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# Communication

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## Introduction to Communication

In simple words communication is the way through which one person delivers his'/her message or information to another. In every form of communication there basic elements are there such as, a sender, the message, and the receiver (**Fuchs C., 2016**). So, from this much the word communication sounds simple, but in reality communication is a complex subject. The most critical part of a communication process is that there are so many factors that may have a significant impact on the communication process (**Ardèvol-Abreu A., 2015**). These factors include emotions, cultural situations, communication tools, and even locations also. Across the globe, employers highly prefer effective communication within their organizational settings due to several benefits of strategically implemented communication (**Berger J., 2014**).

So, as mentioned before the process of communication includes three parts, such as the sender, the message, and the recipient. In the process of communication, the sender usually 'encodes' the message. He/she encodes it with the combination of words (verbal or written or typed) and sends it to the recipient and then the recipient decodes it. Now, it is possible to have multiple sender and receiver of a message. Within an organizational setting effective communication plays an important role to run business operations.

Communication is a vast subject, and it includes certain categories, which are mentioned below:

- Spoken communication (face-to-face, telephone, radio or television, and other media platforms)
  - Non-verbal communication (Non-verbal communication is exactly the opposite of verbal or spoken communication (this form of communication includes body language, eye contact, gestures, etc.)
  - Written communication (this form of communication includes e-mail, social media conversation, print media like newspapers, magazines, etc.)
  - Visualization (this form of communication includes, pictures, graphs, diagrams, etc.)
- (Skills You Need, 2020)**

So, the idea of this paper is to analyze the concept of communication in an in-depth manner including explaining the importance and some relevant theories of communication.

### **Importance of communication**

Just like humans and other creatures, organizations are also parts of the society and the people work there are also social elements. So, without communication an organization cannot be run. Daily the members of a company have interacted with each other through different forms of communication because it is important. Now, for the managers of the organizations performing effective communication is important to manage managerial activities with proper coordination with the other employees. Effective communication helps managers and other employees to understand their jobs and responsibilities towards the company (**Genç R., 2017**).

Clear and concise communication helps managers to keep their team members motivated towards their responsibilities. So, in other words effective communication is also a reason behind employee motivation. Through clear communication managers usually explain the tasks and responsibilities to the employees. When employees know what and how they are supposed to do their work it automatically improves the productivity of the whole organization (**Genç R., 2017**).

Effective communication establishes a healthy relationship between the management and the staff. This is another significant benefit of effective communication. With a clear communication system the management staff can interact with their team members directly. Due to such direct communication the probability of miss-communication or misunderstanding is low among them and it, in turn, results from smoother business operations. Although, through effective communication, the chances of flowing wrong information also reduces (**Agarwal S. & Garg A., 2012**).

Effective communication also reflects each other's attitude. To run an organization, it is very important to understand each other well. Effective communication allows the members of an organization to express their attitudes in front of others, which significantly helps the managers in assigning tasks or resolving their issues. Within a company organizational magazines,

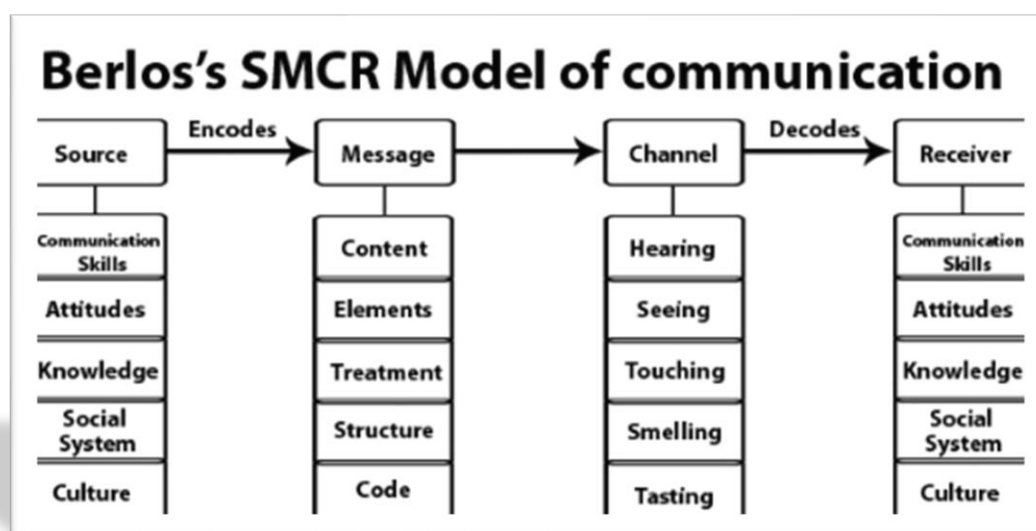
journals, meetings and other forms of professional gatherings help the employees to mold their attitudes towards their respective responsibilities (Agarwal S. & Garg A.,2012).

Effective communication is also helpful in terms of making the members of the organization socialized. Along with the professional structure of an organization, there is also a social side of a company and the presence of effective communication helps the members to dilute themselves over here (Agarwal S. & Garg A., 2012).

The employee trust is also another result of effective communication. Effective communication is the best way to establish a healthy relationship between all the members of a team. And with the help of effective communication managers can establish productive bindings within them, which overall stimulates the performance of an organization (Smith, 2018).

### Berlo's Theory of communication

Figure 1: Berlo's Communication Model



(Source: Communication Theory, 2020a)

In the year 1960 David Berlo first introduced its communication model which is known as SMCR (Sender-Message-Chanel-Receiver) (Saud S. & Jufri A. & Rahman M.A., 2014). Within this model, Berlo mainly had described the factors which have a significant impact on the

components of the communication. In this model it is also mentioned aspects such as encoding before sending the message, and decoding before receiving the message. Within Berlo's model there are four core components such as sender, message, channel, and receiver. These components are explained below.

### ***S-sender***

It is considered as the source of the message or the individual who sends the message. The below-mentioned factors are common for both sender and the receiver.

- Communication skill: Communication skills are one of the biggest factors which may have a huge impact on the communication process. When the communication skill of a sender is good then it is quite obvious that the message will be delivered effectively and vice versa. Similarly if the receiver does not have effective communication skills then despite sending the message effectively the message will not be received properly by the receiver, so the communication process will be distorted (**Communication Theory, 2020**).
- Attitude: Attitude of the sender and the receiver can also have an impact on the whole communication process. For example, the attitude of a sender towards himself, the message, and the receiver may affect the communication scenario.
- Knowledge: Knowledge is another important factor that can affect the communication process. For example when a knowledgeable sender sends a message to the receiver who is comparatively less knowledgeable then maybe the receiver accepts and decodes the message totally in a different way.
- Culture: The culture is also an important factor which has significant dominance over the communication process. Naturally, people from different cultural backgrounds may convey the same message in their different ways (**Communication Theory, 2020a**).

### ***M-Message***

M reflects the message or the information itself, which flows from the sender to the receiver. In a message also, there are certain factors, which can affect the whole communication process.

- **Content:** Content is the meaning of the message. In other words content reflects what exactly the message includes within it.
- **Elements:** Elements are usually the non-verbal things that exist inside the message, such as sighs, gestures language, etc.
- **Treatment:** Treatment is the method of conveying a message for the receiver. Treatment also has a significant impact on the feedback of the receiver.
- **Structure:** Structure reflects in which way the message is built, for example it is arranged correctly or not, etc.
- **Code:** Code is the form in which the message is sent. It might be in the form of text, video, or language (**Communication Theory, 2020a**).

### ***C-Channel***

Channel is the medium through which a message is traveled from the sender to the receiver. Within the context of mass communication and even in other scenarios of communication channels like telephone and internet are used. Within the general process of communication the five human senses are used as the channels of communication. Those channels are like: Hearing, Seeing, Touching, Smelling and Tasting (**Petersons A. & Khalimzoda I., 2016**).

### ***R-Receiver***

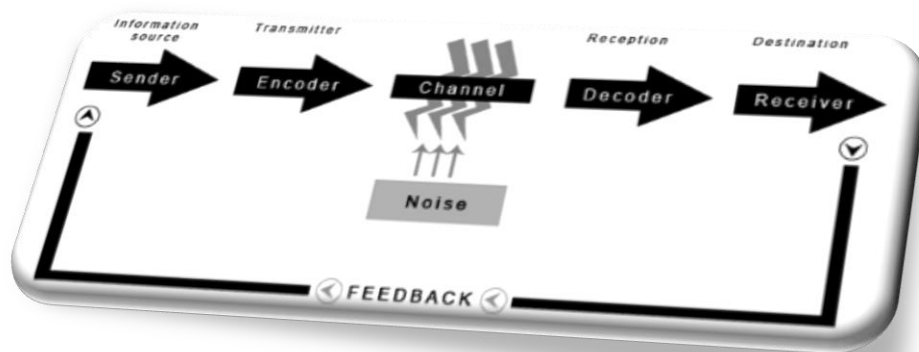
The receiver is basically who receives and decodes the message sent by the sender. According to this communication model, all the factors explained for the sender, are applicable for the receiver as well (**Petersons A & Khalimzoda I.,2016**).

### **Shannon and Weaver Model of Communication**

In the year 1948 Shannon and Weaver together wrote an article named, 'A Mathematical Theory of Communication', which is also known as 'Shannon-Weaver model of Communication; This particular model is designed in such a way so that naturally the effective communication

can be established between the sender and the receiver. Along with that this model also identifies the factors which have an impact on the process of communication, known as 'Noise'. Initially the model was developed for the betterment of technical communication, but due to its effectiveness later on the model was used in the field of communication.

**Figure 2: Shannon-Weaver model of Communication**



(Source: Communication Theory, 2020b)

**Sender:** in this model, the sender of the communication process is the individual who mainly organizes and structures the information properly.

**Encoder:** In this model, the encoder must transmit the message into signals before the flow starts. The message of the sender converts into signals just like waves or Binary information which is compactable for transmitting that signal through satellites or cables (**Communication Theory, 2020b**).

**Decoder:** It is considered as the reception place of the transmitted signals. After reaching to the decoder, the signals are converted into the message. It is the reverse process of encoding. The receiver converts that binary information or signal waves which will be compatible to understand by the receiver (**AL-Fadaghi S., 2012**).

**Receiver:** It is the person who receives and understands the message. After receiving the message, the receiver usually delivers its feedback back to the sender of the message. In this

process if somehow the message is distracted by the noise then the communication process will be interrupted (**AL-Fadaghi S., 2012**).

Noise: A message is transferred from the encoder to the decoder through the channel. During this process of message transmission maybe the message can be distracted or distorted by any kind of physical sound such as horns, thunder, crowd noise, etc. This model deals with external noise sources (**AL-Fadaghi S., 2012**).

### **Effective Team Working and Communication**

Organizational teams are the integral parts of a company. In this modern business scenario almost all companies are opting for teamwork. There are several reasons behind it. First of all, teamwork helps the manager to complete their projects in a faster way. Secondly, teamwork allows managers to complete projects accurately. So, in short teams are important to run a business. Now, there are two types of teams, formal team, and informal team. Now, in both cases, proper management of the teams is important and it is possible only through effective communication. In other words effective communication is the biggest solution for productive organizational team management (**Leonard K. & Thompson H., 2019**).

Effective communication defines extensive expectations to boost the accountability of organizational teams. The business leaders are always trying to set higher business goals and to achieve those goals members have to work effectively, which can be possible with the establishment of a clear and effective communication system (**Leonard K. & Thompson H., 2019**).

Effective communication also helps the team members I building active listening skills. Active listening as the key to effective communication. Active listening refers to listening to the others consciously without interrupting them at all. So, active listening significantly reduces the errors in the employees' works (**Leonard K.& Thompson H., 2019**).

There are certainly impressive strategies for effective team communication, such as:

- Having one-to-one communication is very important. One-to-one communication prevents 90% of issues that might be generated within the communication. Apart from this face-face-face communication can resolve issues effectively as well.
- Encouraging two-way feedback is also important for effective team communication. Receiving two-way feedbacks helps to improve the whole communication process as a whole.
- Showing appreciation to the team members on their successful works is important because it significantly motivates them.
- Conducting team building activities is also a way to establish effective communication within the organizational teams. These team building activities help team members to know each other very well, which intern establishes effective communication (**Kashyap S., 2017**).

## **Conclusion**

From the above analysis, it can be concluded that effective communication is the backbone of an organization. Without this the productivity of a company might be compromised. There are different theories available in the study of communication, Berlo's model of communication, and Shannon and Weaver Communication Model are two of them. The study further suggests that effective communication is very much important for organizational team management.

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