

Chapter 5

Functions Of Communication



Communication is viewed as the process through which organizations emerge and evolve and the basis upon which individuals, relationships, groups, and organizations relate to their surroundings and to one another



Communication also serves
in decision making and
control of the system as a
whole in its efforts in its
efforts to adapt to its
environment

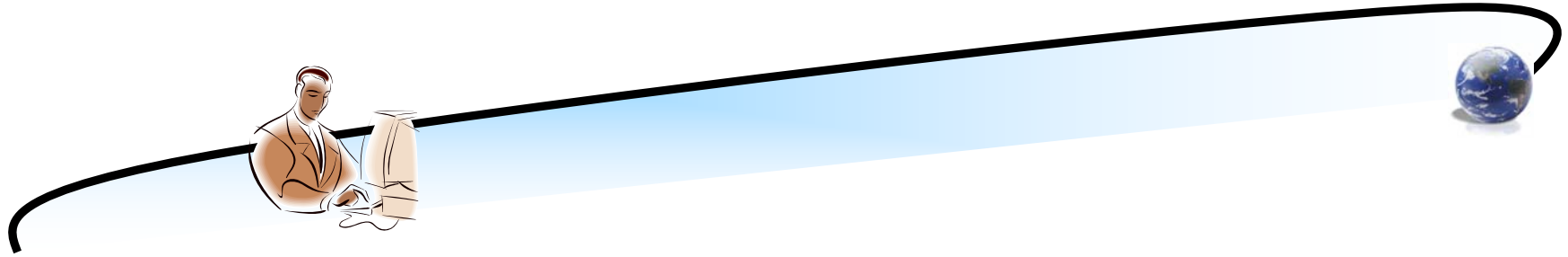


**70% of day spent
communicating**

**Good leaders need to be good
communicators. They should share the vision,
inspire/ motivate, pass information and so on**



Persons who are in leadership positions and have to hold a team together, often communicates to the members of their team with the objective of motivating them to make their best efforts.



The main functions of communication are information and persuasion . Other functions are aspects of these broad functions.

Information consists of facts, figures & data arranged as per the diff. purposes. It doesn't include emotion. E.g. stock market report, a user manual, a news report

Persuasion needs a basis of information; achieved by skilful appeal to emotion.



Information

Modern management believes in keeping employees well informed about the company's aims, plans, progress and prospects, working and service conditions, training and promotion opportunities, benefits available to them, handouts, announcements, through organized channels like the notice board, manual and instruction sheet, bulletins, pamphlets, mass media etc



Information

A large amount of information is available and moves about in an organization and in the world. We need to develop the ability to take what we need and what we can handle.



Information

The conduct of business is based on the given information containing data. Information reduces the uncertainty about the situation or the environment in which we find ourselves, it moves in all directions in the organization; it may be given orally or in writing



Persuasion

Persuasion means making efforts to change or influence the attitudes and behavior of others. It means using the best arguments to win over and convince others. A great deal of communication in an organization is persuasive





Persuasion

The 3 factors of persuasion are:

- i) The personal character and reputation of the persuader must be respected and accepted by others; people believe what is said or written by a respected and reputable person or organization. This is known as source credibility.
- ii) The emotional appeal made by the persuader must be suitable and effective.
- iii) The logic of the presentation made by the persuader must be reasonable.



Persuasion



The persuader needs knowledge of the background and the present attitudes/views of the people in order to use the right appeals and reasons.

Organizational Communication



Downward

- Messages, info from Boss
- Instructions/Procedures
- Vision/Goals

Upward

- Feedback
- Suggestions
- Problems/Grievances

Horizontal

- Problem solving
- Coordination
- Inter-departmental

Functions of Business Communication



- 1. To inform**
- 2. To persuade**
- 3. To Promote goodwill**

Internal Communication with
Superiors
Coworkers
Subordinates

External Communication with
Customers
Suppliers
Government agencies
the public

Function of Communication



Downward



- Instruction and Orders
- Education and Training
- On the Job Training
- Raising Morale



- Counseling
- Warning
- Appreciation
- Advice

Function of Communication



Upward

Factual information moves upward by a system of periodical reporting. Managers need to know what is going on in all parts of the organization; besides, it creates and maintains a good atmosphere if people are encouraged to express their views

Function of Communication



Upward

- Request
- Application
- Appeal
- Demand Representation
- Complaint
- Suggestion .



Function of Communication



Office order is a formal written statement of any change to be effected in office routine. It is a record and formal instruction to all concerned that the change is affected.

Function of Communication



This can be done by listening to them and respecting their views, ensuring that credit is given where it is due and avoiding criticism of persons even when opposing their ideas.

Function of Communication



Raising morale cannot be done by a single communication; morale is affected by all communications, and by the manner and style of communications. The special morale-boosting communications must be well-coordinated and carefully planned

Function of Communication



Horizontal

Communication among the same status is known as the horizontal communication. It is also known as lateral communication.

Function of Communication



Horizontal

- Exchange of information
- Discussion
- Coordination
- Conflict resolution
- Problem solving
- Advice
- Social and emotional support.



Function of Communication



Impatience or lack of skill in instructing may become a barrier in on the job training communication. A supervisor or mentor must have the ability to instruct. The managers, supervisors and leaders should make the subordinates and team mates feel that they belong to the organization and fulfills their need for recognition.

Function of Communication



Organized horizontal communication in the form of conferences and meetings facilitates review and discussions of plans and problems. Persuasion plays a large part in horizontal communication. Discussions among persons of equal status have an educative value, and are used in training programs