



ROLE OF ORGANISATIONAL COMMUNICATION IN PRESENT CULTURE OF INDIA

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Abstract

Communication is essential to the success of most all organizations. Communication is transformation of information from one person to another, whether or not it elicits confidence. But the information transferred must be understandable to the receiver – G.G. Brown. This message must be transmitted through some medium to the recipient. It is crucial that this message must be implicit by the recipient in same terms as intended by the sender. He must respond within a time edge. Thus, Two-way communication is when one person is the sender and they transmit a message to another person, who is the receiver. When the receiver gets the message, they send back a response, acknowledging the message was received. Communication is the process of passing ideas, views, facts, information and understanding from one person to another. Effective communication is what keeps internal processes running smoothly and helps to create positive relations with people both inside and outside the organization. Communication is a continuous process wherein information is shared between individuals all the way through a common system of symbols, signs, and behaviour expressing feelings, ideas, views, opinions, etc. individuals communicate to satisfy needs. Communication is a process beginning with a sender who encodes the message and passes it through some channel to the receiver who decodes the message. Communication is successful if and only if the message sent by the sender is interpreted with similar meaning by the receiver. If any kind of interruption blocks any step of communication, the message will be cracked. HR Policies are developed keeping view of the existing employment laws and act. And periodical update is required based court decision relevant to labour laws. For each activities there are guidelines given by government, by which every organization has to develop, communicate and practice to protect employers' interest and employees rights and deal any litigations judiciously. Employees experience satisfaction when the practice is based on policies and policies are fair and without favouritism.

Keywords: *Communication, Culture, Organization, Digital Communication.*

Introduction

In today's business management communication is inevitable. Every aspect of business is governed by effective communication tool. To manage every department in an organization digital interface is a must. To manage every department efficiently, human resource department has to plan well with available human resources and information technology. Planning and Policies are vital aspects of human resource department to guide every employee right from recruitment, selection, promotion and cessation of employment.

Communication is one of the most basic functions of management; the manager can make a good decision, think out well conceived plans, establish a sound organization structure, and even be well linked by his associates. Communication is essential for achieving managerial and organizational effectiveness. Good communication helps employees become more involved in their work and helps them develop a better understanding of their jobs. Clear, precise and timely communication of information also prevents the occurrence of organizational problems. Without communication,



employees will not be aware of what their coworkers are doing, will not have any idea about what their goals are, and will not be able to assess their performance.

Effective communication is very important factor for every organisation's growth whether internal environment or external environments. Communication can be inter personal or intergroup or organizational or even external level. In simply language communication is the exchanging the information or passing of information, ideas or thought from one person to another. According to McFarland communication is, "a process of meaningful interaction among human beings. More specifically, it is the process by which meanings are perceived and understandings are reached among human beings." Newman and summer defined communication as "an exchange of facts, ideas, opinions or emotions by two or more persons."

HR Policies and Positive work Place climate through employee job satisfaction. It was found from review of literatures that, organizations need to understand the implications of various new HR policies with fairness to both employer and employees. Policies are like the backbone of implementing objective of human resource management practices in an organization. It is important to evaluate periodically and update with government legislation. It is necessary for HR Manager to carefully plan the communication method, clarity and weed out all barriers at an early stage. Also ensure that communication is effective to foster better understanding. It is well understood that employee satisfaction is an important ingredient and influence positive work place climate. To gain the advantage of employee job satisfaction through different employment and development factors, it is essential to have good HR policy and customized human resource management practices. HR Policies is foundation of human resource practice that provides various benefits to organization. Thus top management and HR Managers must always aim to choose appropriate method and time of communication of HR policies which makes the employees to feel the best practice by the management which in turn will influence the work place climate being positive.

Importance of Communication

Every organisation's success and failure depends upon the way of communication. Effective Communication is an art to expressing your ideas, thoughts, and views. Communication is a blood flow of every organisation in current society. If the organisation doesn't have effective communication to their employees, the organisation can't be growth. Every employees need to communicate to their superiors. Communication should be clear and transparent for better work environment. Effective communication helps to convey the right information and decision making. Effective communication is to help employees to feel good and motivated and confidence about themselves and about their friends, groups, and organizations.

Functions of Communication

- 1. Informing:** The primary function of communication is informing messages to others. It really is done verbally or non-verbally. Verbal messages might be either oral or written. On the other hand, non-verbal messages can be sent via human body language, gestures, posture etc.
- 2. Persuading:** One more essential functionality of communication is persuading a single party by another. In business, management persuades the employees to make certain that employees persuade management so that management accepts their ideas, opinions, and suggestions. The business also communicates with external stakeholders to persuade them.



3. Integrating various divisions and departments: Attainment of organizational goals requires integration and coordination of activities performed by various individuals, groups and departments. Management can put together and coordinate those people divisions and departments by building a communication network for the whole organization.

4. Creating relationships through external parties: Communication creates relationships not just with internal parties but also with the external parties like customers, suppliers, investors, general community, and government. Communication through these external parties could be the for the survival of an organization.

5. Improving labor-management association: There's no option to excellent labor-management relationship for achieving organizational goals. Therefore, a significant purpose of communication is to increase labor-management relationship. Communication helps each party to express themselves and produce an atmosphere of cooperation.

6. Helping in choice making: Management is absolutely nothing but producing decisions for creating decision, management requirements information. The function of communication is to supply relevant info on the management in time so that they are able to make appropriate decisions.

7. Reducing misunderstanding: In the absence of communication, misunderstanding, distance, conflict, controversies etc. May perhaps a rise inside the organization. Communication helps to overcome and avoid these misunderstanding, disagreement and controversies.

8. Solving troubles: Difficulties are favorite to every business. A business faces good deal of difficulties in its day-to-day operations. Achievement of business depends on timely items of individual problems. Item of these problems is impossible without the need of appropriate communication with the concerned parties.

Verbal communication

Verbal communication is the use of words to share information with other people. It can therefore include both spoken and written communication. Verbal communication in a work setting takes place between many different individuals and groups such as co-workers, bosses and subordinates, employees, customers, clients, teachers and students, and speakers and their audiences. Verbal communication occurs in many different contexts including training sessions, presentations, group meetings, performance appraisals, one-on-one discussions, interviews, disciplinary sessions, sales pitches, and consulting engagements.

Written communication

The Written Communication defines as the process of conveying a message through the written symbols. In other words, any message exchanged between two or more persons that make use of written words is called as written communication. The written communication is the most common and effective mode of business communication. In any organization, the electronic mails, memos, reports, documents, letters, journals, job descriptions, employee manuals, etc. are some of the commonly used forms of written communication. The effectiveness of written content depends on the correct choice of words, their organization into correct sentence sequence and the cohesiveness in the sentences. The information in writing is considered more legal and valid than the spoken words. Also, people rely more on the written content than what has been said orally. But, however, unlike verbal communication the feedback of written communication is not immediate since it is not spontaneous and requires time to get into the understandable form.



Oral communication

Oral communication is the process of verbally transmitting information and ideas from one individual or group to another. Oral communication can be either formal or informal. Examples of informal oral communication include:

1. Face-to-face conversations
2. Telephone conversations
3. Discussions that take place at business meetings More formal types of oral communication include:
4. Presentations at business meetings
5. Classroom lectures
6. Commencement speeches given at a graduation ceremony The important feature of oral communication is that real meaning is conveyed by manner or tone of the voice or the facial expressions of the communicator.

Non-verbal Communication

Nonverbal communication is the transmission of messages without the use of words. (E.g. gestures, facial expressions etc). Sometimes called the “Silent Language”, nonverbal communication can be defined as “non word human responses and the perceived characteristics of the environment through which the human verbal and non-verbal messages are transmitted”. Any communication made between two people without words and simply through facial movements, gestures or hand movements is called as non-verbal communication. In other words, it is a speechless communication where Nonverbal communication refers to gestures, facial expressions, tone of voice, eye contact (or lack thereof), body language, posture, and other ways people can communicate without using language. Imagine yourself in a situation, where you can’t speak but have to communicate urgent information to the other person or for that matter, you are sitting in an important meeting and you want to express your displeasure or pleasure to your colleague without uttering even a word. Here non-verbal mode of communication comes into picture. If one has a headache, one would put his hand on his forehead to communicate his discomfort - a form of non-verbal communication. Non-verbal communications are vital in offices, meetings and even in romantic chats.

Downward Communication Flows

Downward communication is when company leaders and managers share information with lower-level employees. Unless requested as part of the message, the senders don’t usually expect (or particularly want) to get a response. An example may be an announcement of a new CEO or notice of a merger with a former competitor. Other forms of high-level downward communications include speeches, blogs, podcast’s, and videos. The most common types of downward communication are everyday directives of department managers or line managers to employees. These can even be in the form of instruction manuals or company handbooks. Downward communication delivers information that helps to update the workforce about key organizational changes, new goals, or strategies; provide performance feedback at the organizational level; coordinate initiatives; present an official policy (public relations); or improves worker morale or consumer relations.

Upward Communication Flows

Information moving from lower-level employees to high-level employees is upward communication (also sometimes called vertical communication). For example, upward communication occurs when workers report to a supervisor or when team leaders report to a department manager. Items typically



communicated upward include progress reports, proposals for projects, budget estimates, grievances and complaints, suggestions for improvements, and schedule concerns. Sometimes a downward communication prompts an upward response, such as when a manager asks for a recommendation for a replacement part or an estimate of when a project will be completed.

Horizontal and Diagonal Communication Flows

Horizontal communication involves the exchange of information across departments at the same level in an organization (i.e., peer-to-peer communication). The purpose of most horizontal communication is to request support or coordinate activities. People at the same level in the organization can work together to work on problems or issues in an informal and as-needed basis. The manager of the production department can work with the purchasing manager to accelerate or delay the shipment of materials. The finance manager and inventory managers can be looped in so that the organization can achieve the maximum benefit from the coordination. Communications between two employees who report to the same manager is also an example of horizontal communication. Some problems with horizontal communication can arise if one manager is unwilling or unmotivated to share information, or sees efforts to work communally as threatening his position (territorial behavior). In a case like that, the manager at the next level up will need to communicate downward to reinforce the company's values of cooperation. Diagonal communication is cross-functional communication between employees at different levels of the organization. For example, if the vice president of sales sends an e-mail to the vice president of manufacturing asking when a product will be available for shipping, this is an example of horizontal communication. But if a sales representative e-mails the vice president of marketing, then diagonal communication has occurred. Whenever communication goes from one department to another department, the sender's manager should be made part of the loop. A manager may be put in an embarrassing position and appear incompetent if he isn't aware of everything happening in his department. Trust may be lost and careers damaged by not paying attention to key communication protocols.

Role of Communication in 21st Century

Communication is a vibrant meadow which has included the knowledge from numerous branches of social sciences and humanities. For example, the influence of sociology and social science research methods in communication is very strong to ignore. While it takes in the knowledge from numerous branches of study, of the borrowed perspectives. The success of doing so is still not fully achieved and the effort is going on for developing its own knowledge and views. This will be the tendency of communication study and research in the 21st century. Communication has numerous branch disciplines such as mass communication, advertising, public relations. Inter personal communication, organizational communication, development communication and so on. All these will have a deep persuade and our philosophy and behaviour in the 21st century.

It is important to recognize that the environment within the formal organization structure will have an effect upon the successful transmission of concepts and ideas from the appropriate sender to the receiver. If the employees are clearly aware of superior-subordinate relationships and horizontal networks, the employees will know with whom they should communicate directly and what communication needs and expectations the receiver will have. If lines of authority and channels of communication are not known, an abundance of miscommunication, excessive communication or lack of communication will occur; similar is the case in the field between extension functionaries and farmers.



Conclusion

Communication assists social growth of a nation. This can be viewed from the cases of developed western nation which have benefited extremely from the use of communication media and program. In every walk of life of a country, there is role for communication to play. Communication has become a predictability in modern day corporates and institutions. It is applied in diverse areas of the economy as well, be it in agriculture, telecom industry, and education industry or health sector of the country. Thus, communication will sustained to be a most important area of problem solving as looked up by the policy makers in the 21st century. The role of communication in national development would be somewhat from that of the 20th century in the sense that people would face a different set of problem, they predict a different set of responses from the communication media, like radio, TV, newspapers, magazines and films etc. than those of the 20th century. But one thing is quite clear communication will continue to be a key source of inspiration to the people in the century that is ahead. A novel set of expectations lie in-front of the practioners of communication in the 21st century. It remains to be seen how communication will meet these responsibilities. But we can say that it is and will continue to assist the procedure of development and healthy contribution to the nation, particularly a country such as India in the days to come.

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