads to a well-constructed family.

### Interpersonal Communication

Interpersonal communication is the communication between one person and another (or others). It is often referred

to as face-to-face communication between two (or more) people.

### Family communication

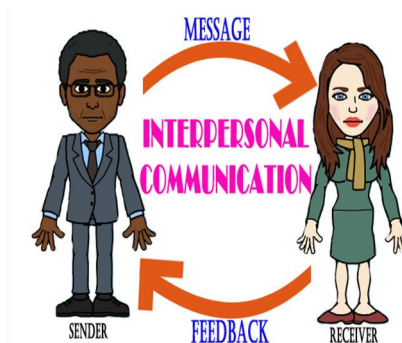


Both verbal and nonverbal communication, or body language, plays a part in how one person understands another. In verbal interpersonal communication there are two types of messages being sent: a content message and a relational message. Content messages are messages about the topic at hand and relational messages are messages about the relationship itself. This means that relational messages come across in *how* one says something and it demonstrates a person's feelings, whether positive or negative, towards the individual they are talking to, indicating not only how they feel about the topic at hand, but also how they feel about their relationship with the other individual.

### Barriers to effective communication

Barriers to effective communication can retard or distort the message and intention of the message being conveyed which may result in failure of the communication process or an effect that is undesirable. These include filtering, selective perception, information overload, emotions, language, silence, communication

apprehension, gender differences and political correctness. This also includes a lack of expressing "knowledge-appropriate" communication, which occurs when a person uses ambiguous or complex legal words, medical jargon, or descriptions of a situation or environment that is not understood by the recipient.



### Ways to improve communication within organization

People often focus on what they should say, but effective communication is less about talking and more about listening. Listening well means not just understanding the words or the information being communicated, but also understanding the emotions the speaker is trying to communicate. There's a big difference between engaged listening and simply hearing. When you really listen—when you're engaged with what's being said—you'll hear the subtle intonations in someone's voice that tell you how that person is feeling and the emotions they're trying to communicate. When you're an engaged listener, not only will you better understand the other person, you'll also make that person feel heard





and understood, which can help build a stronger, deeper connection between you. By communicating in this way, you'll also experience a process that lowers stress and supports physical and emotional well-being. If the person you're talking to is calm, for example, listening in an engaged way will help to calm you, too. Similarly, if the person is agitated, you can help calm them by listening in an attentive way and making the person feel understood.

**Conclusion:** Effective communication is a basic prerequisite for the attainment of organizational goals. No organization, no group can exist without communication. Co-ordination of work is impossible and the organization will collapse for lack of communication. Communication system varies basing on the human nature, time, place and situation. Thus, people who have basic communication skills, they can succeed in their activities.

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