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COMMUNICATION AND ITS EFFECTIVE ROLE IN ORGANIZATION

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ABSTRACT: *Everyone is in communication with the others in the social setting, which is a trait of socially defined persons. Individuals should trade and discuss views, news, and other information, in other words, they should communicate. Anything that inhibits us from receiving and understanding the messages others use to communicate their information, ideas, and thoughts is referred to as a communication barrier. Attitudinal Hurdles, Behavioural Barriers, Cultural Barriers, Language Barriers, and Environment Barriers are the five categories of barriers to effective communication. People with diverse attitudes, values, and prejudices are a common cause of workplace communication breakdown. In this regard, it is more important than ever in organisations where formal and informal communication coexist.*

KEYWORD: *Communication, Business Communication, Language, Barrier, Attitude, Behaviour, Culture, Language, Environment*

1. INTRODUCTION

Human beings must communicate with one another to survive. Every person spends a significant amount of time communicating with others. Without dialogue, there is no way to understand the Know technique. As a result, communication is crucial in any group of people. It indicates that in a group of organisations, different people are tied together. There can be no group movement without communication.

Every organisation has a goal in mind. Communication is a tool that aids in achieving an organization's function speaker goals. It is critical to have a word and to write it down clearly.

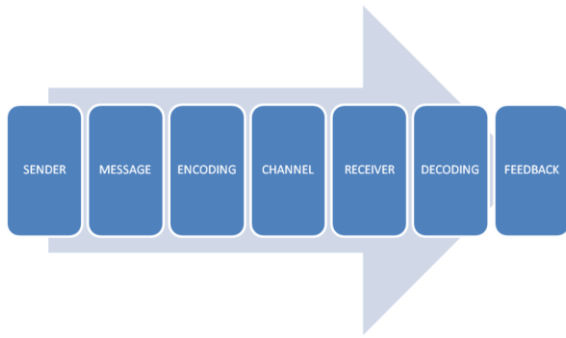
The majority of people agree that communication between two people should be easy. It's critical to remember that there are distinctions between discussing and communicating.

When we communicate, we are successful in conveying our message to the person with whom we are conversing. When we talk, we often create walls that prevent us from communicating effectively. Most people feel that communication between two people should be straightforward.

It's crucial to realise that talking and communicating are not the same thing. Anything that prevents communication is referred to as a communication barrier.

Types of communication

Within organisations, formal and informal communication are divided into two categories. The practise of attaching meaning to nonverbal messages is referred to as nonverbal communication. Chronetics, haptics, gesture, body language or posture; facial expression and eye contact are all examples of nonverbal communication. Formal and informal communication are classified into two groups within organisations. Nonverbal communication is the process of associating meaning to nonverbal messages. Nonverbal communication includes things like chronotics, haptics, gestures, body language or posture, facial expression, and eye contact.



Business communication has traditionally been regarded as a crucial aspect of a company's success. When it comes to the success of a business, both parties must contribute. Many elements influence an organization's effectiveness, including employee cooperation, communication, and concentration (Leonardi, 2017). However, communication takes precedence over all of these aspects.



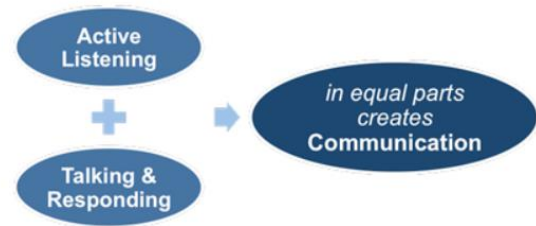
An organization's success is aided by effective communication. It improves employee satisfaction, morale, and commitment to their jobs. Employees understand the terms and conditions of work because of communication. This leads to dedication and loyalty. Employees have a voice through effective communication, which improves work-related contact with the employer.

2. IMPACT OF EFFECTIVE COMMUNICATION IN THE ORGANIZATION

Business communication education serves several purposes for trainees in any organisation.

It boosts staff motivation. This identifies leadership communication as the most important in internal

communication and demonstrates employee engagement.



Another reason is the elimination of overburdened emails. Email is an important tool for employee communication in any company. Email is used for information requests, task assignments, vendor communication, document delivery, HR notices, and team activities (White, 2019). However, only some of the emails are significant and deserve quick response, while others do not.

To eliminate communication dirt, proper business communication and the appropriate communication instrument are essential.

Business communications that are effective are beneficial to job performance. Work is completed smoothly in any team if the right message is provided to the team members, and they act accordingly.

Interdepartmental communication becomes more effective when a communication plan is used. Communication can assist employees in becoming more productive, and they can collaborate more easily (White, 2019).

- Improved communication with remote workers is aided by business communication education.

Another important goal is to decrease employee turnover. Employees who are happy and engaged at work are less likely to leave, and turnover is reduced significantly. Management is responsible for informing employees with information that is relevant to their jobs.

It facilitates the exchange of information. Trainees are always learning new things and sharing their experience, which aids in the acquisition of deals.

Customer satisfaction is largely influenced by effective communication. Effective communication can aid in a better understanding of a customer's needs.

Customer happiness is also influenced by the employee's ideal attitude (Barker & Gower, 2010).

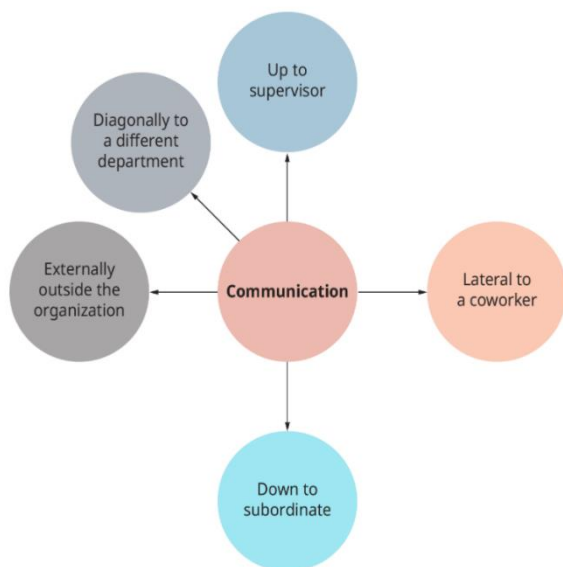
Communication aids in the development of a positive organisational culture. It creates a happy, healthy work environment and encourages employees to work hard, resulting in job satisfaction.

Source	Message	Channel	Receiver
S	M	C	R
1. Communication Skills	1. Elements	1. Seeing	1. Communication Skills
2. Attitudes	2. Structure	2. Hearing	2. Attitudes
3. Knowledge	3. Content	3. Touching	3. Knowledge
4. Social System	4. Treatment	4. Smelling	4. Social System
5. Culture	5. Code	5. Tasting	5. Culture

3. TRAINING IN COMMUNICATION

The goal of this training is to teach the company's adult trainees the fundamentals of effective communication in the workplace. The goal is for them to be able to recognise all of the advantages of business communication by the end of the course. It's also important to make a point of recognising roadblocks, communicating clearly, and improving corporate communication.

When it comes to work regulations and processes, it helps to keep everyone on the same page. Effective communication can assist in the reduction of errors and blunders, allowing productivity criteria to be met (Schartel & Lane, 2019). For those trainees who plan to work in the product manufacturing area, safety threats and precautions must be known.



and management may assist them by ensuring that they are informed about these issues through good communication. It can also be beneficial in the workplace, as better communication with vendors and consumers can lead to increased customer satisfaction. This is necessary for a company to be competitive and profitable in the market.

Communication barriers: Communication is critical to any organization's success. Every business encounter constructive impediment when it comes to effective communication. People are constantly reminded that communication is as simple and clear as it appears. Without a question, but the obstacles that stand in the way make it complicated, tough, and irritating.

Language Obstacles: They may appear to be self-evident, yet there are frequently hidden language barriers that we are unaware of. If you work in a business where linguistic or technical terminology is crucial, you should be careful not to use these idioms when speaking with someone from outside.

Perception Barriers: Different people see things in different ways. This is a reality that we must keep in mind throughout the communication process. All the messages or communication must be simple and clear.

Attitude Barriers: Some individuals want to be left alone. They are introverts or persons who do not want to be seen in public. Others choose to be sociable or, on occasion, extra. Some people have difficulties with their attitudes, such as a huge ego and cruel conduct. These individuals can reason through severe stress in the communication pathways to which they are exposed. Nervousness and irritability are excellent character traits.

; public dissatisfaction may not be alleviated by courses and suitable training. Problems such as egotistic behaviour and self-interest, on the other hand, may not be reversible.

4. CONCLUSION

The importance of communication during change in corporate organisations was acknowledged in this research since it is required for successful change management. People are the key sources for communicating organisational change. In the final section of this book, it is critical to emphasise that effective communication is critical not only for the growth and improvement of businesses, but also for the growth and improvement of individuals.

Organizational framework, educational institution, academic learning, or daily routine duties, but also for the individual as a whole. It is necessary to cultivate courtesy, excellent manners, and respect in one's approach and attitude. Marital boundaries, academic culture, and communication flow can all be psychological hurdles to efficient communication.

The use of solutions to remove those obstacles leads to improved communication and efficiency in reaching the intended goals and objectives. Finally, though hurdles do arise over the process of communication, individuals must work together to communicate successfully.

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