



INTERNATIONAL JOURNAL OF CREATIVE RESEARCH THOUGHTS (IJCRT)

An International Open Access, Peer-reviewed, Refereed Journal

EFFECTIVE COMMUNICATION IN ADMINISTRATION

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Introduction

Effective communication is very important so as to perform the functions of administration. Effective communication involved not only sending information but also receiving it. By listening to people concerns, administration can make every one feel like they are value contributors. Without effective system of communication administrative, policies cannot be carried out effectively. When communication of an administration stop, organized activity ceses to exist.¹

Significance :

Communication has come to be recognized as the first principle of administration. Effective communication plays vital role in successful achievement of the goals of the administration. In the words of Millett, communications “the blood stream of administrative organization”.² Piffner considers it “the heart of administration.”

In the modern age of communication peoples have access of internet, YouTube, Gmail, Email, Facebook, Twitter, online webinar, **conferences**, workshops and may more. The common man today, is much close to his administration, the identifies himself more with the activities happened around him. Democracy demands that the public must be actively associated with administration.

Administration has recognized the part that communication plays in promoting participation, cooperation and team work on the part of citizens.³ Almost all civilized governments today not set up information, publicity and public relations departments. The literature on administration is full of articles on communication, is full of articles on

communication. Conferences, seminar, workshop and other training programmes are being organized to develop communication skills in India and abroad.

Meaning and definitions :

The word 'Communication' is originated from a Latin word 'communis' which means 'common'. Hence, communication means sharing of ideas in common. The term, as used here, however, has a wider connotation and includes interchange of thoughts, partaking of ideas, and sense of participation and sharing. The essence of communication, Thus, is not information but understanding.⁴

Keith Davis said, "Communication is the process of passing information and understanding from one person to another".

The American Management Association views that communication is any behaviour that result in an exchange of meaning.

Koontz O'Donnell observe, 'Communication a way in which one organisation member shares meaning and understanding with another'

In short communication is to exchanged ideas with one another.

Types of communication :

- Verbal – Using the spoken word
- Non-verbal- using body language and facial expression
- Written – using the written word

Verbal or oral communication

This communication implies the transmission to people outside the organization. It involves exchanges of messages or information with outsiders, i.e., government agencies and public or the other business houses. It may be two type.

1. Oral Communication :

This is possible with mobile, Whatsapp call, telephone, video conferencing; this is external communication in today's world, which provides a fast way communication system. It save valuable time and make government agencies active to take **quick-quick** actions.

2. Written Communication :

This is more definite and more effectively drafted and formulated than the oral communication. It is transmitted by the mail, fax, telegraph, newspapers, post, magazines, notice boards, written document etc.⁵

Essentials things for effective communication:

Effective communication is defined as the ability to convey information to another effectively and efficiently.

Five steps of effective communication:

1. Listening: Effective listening requires concentration, tolerance and sensitivity.
2. Expressing ideas confidently.
3. Interpreting body language.
4. Being aware of your differences.
5. Conflict resolution.

According to Millett,⁶ there are seven factors necessary to make the communication effective these are (a) Clarity of thought (2) Consistency (3) adequacy (4) timeliness (5) Uniformity clarity (6) Flexibility (7) acceptability

Terry⁷, described eight fold path to achieve effective communicating.

1. Inform yourself fully;
2. Establish a mutual trust of experience;
3. Find a common ground of experience;
4. Use mutually known words;
5. Have regard for context;
6. Secure and hold the receivers attention;
7. Employ example and visual aids; and
8. Practice delaying reactions.

Following Effective Communication techniques can be develop to effective communication:-

1. Offer a genuine smile;
2. Ask the right question ;
3. Practice active listening;
4. Observe good communication;
5. Give feedback;
6. Distress and clam down;
7. Empathize with others;
8. Read regularly;
9. Watching inspiration videos;

Advantages of effective communication in personal and public life:

Communicating or acting with disrespect towards someone does not bring any meaningful value your way. In fact it can put you at a significant disadvantage. By contrast, being respectful costs you nothing, even when it involves those you disagree with. Your respectful attitude can be of great benefit to you, especially with those who oppose you. Respect towards someone else enables you to see that person more clearly, more realistically. Respect fosters understanding, and that always work to your advantages.

Respect facilitates communication. In every interaction the more effectively you communicate the more positive your outcome is likely to be.

Conclusion:

It may be mentioned that essence of good communication cannot be enforce. The underlying impact of effective communication is to be felt by all concerned, of any administration poor communication or lack of it, affects understanding of the employees, management officials, readers or concerned persons and thus costs smooth functioning. Effective communication is a one way to help you to achieve the desired goal. It can be gained by practicing or experiencing.

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