

COMMUNICATION – ITS EFFECT ON MANAGEMENT

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Abstract:

The Study is related to the importance of communication in the modern society. The concept dealt with the present process of Communication, Management, Information Systems, Oral Written and Verbal Communications, Communication Network, Media used. The present study meant for educating people in developing communication skills to prosper in the modern present society

Key Words: Component:

1. Objectives
2. Process of Communication
3. Management information system
4. Types of communication
5. Network
6. Methodology.

Introduction:

The term process in communication refers to sender and receiver. The message passes between them. Objectives states that in an organization managers should have the information necessary for doing a good job with the techniques like management, information system, MIS and network.

Methodology:

There are various opinions about methodology of communication. It may be oral, written, verbal non-verbal, upward communication and downward communication.

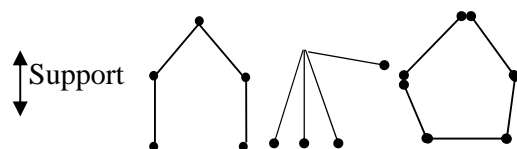
TYPES OF COMMUNICATION IN EFFECTIVE MANAGEMENT:

Oral, written and non-verbal communication techniques include maintenance of friendly atmosphere. Using personal greetings, showing appreciation, speech with smile, using appropriate language good personal appearances using sense of humour etc.

Written communication is concerned with sending message by written words. It includes notices, memos, minutes, non-verbal communication states the “Action speak louder than words.”

COMMUNICATION NETWORK CHANNELS:

Communication flow through various channels. They include downward, upward, horizontal and cross-wise. There are two network one is formal network and other is Informal network. Formal networks are vertical follow the authority chain and are limited to task related communications. Informal network is free to move in any direction.



MIS (MANAGEMENT INFORMATION SYSTEM)

An information system is a set of organized procedures which when executed, provides information to support decision making. Communication through computers and electronic media plays an important role in management information system.

OBJECTIVES OF COMMUNICATION:

- Communication is needed to exchange ideas, opinion, information with superiors and subordinates
- For designing jobs and human resource planning
- Employees performance evaluation
- Effective participative management
- Recruitment, selection through communication

BARRIERS TO COMMUNICATION:

There are certain factors which adversely affect the effectiveness of communication. Barriers may be external, organizational and personal

External Barriers: It includes linguistic capacity of the sender and the receiver.

Organisational Barriers: Includes organization polices, rules, regulations

Personal Barriers: Consists of Barriers in superior and Barriers in subordinates.

SUGGESTIONS:

The following suggestions are to be considered to improve the communication system in management

1. The first step in communication is clarifying the purpose of message
2. Encoding and decoding be done with symbols
3. The content of the message should fit the recipient level of knowledge
4. One should communicate something that is of value to them in the short run as well as in the more distant future.
5. Clean thinking about objectives, message working and presentation
6. Clarity ideas before attempting to communicate
7. Understand the physical and human environment when communicating
8. Follow up is needed.

CONCLUSION:

The concept of communication plays an important role in the management process. Without communication the other management functions like planning organizing, directing, controlling etc cannot be performed at all. Managers devote a major time to the activity of communication. It is essential to coordinate the activities of the people in the organization communication improves motivation and morale. Thus communication must be in the following ways.

- Using single words
 - Using short and familiar words
 - Give short sentences
 - Avoid unnecessary words
 - Be a good listener.
9. Ten Commandments of good communication quoted in Harold Koontz and Cyril o Donnel
 10. Active listening : Industrial relations centre of University of Chicago CP Ragers and R.E. Farsan.

If a manager or a person follows the above suggestions, definitely it will improve the communication skills, that helps the people and then manager to achieve the objectives and prosper in management and also in human life.

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