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Q1: If you run a business, what you have to tell employees about benefits of effective communication in the work place?

Effective communication is a building block of successful organizations". In other words, communication acts as organizational blood.

The importance of communication in an organization can be summarized as follows:

1. Communication promotes motivation by informing and clarifying the employees about the task to be done, the manner they are performing the task, and how to improve their performance if it is not up to the mark.
2. Communication is a source of information to the organizational members for decision-making process as it helps identifying and assessing alternative course of actions.
3. Communication also plays a crucial role in altering individual's attitudes, i.e., a well-informed individual will have better attitude than a less-informed individual. Organizational magazines, journals, meetings and various other forms of oral and written communication.
4. Communication also helps in socializing. In today's life the only presence of another individual fosters communication. It is also said that one cannot survive without communication.
5. As discussed earlier, communication also assists in controlling process. It helps controlling organizational member's behavior in various ways. There are various levels of hierarchy and certain principles and guidelines that employees must follow in an organization.

Effective and efficient communication system requires managerial proficiency in delivering and receiving messages. A manager must discover various barriers to communication, analyze the reasons for their occurrence and take preventive steps to avoid those barriers. Thus, the primary responsibility of a manager is to develop and maintain an effective communication system in the organization.

Q2: Describe in detail an essential integrant involved in the communication process?

The communication process can be broken down into a series of eight essential components, each of which serves an integral function in the overall process:

1. Source
2. Message
3. Channel
4. Receiver
5. Feedback
6. Environment
7. Context
8. Interference

Source

The source imagines, creates, and sends the message. The source encodes the message by choosing just the right order or the best words to convey the intended meaning, and presents or sends the information to the audience (receiver). By watching for the audience's reaction, the source perceives how well they received the message and responds with clarification or supporting information.

Message

"The message is the stimulus or meaning produced by the source for the receiver or audience" (McLean, 2005). The message brings together words to convey meaning, but is also about how it's conveyed — through nonverbal cues, organization, grammar, style, and other elements.

Channel

"The channel is the way in which a message or messages travel between source and receiver." (McLean, 2005). Spoken channels include face-to-face conversations, speeches, phone conversations and voicemail messages, radio, public address systems, and Skype. Written channels include letters, memorandums, purchase orders, invoices, newspaper and magazine articles, blogs, email, text messages, tweets, and so forth.

Receiver

"The receiver receives the message from the source, analyzing and interpreting the message in ways both intended and unintended by the source" (McLean, 2005).

Feedback

When you respond to the source, intentionally or unintentionally, you are giving feedback. Feedback is composed of messages the receiver sends back to the source. Verbal or nonverbal, all these feedback signals allow the source to see how well, how accurately (or how poorly and inaccurately) the message was received (Leavitt & Mueller, 1951).

Environment

“The environment is the atmosphere, physical and psychological, where you send and receive messages” (McLean, 2005). Surroundings, people, animals, technology, can all influence your communication.

Context

“The context of the communication interaction involves the setting, scene, and expectations of the individuals involved” (McLean, 2005). A professional communication context may involve business suits (environmental cues) that directly or indirectly influence expectations of language and behaviour among the participants.

Interference

Interference, also called noise, can come from any source. “Interference is anything that blocks or changes the source’s intended meaning of the message” (McLean, 2005). This can be external or internal/psychological. Noise interferes with normal encoding and decoding of the message carried by the channel between source and receiver.

In many communications, the message may not be received exactly the way the sender intended. What are the common barriers to effective communication?

COMMON BARRIERS TO EFFECTIVE COMMUNICATION

Regardless of the type of communication: verbal, nonverbal, written, listening or visual, if we don't communicate effectively, we put ourselves and others at risk. Besides physical and technical barriers, there are six barriers to effective communication every employee and manager should strive to eradicate.

Dissatisfaction or Disinterest with One's Job

If you are unhappy or have lost interest in your job, you are far less likely to communicate effectively – both on the giving and receiving ends. In other words, your heart isn't in it. This barrier, is perhaps the most difficult to overcome because it involves changing a mindset, and thus it typically doesn't change until the person leaves.

Inability to Listen to Others

Active listening is an important aspect of effective communication. You cannot engage with someone if you are not listening to them because you will tend to make assumptions about their needs based on your perceptions versus reality.

Lack of Transparency & Trust

It is extremely difficult to communicate anything when there is a lack of transparency and trust. For example, if your staff believes you are holding something back, they will be anxious, some will speculate, and as a result, it will be more difficult for them to process any attempt you make to communicate with them.

Communication Styles (when they differ)

Everyone has their own communication style. Some people are very direct while others prefer a more indirect approach. Some use detailed data, while others rely on generalities, and so forth. Occasionally, one person is so entrenched in their way of communicating, they find it difficult to communicate with others who rely on a different style. You might hear comments such as, "Mary never explains what she wants me to do, she's never specific" or "Bill gets so caught up in the weeds, that I lose focus on the bigger picture."

Conflicts in the Workplace

Conflict can happen for a variety of reasons and when it does, it becomes a barrier to effective communication. The nature of the conflict is not necessarily important, what is important is working to resolve the conflict. When conflict is not eradicated, it grows and then people begin to take sides, which further impedes effective communication.

Cultural Differences & Language

It is important to understand the cultural differences in communication. But don't just think international as in remembering that in Japan one's surname precedes their given name. There can also be regional differences – for example, a northerner might not like

the term "y'all" or even understand the more comprehensive version, "all y'all." While these examples may seem trivial, the point is that cultural differences can occur within the boundaries of the US, and when one does not recognize cultural differences, they risk offending the other person. It is in the offense that communication breaks down.

We all should actively engage in reflecting on our own communication skills. The above list of communication barriers, is a great place to start. Reflection, empathy (putting yourself into the other's shoes), and practice will help you hone your skills. However, no one is perfect, so it is also important to recognize and acknowledge when you make a mistake, which is the first step in keeping the doors to effective communication open.

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