

INTRODUCTION

Communication is transfer of information from one person to another, whether it elicits confidence. But the information transferred must be understandable to the receiver. Communication is the intercourse by words, letters or messages.

We can now proceed to define communication from what we have seen above. To define means to give the precise and exact meaning of a word. The exact meaning of the word communicate is 'to share' or 'to participate'. The dictionaries say that communication is the transmission of a message or information by speaking or writing. Another dictionary declares that communication is giving or exchanging information, signals, messages by talk or gestures or writing. Yet another definition says that communication is social intercourse. Communication is all this and much more. A good definition should not only give the precise meaning but also throw light on the scope of the word / expression.

Communication is giving, receiving or exchanging ideas, information, signals or messages through appropriate media, enabling individuals or groups to persuade, to seek information, to give information or to express emotions.

This broad definition includes body-language, skills of speaking and writing. It outlines the objectives of communication. It emphasizes listening as an important aspect of communication.

Communication can be categorized into three basic **types**: (1) verbal **communication**, in which you listen to a person to understand their meaning; (2) written **communication**, in which you read their meaning; and (3) nonverbal **communication**, in which you observe a person and infer meaning.

MAIN BODY

1 Definition of an effective communication

Effective communication is defined as verbal speech or other methods of relaying information that get a point across. An example of **effective communication** is when you talk in clear and **simple** terms.

2 type of communication

Communication can be categorized into three basic types: (1) verbal communication, in which you listen to a person to understand their meaning; (2) written communication, in which you read their meaning; and (3) nonverbal communication, in which you observe a person and infer meaning. Each has its own advantages, disadvantages, and even pitfalls.

2-a Verbal communication

Verbal communication is either face-to-face or public. Communicating face-to-face allows communicators to exchange ideas back and forth freely, while public speaking allows the back and

forth exchange of ideas only in certain circumstances, like a classroom setting or during a question and answer session. However, in order to keep information flowing smoothly and clearly between the speaker and the audience, rules have to be negotiated as to when each individual can speak. Verbal communication does not just involve speech, since written communication conveys a specific idea and is a part of verbal communication.

At birth, everyone has the ability to make sounds. Some sounds have nothing to do with language or words, such as laughing, crying and yelling. Despite that, people with different languages can understand the emotion that the individual is communicating. Emotions and attitudes can also be communicated through the tone of the words. People have a tendency to show how they feel about the subject or the audience through the tone they present. Tone can completely shift the meaning of an uttered statement. For instance, if a statement is said sarcastically, others will likely believe the opposite of what is said.

The sharing of information between individuals by using speech. Individuals working within a business need to effectively use verbal communication that employs readily understood spoken words, as well as ensuring that the enunciation, stress and tone of voice with which the words are expressed is appropriate.

2-b Written communication

In contrast to verbal communications, written business communications are *printed messages*. Examples of written communications include memos, proposals, e-mails, letters, training manuals, and operating policies. They may be printed on paper, handwritten, or appear on the screen. Normally, a verbal communication takes place in real time. Written communication, by contrast, can be constructed over a longer period of time. Written communication is often asynchronous (occurring at different times). That is, the Sender can write a Message that the Receiver can read at any time, unlike a conversation that is carried on in real time. A written communication can also be read by many people (such as all employees in a department or all customers). It's a "one-to-many" communication, as opposed to a one-to-one verbal conversation. There are exceptions, of course: a voicemail is an oral Message that is asynchronous. Conference calls and speeches are oral one-to-many communications, and e-mails may have only one recipient or many.

Most jobs involve some degree of writing. According to the National Commission on Writing, 67% of salaried employees in large American companies and professional state employees have some writing responsibility. Half of responding companies reported that they take writing into consideration when hiring professional employees, and 91% always take writing into account when hiring for any position, not just professional-level ones.

Luckily, it is possible to learn to write clearly. Here are some tips on writing well. Thomas Jefferson summed up the rules of writing well with this idea "Don't use two words when one will do." One of the oldest myths in business is that writing more will make us sound more important; in fact, the opposite is true. Leaders who can communicate simply and clearly project a stronger image than those who write a lot but say nothing.

2 –c Non-verbal communication

Non-verbal communication plays an important role in our daily life. More than 90% of all the communication we use in our daily life to share information is supported by body language. Non-verbal communication can be defined as the process of sending and receiving messages via means other than words, like facial expressions, gestures,

behaviour, tone of voice, etc. This is why we should pay extra special attention to this topic and try to learn more about our gestures, expressions and behaviour. Once we are able to understand our body language and other aspects of non-verbal communication, we will be able to communicate more easily with other people and we will find it easier to avoid misunderstandings. In order to understand body language and other aspects of non-verbal communication, we need to focus on our behaviour during the conversation. Our body sends out signals no matter where we are, what we are doing or the time of the day. Our body does not know how to lie; it cannot “be turned off”. Our opinion is based on both the words we hear and the signals we receive from the other person via their body language. This is why we are able to like somebody, even though we have never spoken with that person. In this case our opinion is based on the signals we receive from that person.

The importance of non-verbal communication increases when we are faced with a different culture, especially in the case when we do not speak the language very well and we need to use our hands in order to support our vocabulary. We have to be careful about our body language and gestures as every culture uses non-verbal communication in a different way. Some cultures express themselves by using a lot of body language (e.g. southern Europe), whereas it is almost hidden by other cultures (e.g. Japan). From my personal experience, I saw that Japanese body language is hidden and the gestures are done very subtly, nevertheless non-verbal communication plays a big role in how people communicate with each other. Even if gestures are not very explicit, we should not underestimate the power of non-verbal communication. These subtle gestures can have an even stronger meaning than one may expect in comparison to their own culture. Therefore, we should focus on these gestures, being very aware of them and try to decode even the smallest detail in the body language of a person.

3 Importance of effective communication in workplace

Internal communication is vital to a successful company. The communication that occurs between the employer and its employees directly affects the company's overall productivity.

No matter what kind of business it is, communicating with employees is essential to people management. Establishing and maintaining effective lines of communication with employees can help a business enormously in many ways. Good communication from an employer can help motivate their staff, help deliver quality customer service and help cultivate a strong team of workers.

Every business deals with both planned and unplanned change. The ability of the business to navigate change successfully relies heavily on whether employees know employer expectations and understand the business and its goals.

Communication promotes employee dedication to the company. Employees are more motivated. Regular talks among employers and employees let them know they are a valued part of a team. If employers can demonstrate to their employees that the company depends on their input, they will feel a sense of responsibility for the company's goals and success.

Workplace communication is very **important** to companies because it allows companies to be productive and operate **effectively**. Employees can experience an increase in morale, productivity and commitment if they are able to **communicate** up and down the **communication** chain in an organization.

Some of the key areas where organisations can improve and enhance their communications.

- **Define goals and expectations** – Managers need to deliver clear, achievable goals to both teams and individuals, outlining exactly what is required on any given project, and ensuring

that all staff are aware of the objectives of the project, the department and the organisation as a whole.

- **Clearly deliver your message** – Ensure your message is clear and accessible to your intended audience. To do this it is essential that you speak plainly and politely – getting your message across clearly without causing confusion or offence.
- **Choose your medium carefully** – Once you've created your message you need to ensure it's delivered in the best possible format. While face to face communication is by far the best way to build trust with employees, it is not always an option. Take time to decide whether information delivered in a printed copy would work better than an email or if a general memo will suffice.
- **Keep everyone involved** – Ensure that lines of communication are kept open at all times. Actively seek and encourage progress reports and project updates. This is particularly important when dealing with remote staff.
- **Listen and show empathy** – Communication is a two-way process and no company or individual will survive long if it doesn't listen and encourage dialogue with the other party. Listening shows respect and allows you to learn about any outstanding issues you may need to address as an employer.

CONCLUSION

More than three-quarters of employees who say their company does a good job of communicating with them also say their company's reputation is good and that they believe their employers' best years are still ahead.

Employers who want their employees to feel good about the business should focus their communication on several specific areas. The study revealed that discussing company goals, how employees are contributing to the company's success and how the company is performing are all critical.

Specifically, more than 70 percent of employees have a favourable view of their company and think the best years are still to come when employers effectively communicate company goals and objectives, company performance, and how each worker is personally contributing to the business's success.

- communicate and work well with others
- organise one's own work and solve problems
- use information and communication technologies
- work accurately with numbers and apply them to tasks.