

COMMUNICATION IN MANAGEMENT

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Abstract

This discussion analyzes and reviews verbal and non-verbal communication issues that have an impact on information resource project managers. The concepts are presented in a familiar information systems model framework showing open and closed-loop systems as well as a communication flow systems. Technology alone is insufficient to improve communication. Technology may be utilized to organize data into information, but information becomes Communication only as it is interpreted by a person.



Keywords : Communication, Insufficient, Management, Encounter.

Introduction :

Communication constitutes a very important function of management. It is said to be the number one problem of management today. Nothing happens in management until communication takes place. Without communication we cannot live or work together in an organized way. Effective communication is a flash of lightening and even more illuminating. It enables us to understand others and make ourselves understood.

Objective :

The main objective of communication is to effect change in someone to influence action to secure inaction in the overall interest of an enterprise. The basic purpose of communication is to facilitate and lubricate the organization.

Some following important objectives of communication :

1. To provide employees with orders and instructions in connection with their duties.
2. To express management interest in its personal.
3. To install each employee with personal pride in being a member of the company.
4. To keep employees informal.

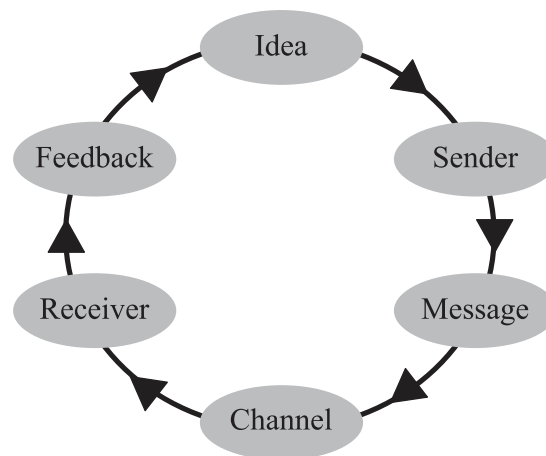


Hypothesis :

Communication is one of the most important functions of management. The success of an enterprise depends upon the effectiveness of communication.

1. Effective communication helps management in maintaining good relations with worker and customers.
2. Basis of decision making and planning.
3. Without effective communication it may not be possible to issue instruction to others.

Process communication in management :



Importance of Communication in Management :

1. Planning

Communication is essential for decision making and planning. It enables the management to secure information without which it may not be possible to take any decision.

2. Organization :

It is only through communication that the management changes and regulates the actions of the subordinates in the desired direction.

3. Co-ordination :

Management is the art of getting things done through others and thus objective of management cannot be achieved unless there is unity of purpose and harmony of effort it binds the people together and facilitates co-ordination.



4. Leadership :

Communication is the basic of effective leadership. Communication is absolutely necessary for maintaining man to man relationship in leadership.

5. Motivation :

Communication is the means by which the behaviour of the subordinates is modified and change is effected in their actions.

Suggestions to Improve Business Communication :

1. Use of Proper language

The message should be expressed in simple, brief and clear language.

2. Use of Grapevine

Grapevine or the informal channels of communication help to improve managerial decisions and make communication more effective.

3. Feedback

Communication is not complete unless the response of the receiver of the message is obtained by the communicator. The effectiveness of communication can be judged from the feedback.

4. Motivation

The message to be communicated should be so designed as to motivate the receiver to influence his behaviour to the desired action.

Conclusion :

In my view, communication is a life blood of a business management because every management function depends on communication. Nothing happens in management until communication takes place.

References :

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