

## UNIT – 1

# INTRODUCTION TO COMMUNICAT

## **OUTLINE:**

- Meaning & Definition
- Role Of Communication
- Classification of communication
- Purpose of communication
- Communication Process
- Characteristics of successful communication
- Importance of communication in management
- Communication structure in organization
- Communication in conflict resolution
- Communication in crisis
- Communication and negotiation
- Communication in a cross-cultural setting



## ***Introduction***

- *The term “COMMUNICATION” comes from the Latin word “COMMUNICARE”, this means to impart or participate.*



## ***MEANING:***

***“COMMUNICATION is the process of passing information and understanding from one to another.”***



## **DEFINITIONS:**

- W.H. Newman & C.F. Summer:  
“communication is an exchange of facts ,idea  
opinions, or emotions by two or more perso
- Heinz Goldmann :  
“communication is a dialogue, not a monolo  
fact, communication is more concerned with  
listening process ”



## ***William Scott***

- Managerial communication is a process which involves the transmission and replication of ideas ensured by feedback the purpose of directing action which will accomplish organizational goals ”

## ***CHARACTERISTICS OF SUCCESSFUL COMMUNICATION:***

- Universal
- Communication is unavoidable
- Continuous process
- Two-way traffic
- Short-lived process
- Needs proper understanding
- Leads achievement of the organisational objective
- Disperses misunderstanding



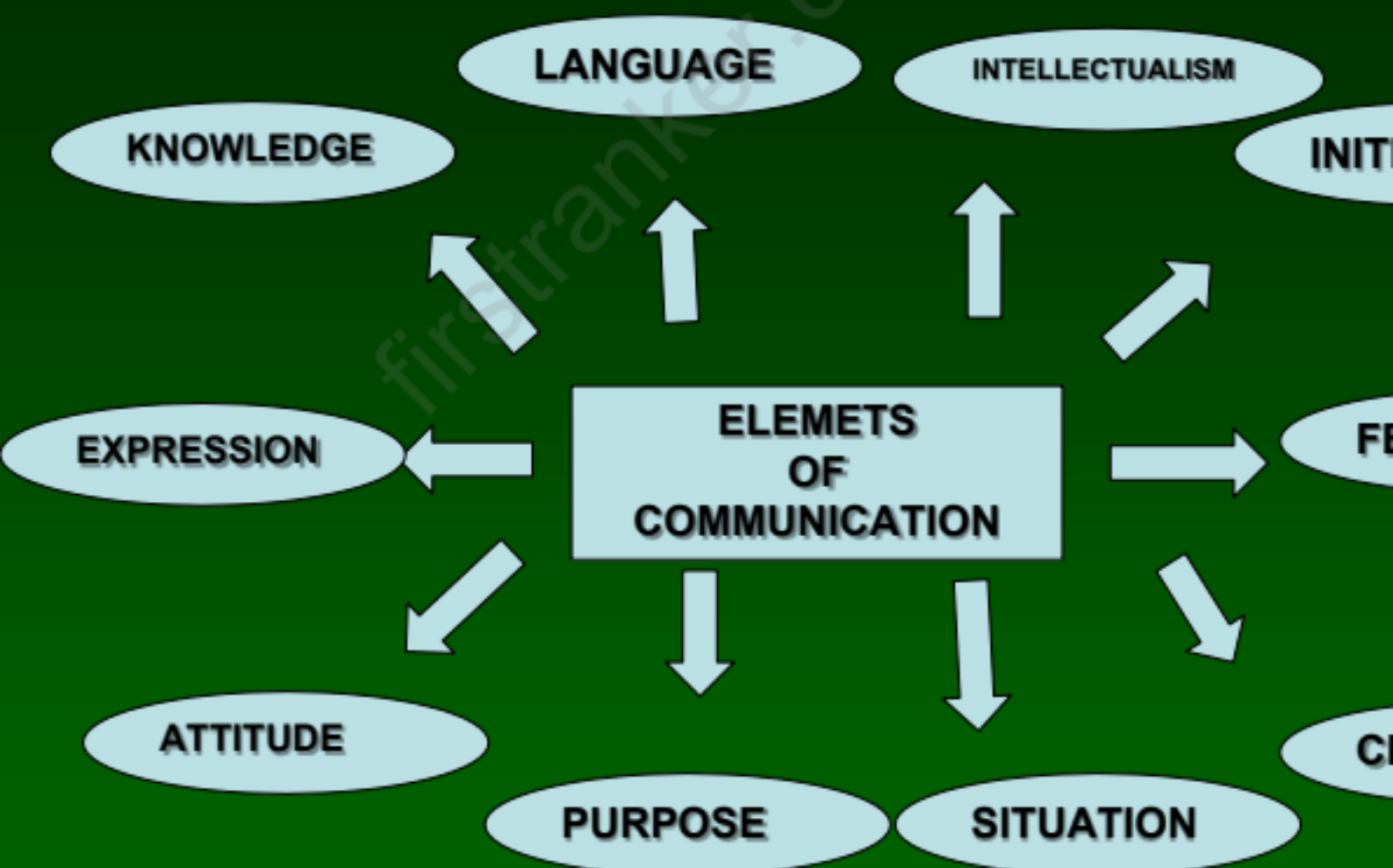
# ***ROLE OF COMMUNICATION***

- ***Managing complexities all around***
- ***Better understanding and cooperation***
- ***Big organization management***
- ***Enhance cohesion in the organization***
- ***Image of the company improves***
- ***Profitability increases***
- ***Employee turnover is less***
- ***Better customer interaction***
- ***Dissemination and collection of information easier***

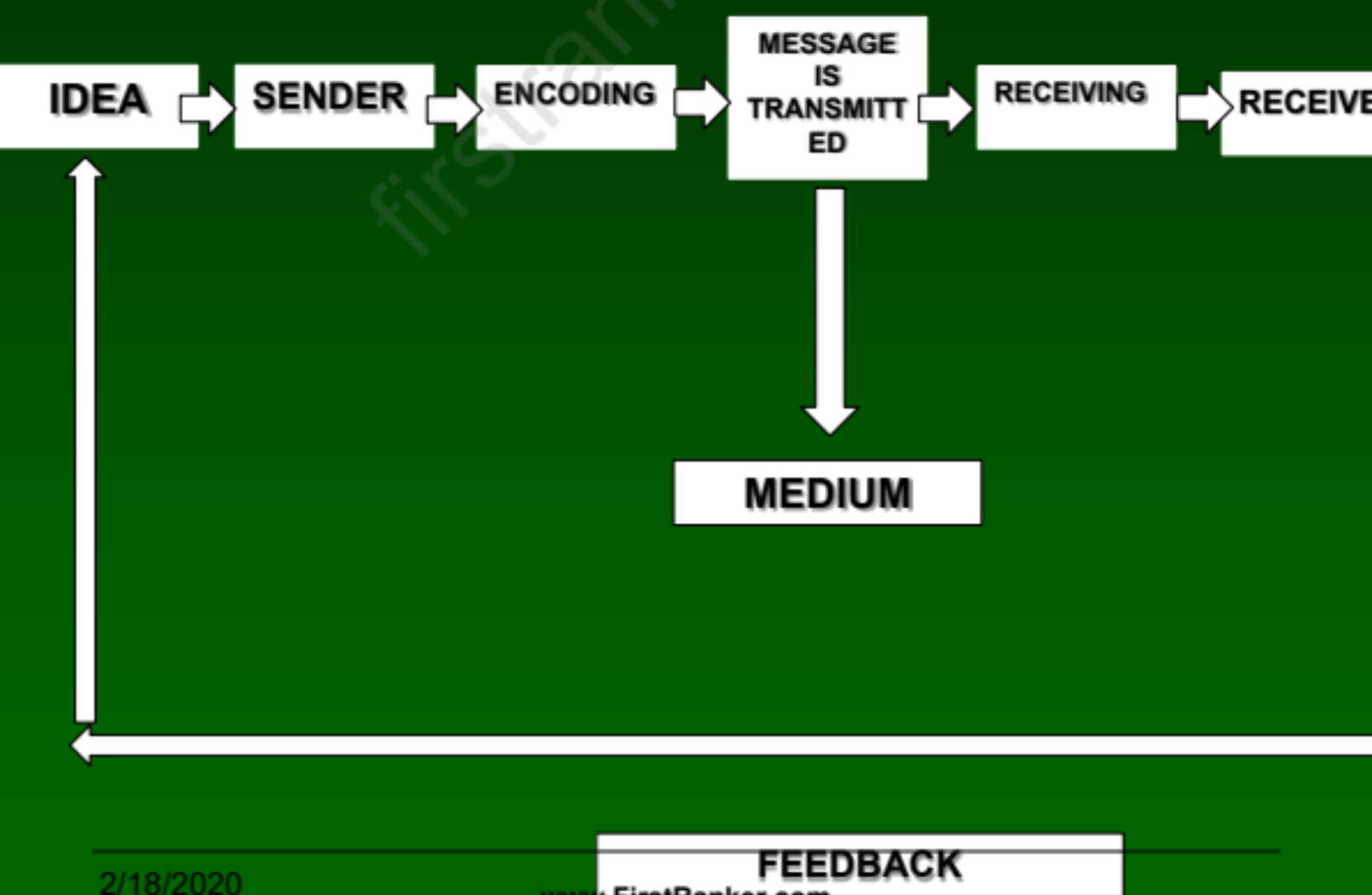
## ***PURPOSES OF COMMUNICATION***

- To give and receive information
- To convey the right message
- To provide advice
- To receive suggestions
- To persuade people
- To motivate people
- To issue order and instructions
- To impart education and training
- To issue warning and notice
- To improve morale

## ELEMENTS OF COMMUNICATION



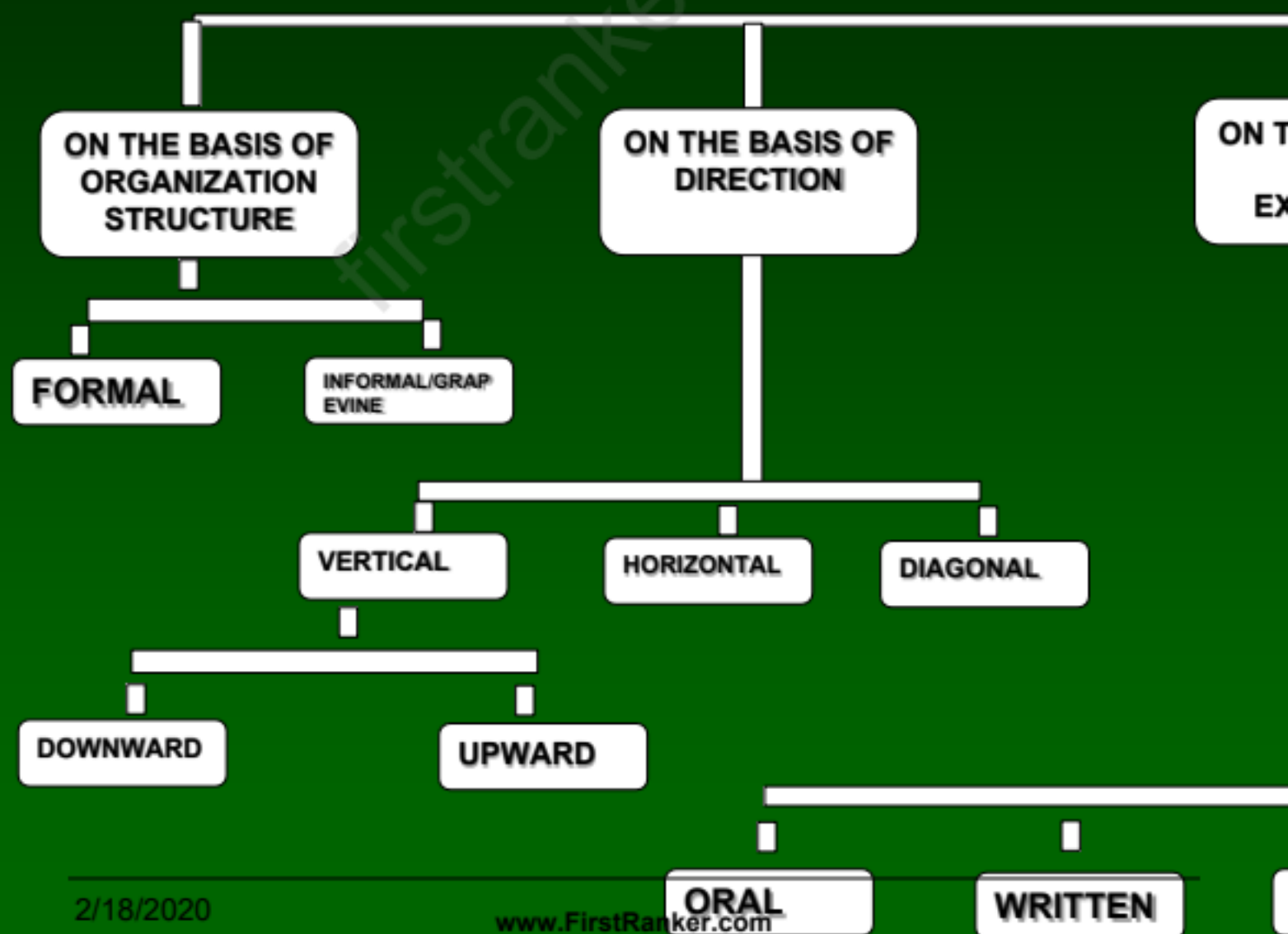
# COMMUNICATION PROCESS



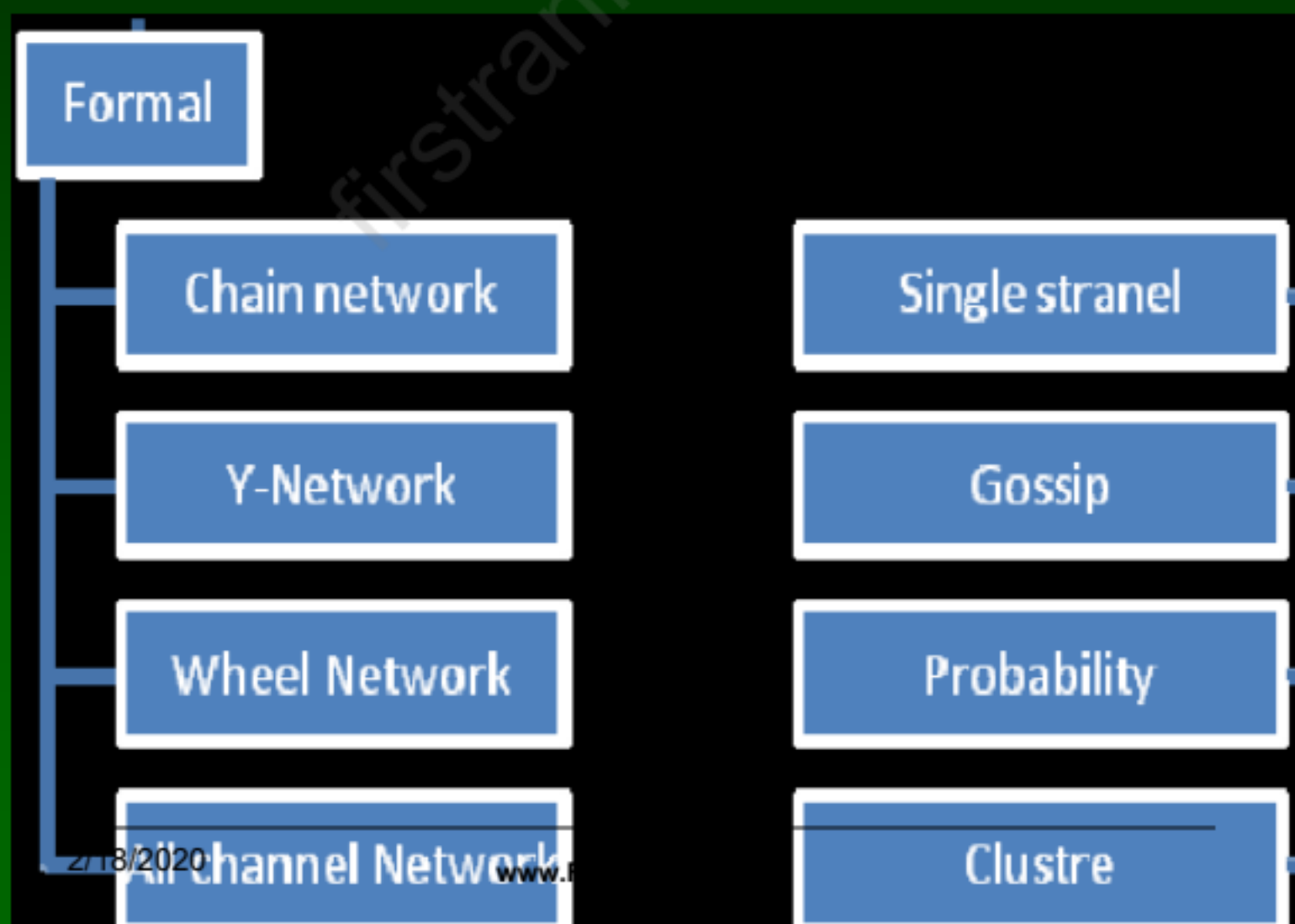
## ***IMPORTANCE OF COMMUNICATION MANAGEMENT***

- Basis of Managerial functions
- Efficient functioning
- Stimulates initiative and creativity
- Job satisfaction and good morale
- Building human relationship
- Maximum production at minimum cost
- Prompt decisions and its implementation
- Contact with external parties

# CLASSIFICATION OF COMMUNICATION



## ON THE BASIS OF ORGANIZATION STRUCTURE



## **ON THE BASIS OF ORGANIZATIONAL STRUCTURE**

- **FORMAL COMMUNICATION**

**Communication through the chain of command is known as formal communication.**

**It is a means of communication normally controlled by managers or people occupying similar positions in an organization.**



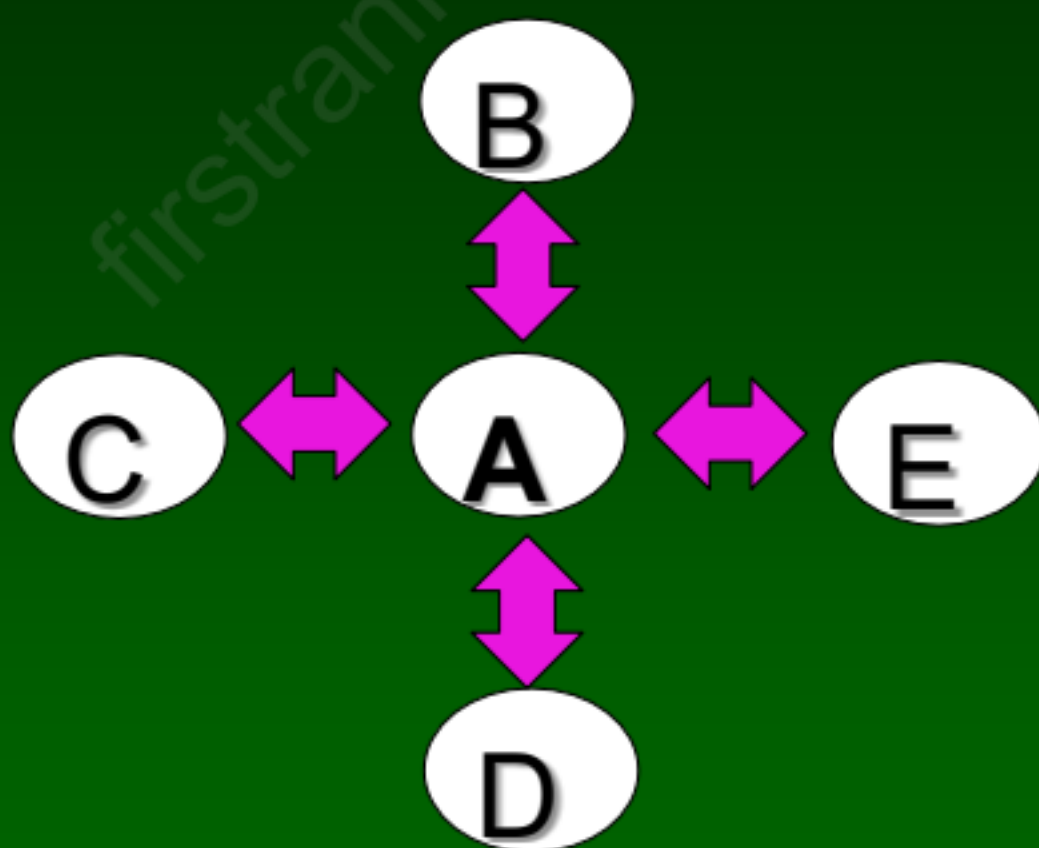
## TYPES OF FORMAL COMMUNICAT

- Single chain
- Wheel
- Circular
- Free flow
- Inverted V

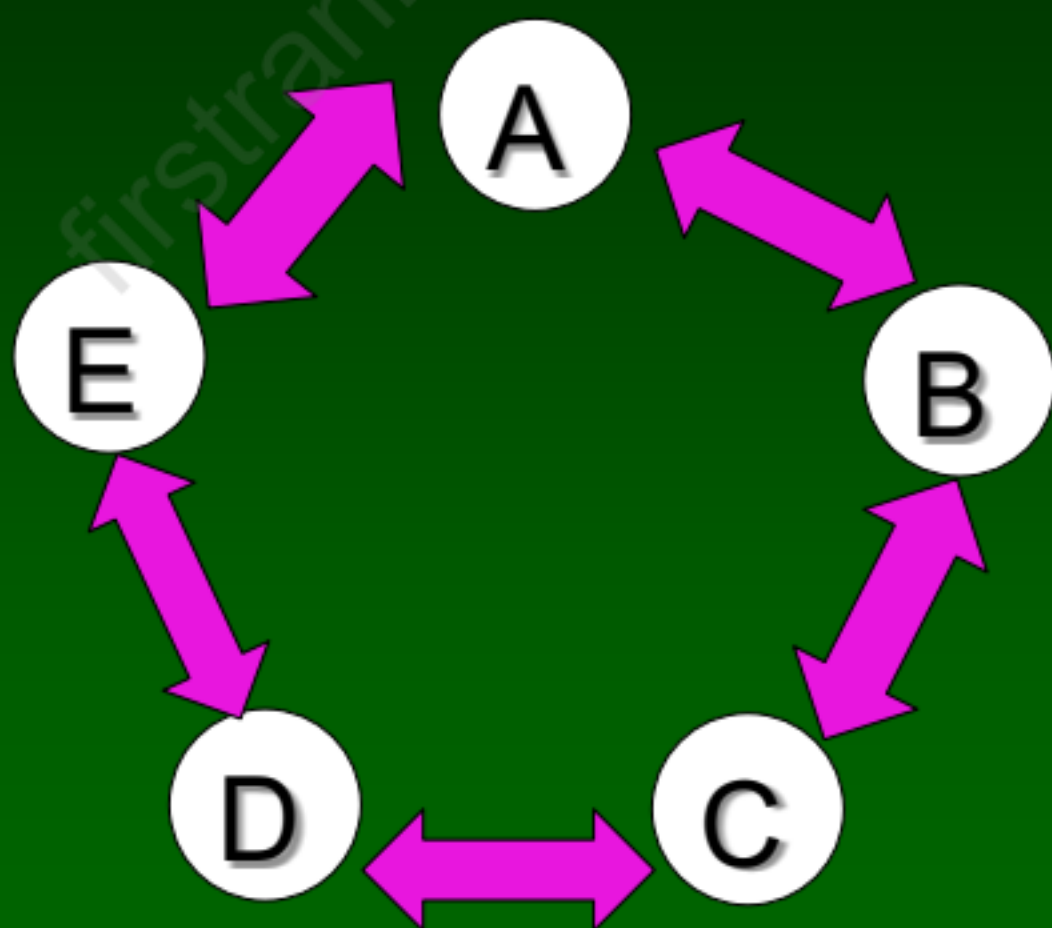
# SINGLE CHAIN



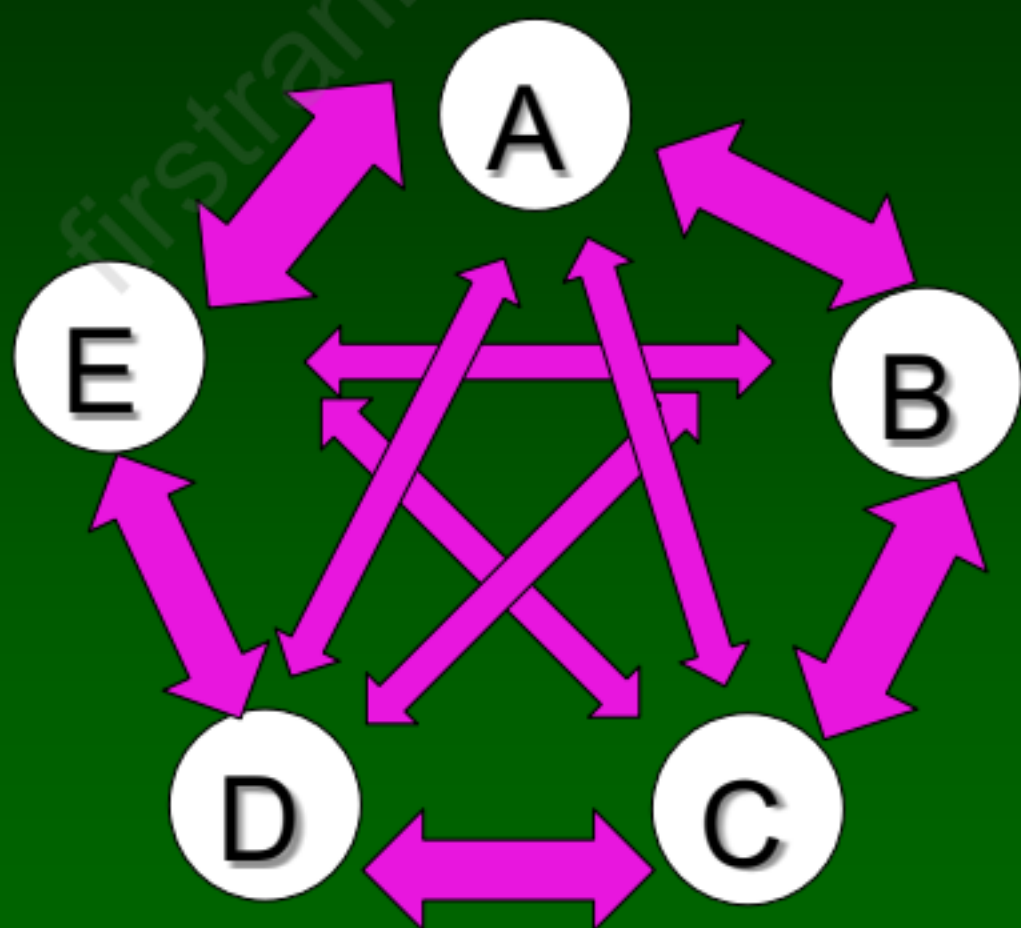
# WHEEL



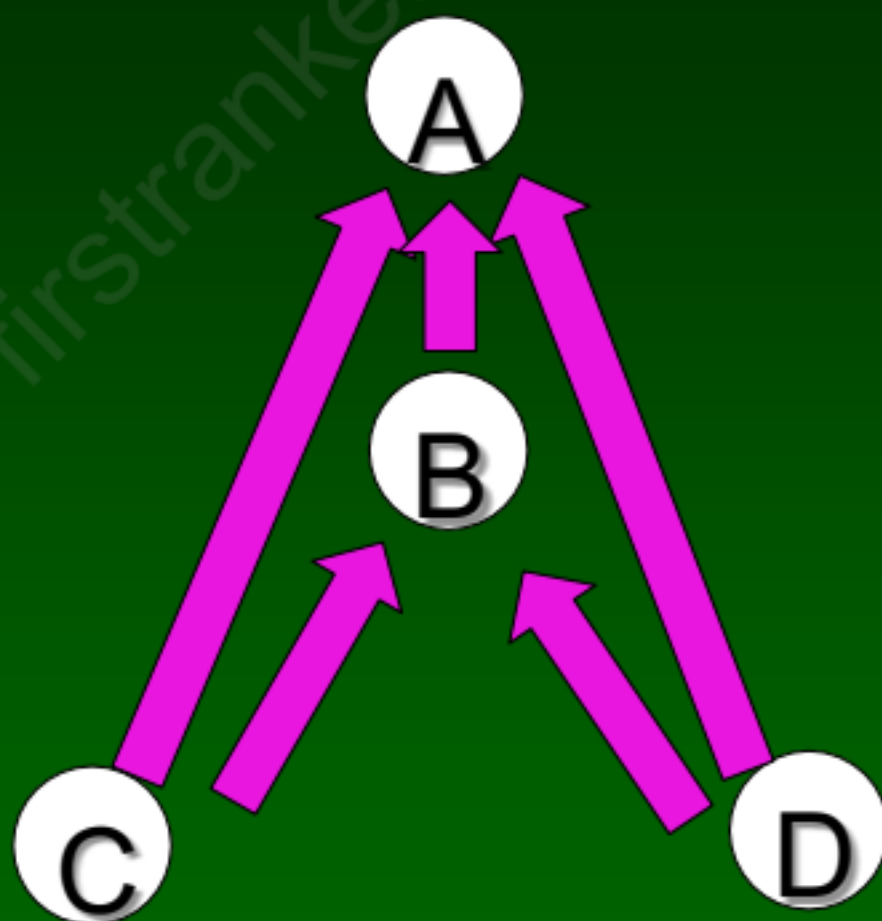
# CIRCULAR

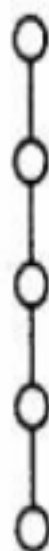


# FREE FLOW

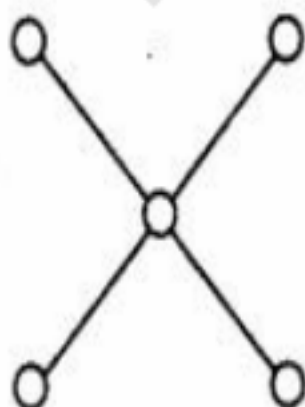


# INVERTED V

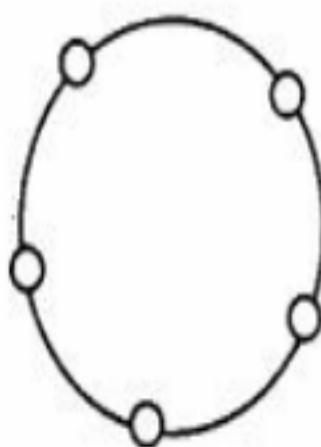




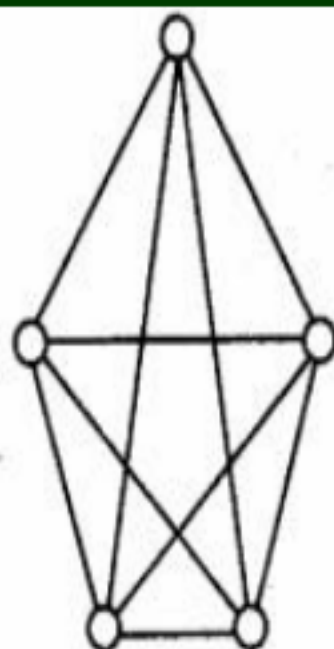
Single Chain  
network,



Wheel  
network



Circular  
network

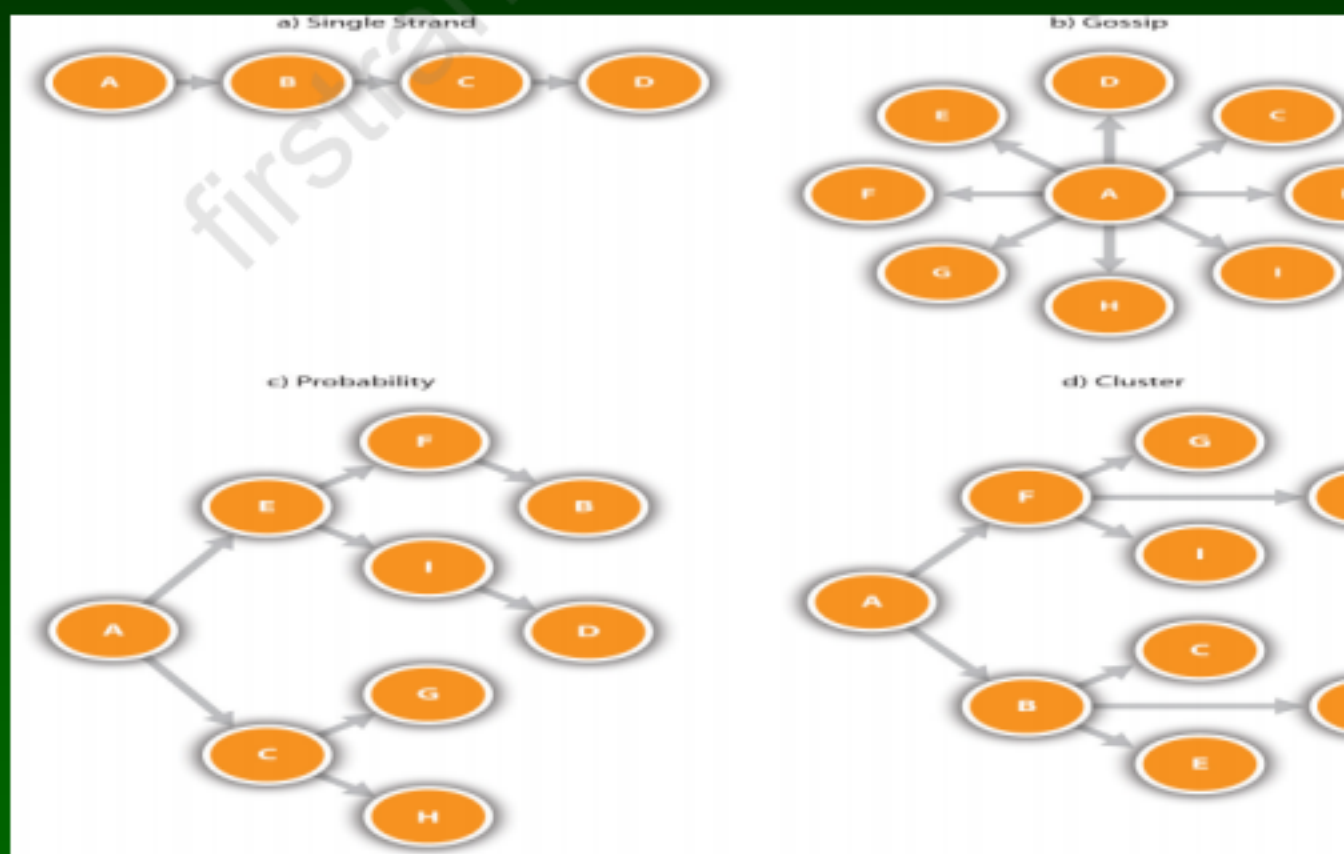


Free flow  
network



## INFORMAL COMMUNICATION

- It is also known as grapevine.
- Is not a planned or deliberately created channel of communication.
- It is free from all formalities.
- No formal organization chart is followed to convey the communication.



# MERITS AND DEMERITS



## ON THE BASIS OF DIRECTION

- Vertical : 1)vertical downward  
2) upward
- Horizontal or lateral communication
- Diagonal communication



# VERTICAL COMMUNICATION

- It constitutes both upward and downward communication.
- Information is transmitted from top management to the employees working in the organization or vice versa.



## DOWNWARD COMMUNICATION

- Downward communication flows from a manager from top to the chain of command.
- For example when managers inform, instruct or assign tasks to their subordinates, the flow of
- communication is in downward pattern.
- Downward communication can take any form as memorandum, notice, new policies or procedure to ask for any action, etc.
- Conversation may be through written form, face to face or telephonic.



## UPWARD COMMUNICATION

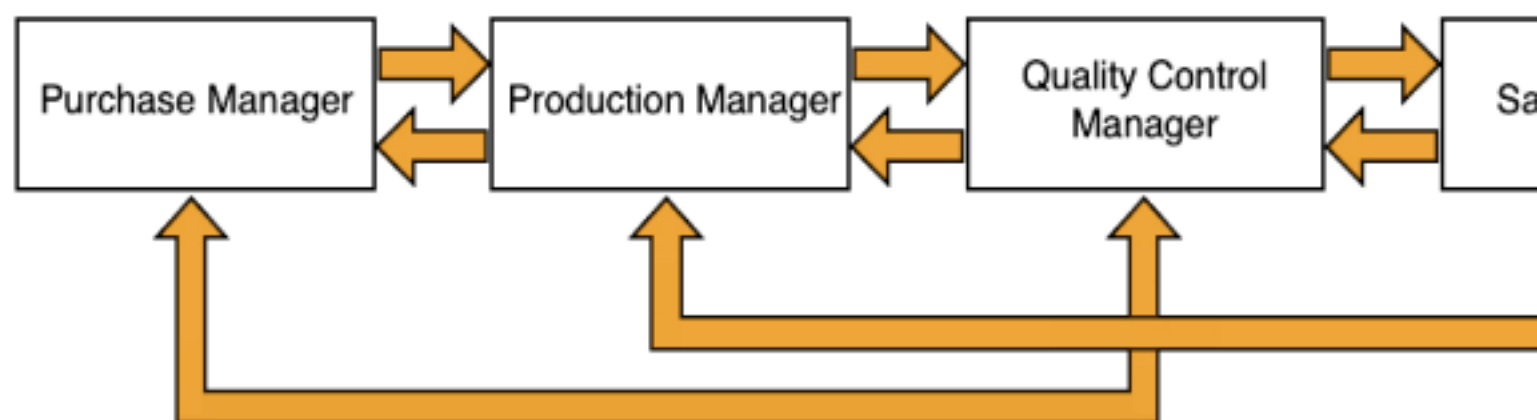
- When the flow of communication is from bottom to the top authority it is termed as upward communication.
- For example when subordinates send a report to their superiors or to present their findings, communication flows upward.
- The extent of upward communication depends on the organization.
- Open culture creates a climate of trust, participation, and empowerment, as they would provide input for managerial decision.
- Suggestion box, survey, grievance procedures, reports etc. provides information to top management.





## HORIZONTAL COMMUNICATION

- This form of communication takes place among peer or hierarchical equivalent employees.
- Such communication is necessary to facilitate co - ordination, save time and bridge communication gaps.
- Lateral communication enables the sharing of information with a view to apprise the peer group of activities of the department.
- This type of communication is very vital for growth of an organization as it builds co - operation among various branches.





# DIAGONAL COMMUNICATION

- Diagonal or cross lines communication flows in all directions and cuts across all function and level in an organization.
- For example sales manager communication directly to president (production).
- This form of communication deviates from normal channels, it's quick and efficient.
- The increase use of e - mail also encourages cross line communication.
- As there is no specific line command in diagonal communication, it is also referred
- as cross lines, radial or circle communication, depending on the structure of an organization.

# Diagonal Communication



## ON THE BASIS OF WAY OF EXPRESS

- Oral communication
- Written communication
- Gesture communication

## ORAL COMMUNICATION

- Oral means stemming from mouth, message in the form of spoken words is referred as oral communication. The use and position of words in oral communication can make difference in understanding the intent of message.

## WRITTEN COMMUNICATION

- Written communication refers to the words are written and studied in
- the form of a message.
- In an organization written form of communication is written form of
- communication is in the form of letters, memos, reports etc.
- Whenever message is transmitted in written format, they acquire a formal structure; simple language is used, for better interpretation.



# GESTURE COMMUNICATION

- Body language
- Space/distance
- Voice modulation
- Pictures/symbols/sign
- Dress
- Eye contact

## Essentials of Effective Oral Communication

1. Brevity: Keep the message as brief as possible.
2. Precision: Give your information in precise words.
3. conviction: Be sincere. Words must carry conviction.
4. Logical Sequence: Arrange the information logically.
5. Appropriate word choice: choose words carefully.
6. Avoid ..... Like, “you know”, phrases and “Is not it”, “I see” etc.

## Essentials Of Effective Oral Communication

7. Right use of Paralinguistic: Speak distinctly, element.....take care of pitch, stress and pauses.
8. Congruity between verbal and non verbal communication.
9. Attentive listening.
10. Natural voice.
11. Finding the right register: Adapt your message to the emotional and intellectual level of the audience.



## **7 C's of Effective Communication** **- FRANCIS. J. BERGIN**

- **Consideration**: Focus on “you” not “I” or “we”.
- **Clarity**: Use familiar and accurate words.
- **Completeness**: Provide message and required information.
- **Conciseness**: Brevity, Avoid wordy expression and redundancy.
- **Correctness**: Use the right words. & present facts.
- **Concreteness**: words being specific and definite.
- **Courtesy**: Be polite, thoughtful and appreciative.

## 4 S's of Business Communication

1. Shortness: "Brevity is the soul of wit". is true of communication also.
2. Simplicity: Reveal clarity in the thinking process by using simple terminology equally simple concepts.
3. Strength: Convinces. Reflects the creativity of the sender.
4. Sincerity: Appeals.-Reflects genuineness

## KISS Principles of Effective Communication

KISS stands for Keep It Short and Simple.

How ???

- 1.Choosing short and simple words
- 2.Developing clear sentences.
- 3.Forming short paragraphs with appropriate emphasis.

# COMMUNICATION STRUCTURE IN ORGANIZATION



## The Organizational Pyramid



## CONFLICT IN COMMUNICATION

- Conflict is the outcome of behaviours an integral part of human life.
- Whenever there is a interaction there conflict.
- Conflict can be defined many ways and can be considered as an expression of negative attitude, aggression, rivalry and misunderstanding.



## CONFLICT IN COMMUNICATION

- **MEANING:**  
it can be defined as disagreement between two or more individuals or groups, with each individual or group trying to gain acceptance of its view or objectives over others.



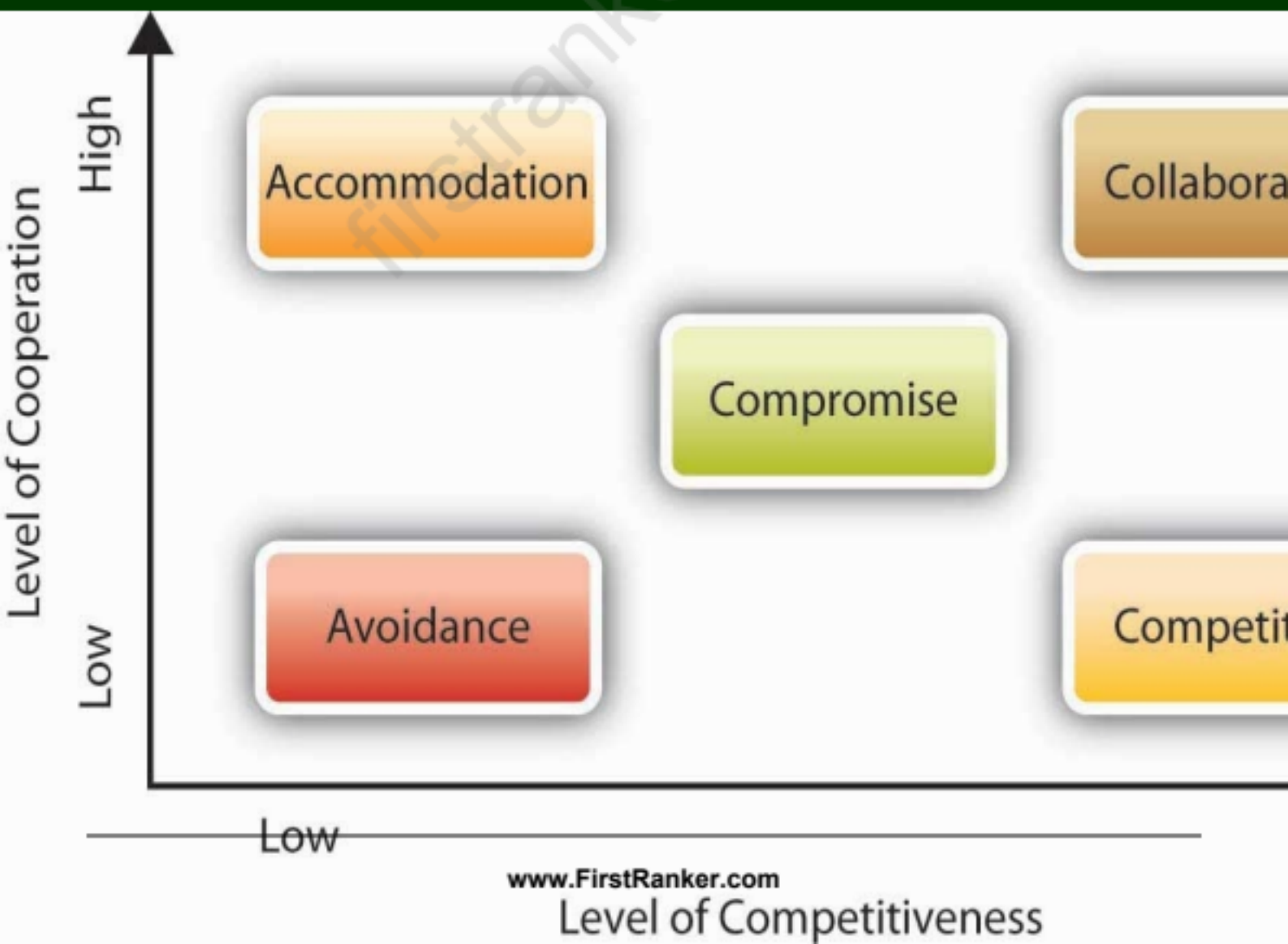
## CAUSES OF CONFLICT

- Personality clashes
- Different sets of values
- Threats to status
- Contrasting perception
- Lack of trust
- Interdepartmental wrangles
- Job related

## CONFLICT RESOLUTION

- Conflict in the workplace just seems to be a fact of life. There are situations where different people with different goals and needs have come into conflict.
- As long as it is resolved effectively. It can lead to personal and professional growth.

## CONFLICT MANAGEMENT STYLES/TECHNIQUES



**Everyone has a "fall back" response to conflict**  
(It may not be the best response.)

### Dealing With Conflict – Thomas/Kilmann model



## CONFLICT MANAGEMENT STYLES/TECHNIQUES

- 1) Avoiding (Withdrawal) : The avoiding style is characterized by low assertiveness of one's own interests and low cooperation with the other party.
- 2) Accommodating (Smoothing) : This style is low on assertiveness and high on cooperation. Parties are accommodative.
- 3) Competing (Dominance) : A competing style tends to maximize assertiveness for one's own position and minimize cooperation response.

## CONFLICT MANAGEMENT STYLES/TECHNIQUES

- 4) **Compromising** : it combines immediate level assertiveness and cooperation.
- 5) **Collaborating**: in the collaborating mode, both assertiveness and cooperation are maximized. We hope that an integrative agreement occurs that satisfies the interests of both parties.

## CONFLICT PREVENTION STRATEGIES

Conflict prevention is proactive approach. Prevention means anticipating potential causes of conflict and taking quick action to turn them into positive forces for understanding and co-operation.

- ✓ Participative decision making
- ✓ Collaboration and team building

# CRISIS

- A crisis may be defined as “ any situation that is threatening or could threaten to harm people or property, seriously interrupt business, damage reputation or negatively impact share value”.



# Crisis management phases

- A crisis is a significant threat to operations that can have negative consequences if not handled properly.

## ROLE OF COMMUNICATION IN CRISIS MANAGEMENT

**PRE - CRISIS**



**AT THE BEGINNING OF THE CRISIS**



**DURING THE CRISIS**



**RECOVERING FROM THE CRISIS**



2/18/2020

**POST - CRISIS**

## COMMUNICATION IN CRISIS

Communication in crisis situations require a high degree of agility in order to the demands , as well as particular sensitivity towards individuals or groups of people negatively affected by the situation.

## Examples for Cultural difference

In America, people shake hands ,and even hug each other. But in India we just join hands to say namaskar.



## COMMUNICATION AND NEGOTIATION

Negotiation is nothing but a discussion among individuals to reach to an alternative which would satisfy all.

an effective communication is directly proportional to an effective negotiation

## COMMUNICATION IN CROSS – CULTURAL SETTING

It is also called as Inter-culture communication.

It is a process of exchanging, negotiating, and mediating one's cultural communication differences through language, non – verbal gestures, and space relationships.




## **FACTOR AFFECTING COMMUNICATION IN CROSS CULTURAL SETTING**

- Language
- Environment and Technology
- Social organization and history
- Conceptions of authority
- Non – verbal communication



# UNDERSTANDING DIFFERENT CULTURES

WWW.THEENGLISHH...




I'M CHINESE

It is impolite to open gifts when received.

Remove your shoes before entering someone's home

If you are invited to someone's home, you should always bring a gift to the hostess.

When receiving and offering business cards, always do it with both hands and never write on it!




I'M FRENCH

You should always dress well. It is better to be formal than too casual.

Do not give anything with the number 13. It is bad luck to French people!

It is OK to open gifts when received.

Handshake is common way of greeting but friends may greet by kissing on both cheeks.



I'M KOREAN

Do not wrap gifts in green, white, or black paper.

You should never give anything in the left hand.

When eating, the senior person should start first.

When meeting a person of lower status, bow to the person of higher status.

## **MAKING EFFECTIVE COMMUNICATION IN CROSS-CULTURE SETTING**

- **Maintaining similarity**
- **Empathy**
- **Working hypothesis**
- **Be patient**
- **Ask questions**
- **Respect**
- **Time**
- **Humor**
- **Always check**
- **Be positive**

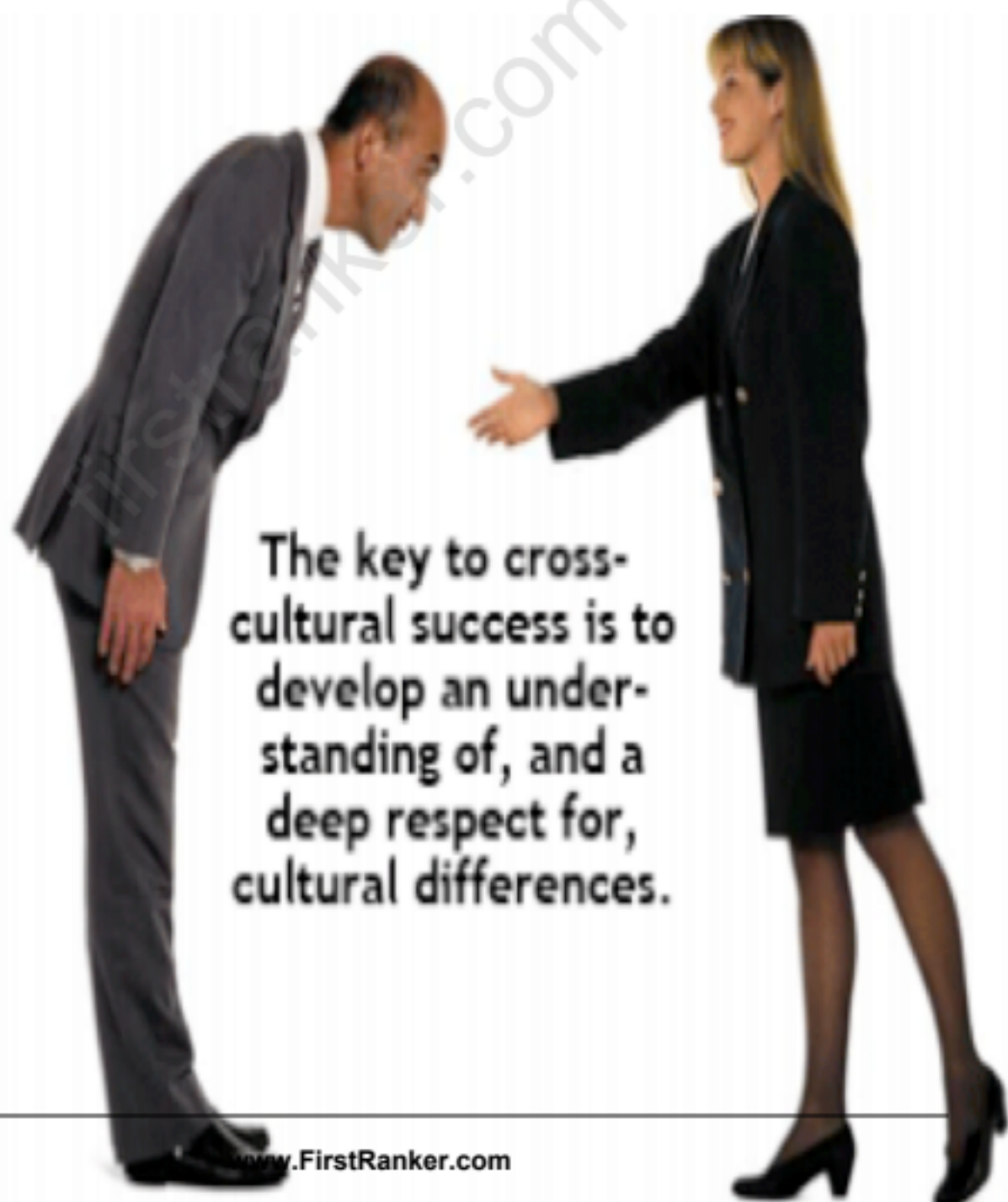


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**The key to cross-cultural success is to develop an understanding of, and a deep respect for, cultural differences.**

THANK YOU