

# ROLE OF COMMUNICATIONN IN ORGANISATION

*Abstract: This research paper is basically to show the role of communication in organization but you could even get to know the types of communication and its limitations in organizations. Organizational communication network is also explained here. Role of communication in organization and organizational change and culture is been briefed here. Myths and misconception is also been explained in this research paper also barriers of communication is also been explained here.*

## Introduction

As in a feature of living in a society everyone is communicating with each other in verbal or non-verbal way. Verbal communication refers to using of words either it be written or oral while non-verbal communication refers to communication by visual like, body language touch, eye contact, gestures and facial expressions. In simple words non verbal communication refers to transit of message in any other way rather than of writing or speaking.

Hence, if we can define communication as the process of exchange of thoughts, emotions, ideas between individuals of groups. Or we can say that, it is a way of conveying ourselves to others.

A life without communication is hard to think about and almost impossible to have. We can't leave without communicating, knowingly or unknowingly communication is present in all systems even I am also communicating with all of the reader's in a way.

Communication plays a great role in organization. Organization communication means communication between the employs, or employee-employer, employer-customer, organization to other organization, etc.. In technical terms organization can be defined as, the sending and receiving of messages among interrelated individuals within a particular environment or setting to achieve individual and common goals.\*<sup>1</sup>

For the development of organization effective communication is needed. It helps the managers to form the basic function of management that is, planning, organizing, directing and controlling.

Communication is one of the basic features in an organization. A proper and effective communication in organization helps people to work, motivate and share their problem. In current business scenario no organization can survive without proper communication.

Communication is what promotes work and motivation in an organization. It largely focuses on building relationship with internal organization members and with external or other group people.

## Organizational Communication Network

The flow of communication among the employees and its pattern s is called communication network. It helps managers to establish different contacts in different in organization. In general way information passes in one or another way, by, informal or formal way.

Commonly there are two form of organization i.e., formal and informal. Formal organization are called formal when two or more people comes together for a specific purpose and goal, and follows a formal relationship, rules, and policies. In formal organization a person's authority is completely defined and an individual's duty is also fixed. Rules and regulations are also must to follow in formal organization.

While informal organization is been formed under the formal organization when people starts knowing each other and creates a bond with each other and forms interpersonal relationship. There is no authority in informal organization all are equal and is based on belief, trust. There are no rules and regulations in informal organization.

Same goes with the organization communication network. As said before there are two kinds of communication network, that is formal and informal communication network. Formal communication network refers to formal way of communication like by following all the rules and regulations. In the formal organization there is a chain which is been followed by everyone. There is a chain to follow in formal organization which goes from top to bottom. A person has to communicate information to his senior, he can't directly go to the CEO or any top authority. No one can use slang and foul language, it should be avoided in formal communication.

While there is no chain in informal communication network. It is also called Grapevine network. In informal organization there is no such authorized chain. Gossip is best example for the informal organization communication network. In informal communication there is no authority, there is no proper way to communicate information. One can just directly communicate to other despite his position in organization.

## Types of communication

There are two types of communication, they are verbal and non-verbal.

Verbal communication is one in which message is transferred through words. Either from outh or in writing.

Verbal communication is further divided in oral and written communication.

Oral communication is one in which moth is been used. Spoken words are been used. A verbal communication can be done face-to-face or through telephone or by voice messages. In oral communication volume of the voice, speed of the voice and clarity of it pays a great role. If the volume is lo then the other person won't be able to hear other properly, if volume is too high then other person will feel irritated, same goes with the speed, if the speed is slow then the other person won't be able to hear the other and vice versa. Oral communication is advantageous as gives a quick feedback to the person speaking while it could be disadvantageous as it does not give us time to think much about our choice of words.

<sup>1</sup> <https://courses.lumenlearning.com/introductiontocommunication/chapter/what-is-organizational-communication/>

Written communication is the second type of communication, in this you use written symbols or signs. We does written communication through e-mails, text messages, report or by writing messages on a paper. In written communication grammatical mistakes and clarity of language plays great role. Written communication is the core of business, every person working in an organization should be good in it as they have to send messages to other companies or organizations through mail. Bulletins, memos, report are the things used in internal communication while in contracts, advertisements, letters, proposals are used for external communication in organizations. A written message is easy to edit, we can properly think before sending it, unlike oral communication, we can have recipe for it and the one who is reading it can re-read it again and again and then can give his feedback. But unlike oral communication feedback is slow in written communication, it did not give instant feedback as in oral communication. Also its takes time to read the feedback as compare to listening it,

The other type of communication is non-verbal communication. Non verbal communication is the communication other than oral or written. It is a communication which includes body language, gesture, poster, facial expression. Non-verbal communication helps verbal communication to be more effective. Non-verbal communication has following two elements;- appearance and body language\*<sup>2</sup>

Appearance refers to things one s speaker and other one surroundings. The way speaker wears his clothes, uses make up, hair style reflects his appearance. And surrounding of the room in which a person is in also affects the conversation.

Body language shows the person how confident he is about the topic he is talking about and how sincere he is. It could include hand gestures, while talking hand gestures creates a great impact, eye contact is also necessary

### **Role of communication**

Effective communication plays a great role in achieving an organization's goal In an organization the role of communication starts the second when an employ join's, The HR department of the organization explains the employs the rules and regulation's of the firm.

.In business, communication is really important, lack of communication can bring adverse result. Not having proper communication can bring delay in projects which will lead anger in stockholders and customers. A good communication means where you could instantly get feedback like on phone or face to face. But in business it is quite impossible. In business the communication is generally one to many, meaning we can't directly call or meet someone face to face. For good business communication it is necessary for the audience to understand your message.

Manager should explain his employees what he wanted from them. Deadlines and other things should be made clear to them. Hence communication pays a great role in business organization.

It increases employ efficiency, if your manager does not tell you about how should you work then would you able to perform your best? No. That's why by communicating effectively within an organization employees can give their best. Also it helps employees in decision making and planning.

Enhancing business performance, external communication plays an important role in improving business organization. Efforts such as advertisements, marketing and public relations all are way of communication which gives message about their product to the consumers.

Communication creates a successful environment, if employs know about the condition and all the important information then they will be more loyal to the organization.

Hence, communication in organization is needed for motivation, source of information, socializing and in controlling process.<sup>3</sup>

### **Role of communication in organizational change and culture**

Organization change refers to change in organization. It is been said that in an organization the only thing that does not change is that 'organization always change'. But there are lot of time when change in organization does not succeed. Organizational change is mostly occurs due to change in external environment which then leads to change in its internal environment, policies and strategies and communication structure accordingly.

Constantly change in organization shows again and again the importance and role of communication in organization, as constant change leads to making of new policies and new strategies, for that proper communication is needed as information is needed to exchange so that a proper policy and strategy could be made. Lack in communication also creates problem while changes were been made in an organization.

Organizational culture means organizations vision, needs ,values, assumptions , beliefs, etc. Every company has its own culture and while communicating with the customers they have to think about the culture of their organization, according which they need to communicate.

Also an organization's culture is been also made by the employees. Better relationship between employees crates a positive culture while debates, misunderstanding create negative culture. Thus, communication plays an important role in increasing the comfort factor amongst the employees and creates a healthy relationship between them.

<sup>2</sup> <http://www.notesdesk.com/notes/business-communications/types-of-communication/>

<sup>3</sup> <https://managementstudyguide.com/importance-of-communication.htm>

### Myths and misconception of communication in organization

It's a myth that in communication the meaning is in words. If you think that it is so then you are completely wrong. What you mean to say may not be the same to others. People change the meaning of words according to behavior and attitude. If you think that communication is only verbal then you are completely wrong. Communication is both verbal and non-verbal, in fact the impact of non-verbal is more as compare to that of verbal communication. A person's way of talking, walking, dressing creates a great effect on a person. A person saying that he is very rich but is wearing old shabby clothes, would seem like an idiot to others, even though he is rich.

Telling people is not communication, it's only a part of communication not a whole thing. It comes under a process of communication. It's a myth that communication can solve all problem. Sometimes it can increase the problems as well. Forcing people to communicate could make matter worse.<sup>4</sup>

It's not necessary that communication is a good thing. It depends upon people and the way they talk. Communication can be used for both positive and negative purpose. The myth, that the more communication is better is wrong. The more people communicate to each other the more better is decision, this thinking is completely wrong. It's not important how long people talk to each other but, what is important is the subject they are talking about.

It's been said that communication can breakdown, this is not so, communication can never break down, it's just that we did not communicate properly to others. Even though we think we are not communicating we use to communicate by non-verbal way.

The thought that communication is a natural ability is wrong. It could be right to some extent but we can learn the ability to communicate properly and effectively. Practice could improve one's communication skills.

### Limitations of communication

Communication is a way of expressing ourselves to others. In organization communication plays great role in increasing efficiency of goal. But communication can also have some limitations organization like, in organization we have to sometime wait for the other colleagues or clients to respond because of difference in time, place and network. This wait can cost a real deal in organization.

Communication can also be a disadvantage in organization when it is not correct. For example reading wrong documents or providing wrong information waste's the time of the person and could create a serious damage to the company if without knowing a person continues to work on wrong decisions.

### Barriers of communication

There are many barriers in a communication process in an organization. For example may be duty to network issue a person may not be able to receive the e-mail.

Some common barriers that are present in an organization are;-

Language barrier, while communicating language can be a great barrier It could be possible that one who is speaking talks in different which the other person may not be able to understand.

Noise is also a communication barrier, in too much noise it is hard to communicate to each other.

Attitude of people can also create a barrier in communication, a person won't be able to communicate to other if he other one is not even ready to listen to him.

Distance is also a barrier to communication, as if a person is saying something from a very far distance then the other may not be able to understand, also it may be possible that while communicating through phone, network problem may arise.

### Conclusion

At last I conclude that communication is a never ending process. It's away to share our thoughts to one another. We can't just think that we are not going to communicate to each other. Because we are always communicating to one another either verbally, that is by talking or writing or non-verbally that is by body language, facial expressions, gesture or posture.

There are mainly two types of organizational network, that is, formal and informal. Formal is the one in which rules, regulations are followed while informal are the one which is made under formal organization.

Communication plays a great role in organization as well as in organizational change and culture. There are some myths in communication as well as limitations. There are some barriers in communication as well which creates problem in communication.

### Findings

What I found while making this research paper is that, there are not always sugar in communication, there are wrongs as well, too much meaningless communication can be harmful as well. Also communication does not always solve problem but sometimes it creates them as well.

<sup>4</sup> <https://slideplayer.com/slide/7576318/>