



AN EMPIRICAL STUDY OF BUSINESS COMMUNICATION PROCESS IN INDIA

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Introduction

Right from the time when a child is born, communication plays an important role in his life. We spend most of our time of communicating with each other. Speaking, listening, writing is the common forms of communication. Communication is a very normal activity. The science of communication is almost as old as man himself. It is the “Life Blood” of business organization. In short communication is exchange of messages, facts, views, opinions, ideas, attitude, feeling and emotions between two or more persons.

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Meaning

Communication is the process of passing on understanding from one person to another. The term ‘Communication’ is derived from the Latin word ‘Communis’ which means common and thus if a person communicates, he has established a common ground of understanding. Thus communication may be defined as interchange of thoughts and information to bring about mutual understanding and confidence or good human relation. It is the intercourse by words, letters, symbols or message. It is interchange of fact, viewpoints and ideas which bring about unity of interest, purpose effort in any organization. Nothing

happens in management unit communication takes place. The success of any who manages depends, more on his ability to communicate than any other skill.

Definition

Communication is a two way process of exchanging ideas or information between human beings to have desired reaction or response from the recipients.

Features

Meaning-based

In the first place, communication is meaning-based. As has been very succinctly said by a specialist, “The most immediate need for communication is to be able to refer to a core of attributes, using the word he or she knows”. In addition, we must be able to like words together so as to make proposition.

Conventional

It is important to note that all communication is conventional and, to a large extent, traditional-bound. As English, for example, dominates business worldwide, it is not only necessary for us to imbibe the conventions of English speech and writing, but also the time-honored traditions of the organization to which we belong, whether a multinational corporation or traditional Indian family-owned organization or government organization.

Interactional

It is the use of language to keep open the channels of communication between people and to establish suitable rapport. It is thus aimed largely at the need of speaker and hearer, or writer or receiver, to feel valued and approved of.

Appropriate

Communication always supposed to be appropriate. In all its forms it must take into account the relationship between speaker/writer and hearer/receiver, and the constraints imposed by the setting and circumstances, and selection of language/style/tone according to the age, rank and status of the participants in the communicative event.

Structure

It must be noted that all communication is structured. Recent studies in communication regard every piece of communication, whether spoken or written, as a genre, look into the pattern of its information structuring or logical organization and come up with useful inference for the consumption of the corporate world.

Clarity

The principle of clarity implies both clarity of thought and clarity of expression. The process of communication begins with the generation of a thought in the mind of the communicator. Just as a clear photograph cannot be achieved from a blurred negative, a clear message cannot be sent from an unclear thought.

Completeness

Every communication must be complete and adequate. Incomplete message keep the receiver guessing, create misunderstanding and delay the actions. Every person should, therefore, be provided with all the required facts and figures. For example, when the factor supervisor instructs workers to produce, he must specify the exact size, shape, quality and the cost of the product. Any assumptions behind the message should also be clarified.

Conciseness

Brevity is the soul of good communication. Therefore, we should use only relevant details in our message. Ruskin said, “say all you have to say in the fewest possible words”, Brevity save the time of both the sender and the receiver of the message. Besides saving time, brevity provides grace to speech and a force to what you write. More words do not lead to clarity; rather they obscure the meaning and tire the reader. Irrelevant or superfluous words cloud the meaning. Avoid irrelevant words and repetition.

Consideration

In order to communicate effectively, think and look from the receiver’s angle. The sender should adopt a humane approach and understand the emotions and sentiments of the receiver. he should understand and focus on the needs of the receiver. The socio-psychological background of the receiver must be understood. The golden rule “First understand then be understood” should be followed.

Correctness

You should not transmit any message unless you are absolutely convinced of its accuracy and authenticity. If employees forward incorrect information to managers, decision based on such information may be wrong. Similarly, transmission of incorrect information to outsiders may spoil relation and reputation. Give correct facts and send your message in the correct style. Timeliness is also useful to ensure correctness. Transmit and respond to all messages at the right time. Delayed and outdated messages cause loss of time and money.

Courtesy

Courtesy means a friendly and helpful behaviour towards others. Polite manners facilitate communications. Politeness begets politeness and encourages participative communication.

Careful use of body language

In face to face oral communication, body language should be used to reinforce words; proper posture, right eye contact and appropriate facial expression help to make communication effective. Positive body language requires positive feelings.

Attentiveness

While sending and receiving a message, you must pay full attention. While transmitting information, attention is necessary to ensure that all the relevant details are included in correct and clear manner. Undivided attention to all incoming messages is required to ensure that the messages are fully understood and no point is missed. In the absence of full attention misunderstanding and confusion arise.

Objectivity

The communicator should be fully impartial while sending a message. He should not allow his emotions, attitudes or bias to distort the message. He should communicate unpleasant facts in such a way that the feelings of the receiver are not hurt. Similarly, one should not allow his emotions and prejudices to distort understanding and interpretation of information received from others. Self control is essential for effective communication.

Feedback

Feedback should be used carefully in planning and executing communication. Where feedback is not automatically available, the sender should ask questions, request reply and encourage the receiver to give his reactions to the message. Communication is complete only when the receiver understands the message and the sender comes to know that his message has been understood.

Importance

Growth in the size of organizations

Most of the organizations now-a-days are growing larger and larger in size. The people working in these organizations may be spread over different states of a country or over different countries. Keeping in touch with them, sending across directions and getting feedback will be possible only when communication lines are kept working effectively.

Growth of trade unions

Over the last so many decades' trade unions have been growing strong. No management can be successful without taking the trade unions into confidence. Only through effective communication can a meaningful relationship be built between the management and the workers.

Growing importance of human relations

Workers in an organization are not like machines. They have their own hopes and aspirations. Management has to recognize them above all as sensitive human beings and work towards a spirit of integration with them.

Public relations

Every organization has a social responsibility, especially towards customers, government, suppliers and the public at large. Communication with them is the only way an organization can project a proper image of itself.

Advances in behavioral sciences

Modern management is deeply influenced by exciting discoveries made in behavioral sciences like psychology; sociology, transactional analysis etc. all of them throw light on subtle aspects of human nature and help in developing a positive attitude towards life and building up meaning relationships. And this is possible only through communication.

Technological advancements

The world is changing very fast, owing to scientific and technological advancements. These advancements deeply affect not only methods of work but also the composition of groups. In such a situation proper communication between superiors and subordinates becomes very necessary.

Motivation and morale

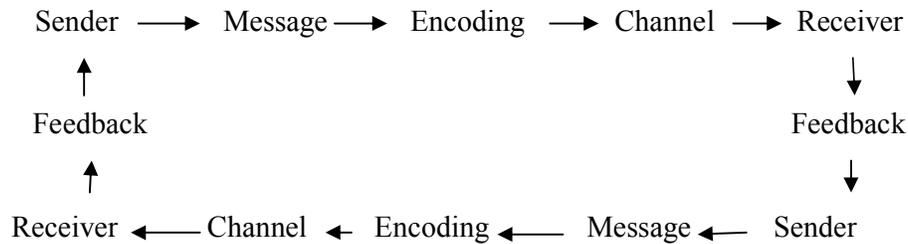
Communication plays an important role in inspiring people to work hard and in fostering positive attitudes. Managers can increase the self-confidence and job satisfaction of employees by keeping in close touch with them.

Corporate image

Communication is indispensable for every organization to develop and maintain reputation and goodwill in society. A business concern can keep itself in close touch with its customers, investors, dealers, suppliers and other sections through various forms of communication.

Process of Communication

The communication process involves the sender, the transmission of a message through a selected channel and the receiver. Although the process of communication is more than the sum total of these elements, understanding them can help to explain what happens when one person tries to express an idea to other.



Sender

The process of communication begins with a sender, the person who transmits a message. The branch manager explaining new product lines to the sales force, a computer programmer explaining a new program to a co-worker, an accountant giving financial report to its superior are all sender of communication.

Message

A message is any signal that triggers the response of a receiver. Messages could be verbal or nonverbal.

Encoding

The sender must choose certain words or nonverbal methods to send an international message. This activity is called encoding. While encoding a message, one needs to consider what contents to include, how the receiver will be relatively easy.

Channel

How will you send your message? Should it be sent via an electronic word processing system to be read on the, receiver's screen or through the printed world or through graphic symbol on paper, or via the medium of sound? Briefly, should one write or speak? The choice of channel or medium is influenced by the inter-relationships between the sender and receiver.

Receiver

A receiver is any person who notices and attaches some meaning to a message. In the best circumstances, a message reaches its intended receiver with no problems. In the confusing and imperfect world of business, however, several problems can occur. The message may

never go to the receiver. It might be sent but lie buried under a mountain of files on the recipient's desk.

Decoding

Even if the message reaches in fact to its intended receiver, here is no guarantee that it will be understood as the sender intended it to be. The receiver must still decode it. Attaching meaning to the words or symbols. It may be noted that decoding is not always accurate.

Feedback

Ultimately the receiver reacts or responds to the communication sent by the sender. The response could be based on clear interpretation of the symbols sent or it could be based on misunderstanding or misinterpretation of the symbols sent. Wherever the response of a receiver to a sender is, it is called feedback.

Conclusion

Communication is an essential component of business. While communication is a natural part of the human experience, it's important to consider how you will communicate in a positive and effective manner that aligns with your responsibilities and reputation as a business professional.

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