

IMPACT THE ROLE OF ORGANISATIONAL COMMUNICATION IN PRESENT CULTURE IN INDIA

¹Ms. Anshu Sirohi and ²Dr. Amit Kumar

^{1&2}Assistant Professor

^{1&2}Neelkanth Institution of Technology, Meerut

Abstract

Communication is essential to the success of most all organizations. Communication is transformation of information from one person to another, whether or not it elicits confidence. But the information transferred must be understandable to the receiver – G.G. Brown. This message must be transmitted through some medium to the recipient. It is crucial that this message must be implicit by the recipient in same terms as intended by the sender. He must respond within a time edge. Thus, Two-way communication is when one person is the sender and they transmit a message to another person, who is the receiver. When the receiver gets the message, they send back a response, acknowledging the message was received. Communication is the process of passing ideas, views, facts, information and understanding from one person to another.

Effective communication is what keeps internal processes running smoothly and helps to create positive relations with people both inside and outside the organization. Communication is a continuous process wherein information is shared between individuals all the way through a common system of symbols, signs, and behaviour expressing feelings, ideas, views, opinions, etc. individuals communicate to satisfy needs. Communication is a process beginning with a sender who encodes the message and passes it through some channel to the receiver who decodes the message. Communication is successful if and only if the message sent by the sender is interpreted with similar meaning by the receiver. If any kind of interruption blocks any step of communication, the message will be cracked. This paper discusses the impact the role of organisational communication in current culture in India.

Keywords: Communication, Culture, Organization, Digital Communication.

Introduction

Effective communication is very important factor for every organisation's growth whether internal environment or external environments. communication can be inter personal or intergroup or organizational or even external level. In simply language communication is the exchanging the information or passing of information, ideas or thought from one person to the another. According to McFarland communication is, "a process of meaningful interaction among human beings. More specifically, it is the process by which meanings are perceived and understandings are reached among human beings." Newman and summer defined communication as "an exchange of facts, ideas, opinions or emotions by two or more persons."

Characteristics of Communication

1. Communication is the two-way process. One is sender and another is receiver
2. Communication is compressive.
3. Communication is active, continuous, reciprocal and dynamic process.
4. Communication is use of common language.
5. Communication is direct and indirect.
6. Communication is the mutual understanding

Importance of Communication

Every organisation's success and failure depends upon the way of communication. Effective Communication is an art to expressing your ideas, thoughts, and views. Communication is a blood flow of every organisation in current society. if the organisation doesn't have effective communication to their employees. the organisation can't be growth. Every employees need to communicate to their superiors. Communication should be clear and transparent for better work environment.

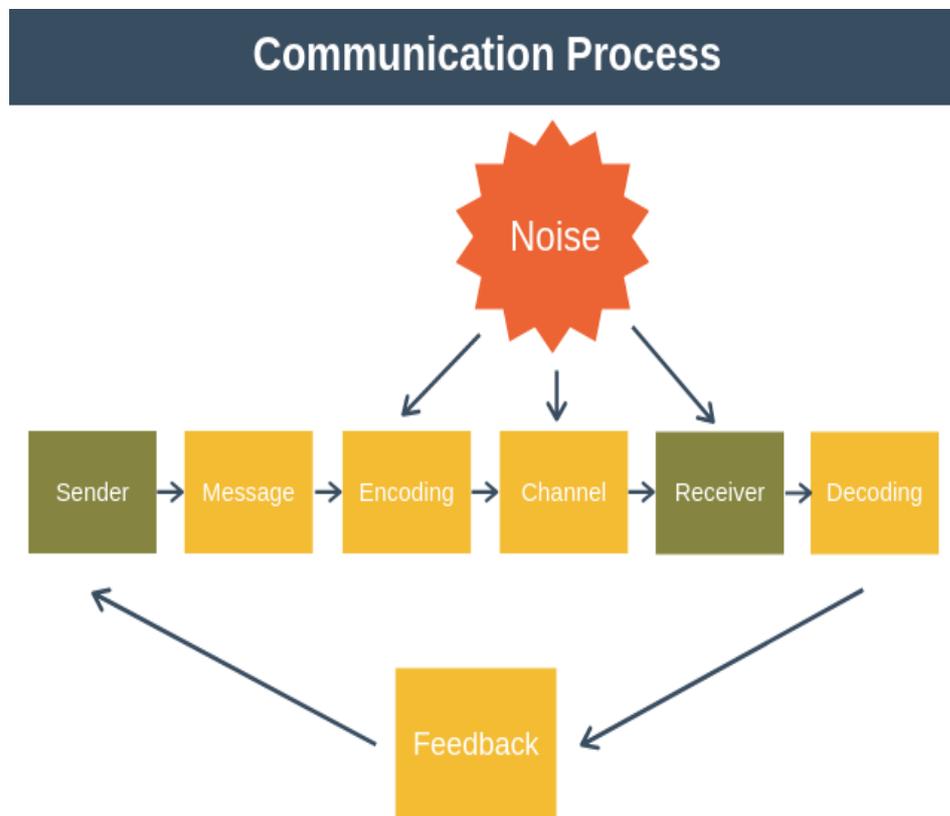
Effective communication helps to convey the right information and decision making. Effective communication is to help employees to feel good and motivated and confidence about themselves and about their friends, groups, and organizations.

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

1. Communication **motivate** the employees by informing and clarifying 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 every organisation. The level of management can process of decision-making as it helps identifying and assessing alternative course of actions.
3. Communication plays the important role to filter **individual's attitudes**. Effective communication easily defined the better attitude or fewer attitudes of the individuals in the organisations. Most of organisations conduct oral and written communication through various forms of Organizational magazines, journals, meetings of help in moulding employee's attitudes.
4. Communication also **helps in our society** and our organisations because without communication no can survive.
5. Communication also assists in **controlling process** of the management system. Effective communication helps controlling employees' behaviour, attitudes by various ways. Every employees in organisations need to follow their different levels of hierarchy and certain principles and guidelines. They must comply with organizational policies, perform their job role efficiently and communicate any work problem and grievance to their superiors. Thus, communication helps in controlling function of management.

Communication Process

The Communication Process consists of eight stages and is shown in the diagram below:



Communication is process of transmission and interaction of facts, ideas, opinions, feelings or attitudes one person to another Understanding the Communication Process can help you to communicate your message more effectively. It can help ensure you construct and present your message to the best of your ability. The process ends in a feedback loop, where the feedback you receive can help you to further improve your communications going forward.

The 8 stages of the communication process are:

Sender: The person who wants to communicate.

Message: The information the sender wishes to communicate.

Encoding: How the message is to be communicated e.g. verbally or written.

Channel: How the message is sent e.g. face to face or by email.

Receiver: The person to whom the sender sends the message.

Decoding: How the receiver understands or interprets the message.

Feedback: The receiver's response to the message.

Noise: Anything that might interfere with communication or reduce the chance of successful communication.

Purpose and Objectives of Communication

In every organisation need to be clear and transparent communication for employees for every organisation's growth.

- Communication is the exchange of information.
- Communication is to develop plans
- Communication is to implement the plan
- Communication is to facilitate policy formulation
- Communication is to achieve organizational goal.
- Communication is to organize resources.
- Communication is to coordinate.
- Communication is to direct the subordinates.
- Communication is to motivate employees
- Communication is to create consciousness.
- Communication is to increase efficiency.
- Communication is to bring dynamism
- Communication is to improve labour-management is relationships

Functions of communication

Communication performs the functions as given below:

1. **Informing:** The primary function of communication is informing messages to others. It really is done verbally or non-verbally. Verbal messages might be either oral or written. On the other hand, non-verbal messages can be sent via human body language, gestures, posture etc.
2. **Persuading:** One more essential **functionality of communication** is persuading a single party by another. In business, management persuades the employees to make certain that employees persuade management so that management accepts their ideas, opinions, and suggestions. The business also communicates with external stakeholders to persuade them.
3. **Integrating various divisions and departments:** Attainment of organizational goals requires integration and coordination of activities performed by various individuals, groups and departments. Management can put together and coordinate those people divisions and departments by building a communication network for the whole organization.
4. **Creating relationships through external parties:** Communication creates relationships not just with internal parties but also with the external parties like customers, suppliers, investors, general community, and government. Communication through these external parties could be the for the survival of an organization.
5. **Improving labor-management association:** There's no option to excellent labor-management relationship for achieving organizational goals. Therefore, a significant purpose of communication is to increase labor-management relationship. Communication helps each party to express themselves and produce an atmosphere of cooperation.
6. **Helping in choice making:** Management is absolutely nothing but producing decisions for creating decision, management requirements information. The function of communication is to supply relevant info on the management in time so that they are able to make appropriate decisions.
7. **Reducing misunderstanding:** In the absence of communication, misunderstanding, distance, conflict, controversies etc. May perhaps a rise inside the organization. Communication helps to overcome and avoid these misunderstanding, disagreement and controversies.
8. **Solving troubles:** Difficulties are favourite to every business. A **business** faces good deal of difficulties in its day-to-day operations. Achievement of business depends on timely items of individual problems. Item of these problems is impossible without the need of appropriate communication with the concerned parties.



Verbal and Non-Verbal Communication

Verbal communication: Verbal communication is the use of words to share information with other people. It can therefore include both spoken and written communication. Verbal communication in a work setting takes place between many different individuals and groups such as co-workers, bosses and subordinates, employees, customers, clients, teachers and students, and speakers and their audiences. Verbal communication occurs in many different contexts including training sessions, presentations, group meetings, performance appraisals, one-on-one discussions, interviews, disciplinary sessions, sales pitches, and consulting engagements.

Written communication: The Written Communication defines as the process of conveying a message through the written symbols. In other words, any message exchanged between two or more persons that make use of written words is called as written communication. The written communication is the most common and effective mode of business communication. In any organization, the electronic mails, memos, reports, documents, letters, journals, job descriptions, employee manuals, etc. are some of the commonly used forms of written communication. The effectiveness of written content depends on the correct choice of words, their organization into correct sentence sequence and the cohesiveness in the sentences. The information in writing is considered more legal and valid than the spoken words. Also, people rely more on the written content than what has been said orally. But, however, unlike verbal communication the feedback of written communication is not immediate since it is not spontaneous and requires time to get into the understandable form.

Oral communication: Oral communication is the process of verbally transmitting information and ideas from one individual or group to another. Oral communication can be either formal or informal. Examples of informal oral communication include:

- Face-to-face conversations
 - Telephone conversations
 - Discussions that take place at business meetings
- More formal types of oral communication include:
- Presentations at business meetings
 - Classroom lectures
 - Commencement speeches given at a graduation ceremony

The important feature of oral communication is that real meaning is conveyed by manner or tone of the voice or the facial expressions of the communicator.

Nonverbal Communication

Nonverbal communication is the transmission of messages without the use of words. (E.g. gestures, facial expressions etc). Sometimes called the “Silent Language”, nonverbal communication can be defined as “non word human responses and the perceived characteristics of the environment through which the human verbal and non verbal messages are transmitted”. Any communication made between two people without words and simply through facial movements, gestures or hand movements is called as non verbal communication. In other words, it is a speechless communication where Nonverbal communication refers to gestures, facial expressions, tone of voice, eye contact (or lack thereof), body language, posture, and other ways people can communicate without using language. Imagine yourself in a situation, where you can't speak but have to communicate urgent information to the other person or for that matter, you are sitting in an important meeting and you want to express your displeasure or pleasure to your colleague without uttering even a word. Here non verbal mode of communication comes into picture. If one has a headache, one would put his hand on his forehead to communicate his discomfort - a form of non verbal communication. Non verbal communications are vital in offices, meetings and even in romantic chats.

There are many forms non verbal communications probably the most recognised are:

Types of nonverbal communication

There are several types of nonverbal communications you should be aware of, including:

1. Body language: Body language is the way someone situates their body naturally depending on the situation, the environment and how they are feeling.

Example: Someone might cross their arms if they are feeling angry or nervous.

2. Movement: The way you move your arms and legs such as walking quickly or slowly, standing, sitting or fidgeting, can all convey different messages to onlookers.

Example: Sitting still and paying attention in a meeting conveys respect and attention.



3. Posture: The way you sit or stand can also communicate your comfort level, professionalism and general disposition towards a person or conversation.

Example: Someone might slouch their shoulders if they feel tired, frustrated or disappointed.

4. Gestures: While gestures vary widely across communities, they are generally used both intentionally and unintentionally to convey information to others.

Example: Someone in the United States might display a “thumbs up” to communicate confirmation or that they feel positively about something.

5. Space: Creating or closing distance between yourself and the people around you can also convey messages about your comfort level, the importance of the conversation, your desire to support or connect with others and more.

Example: You might stand two to three feet away from a new contact to respect their boundaries.

6. Paralanguage: Paralanguage includes the non-language elements of speech, such as your talking speed, pitch, intonation, volume and more.

Example: You might speak quickly if you are excited about something.

7. Facial expressions: One of the most common forms of nonverbal communication is facial expressions. Using the eyebrows, mouth, eyes and facial muscles to convey can be very effective when communicating both emotion and information.

Example: Someone might raise their eyebrows and open their eyes widely if they feel surprised.

8. Eye contact: Strategically using eye content (or lack of eye contact) is an extremely effective way to communicate your attention and interest.

Example: Looking away from someone and at the ground or your phone may convey disinterest or disrespect.

9. Touch: Some people also use touch as a form of communication. Most commonly, it is used to communicate support or comfort. This form of communication should be used sparingly and only when you know the receiving party is okay with it. It should never be used to convey anger, frustration or any other negative emotions.

Example: Placing your hand on a friend’s shoulder may convey support or empathy.

Direction of Communication

In an organization, communication flows in 5 main directions-

- Downward
- Upward
- Lateral
- Diagonal
- External

Downward Communication Flows

Downward communication is when company leaders and managers share information with lower-level employees. Unless requested as part of the message, the senders don’t usually expect (or particularly want) to get a response. An example may be an announcement of a new CEO or notice of a merger with a former competitor. Other forms of high-level downward communications include speeches, blogs, podcasts, and videos. The most common types of downward communication are everyday directives of department managers or line managers to employees. These can even be in the form of instruction manuals or company handbooks. Downward communication delivers information that helps to update the workforce about key organizational changes, new goals, or strategies; provide performance feedback at the organizational level; coordinate initiatives; present an official policy (public relations); or improves worker morale or consumer relations.

Upward Communication Flows

Information moving from lower-level employees to high-level employees is upward communication (also sometimes called vertical communication). For example, upward communication occurs when workers report to a supervisor or when team leaders report to a department manager. Items typically communicated upward include progress reports, proposals for projects, budget estimates, grievances and complaints, suggestions for improvements, and schedule concerns. Sometimes a downward communication prompts an upward response, such as when a manager asks for a recommendation for a replacement part or an estimate of when a project will be completed.

An important goal of many managers today is to encourage spontaneous or voluntary upward communication from employees without the need to ask first. Some companies go so far as to organize contests and provide prizes for the most innovative

and creative solutions and suggestions. Before employees feel comfortable making these kinds of suggestions, however, they must trust that management will recognize their contributions and not unintentionally undermine or ignore their efforts. Some organizations have even installed “whistleblower” hotlines that will let employees report dangerous, unethical, or illegal activities anonymously to avoid possible retaliation by higher-ups in the company.

Horizontal and Diagonal Communication Flows

Horizontal communication involves the exchange of information across departments at the same level in an organization (i.e., peer-to-peer communication). The purpose of most horizontal communication is to request support or coordinate activities. People at the same level in the organization can work together to work on problems or issues in an informal and as-needed basis. The manager of the production department can work with the purchasing manager to accelerate or delay the shipment of materials. The finance manager and inventory managers can be looped in so that the organization can achieve the maximum benefit from the coordination. Communications between two employees who report to the same manager is also an example of horizontal communication. Some problems with horizontal communication can arise if one manager is unwilling or unmotivated to share information, or sees efforts to work communally as threatening his position (territorial behavior). In a case like that, the manager at the next level up will need to communicate downward to reinforce the company’s values of cooperation.

Diagonal communication is cross-functional communication between employees at different levels of the organization. For example, if the vice president of sales sends an e-mail to the vice president of manufacturing asking when a product will be available for shipping, this is an example of horizontal communication. But if a sales representative e-mails the vice president of marketing, then diagonal communication has occurred. Whenever communication goes from one department to another department, the sender’s manager should be made part of the loop. A manager may be put in an embarrassing position and appear incompetent if he isn’t aware of everything happening in his department. Trust may be lost and careers damaged by not paying attention to key communication protocols.

Diagonal communication is becoming more common in organizations with a flattened, matrix, or product-based structure. Advantages include:

- Building relationships between senior-level and lower-level employees from different parts of the organization.
- Encouraging an informal flow of information in the organization.
- Reducing the chance of a message being distorted by going through additional filters.
- Reducing the workloads of senior-level managers.

External Communication Flows

Communications do not start and stop within the organization. External communication focuses on audiences outside of the organization. Senior management—with the help of specialized departments such as public relations or legal—almost always controls communications that relate to the public image or may affect its financial situation. Top level and middle-level management generally handle operational business communications such as purchasing, hiring, and marketing. When communicating outside the organization (regardless of the level), it is important for employees to behave professionally and not to make commitments outside of their scope of authority.

Organisational Communication in present society

Communication is a very important and an integral part of social relations. Therefore, information cannot be shared without communications. Community education, communication, and interaction played a crucial role even at the origins of sociality. Effective communication performs the general functions and specific functions in our society.

General Functions:

1. Organisational communication fulfils our information desires effectively.
2. Organisational communication performs the entertainment role. Communication provides entertainment for passing of time and to release worry.
3. Organisational communication presents instruction, views and guidelines to people.
4. Organisational communication also convinces individuals on a number of areas.
5. Organisational communication creates Positive work environment which can influence productivity and a healthy work environment.

Specific Functions

1. Organisational Communication is used as a tool of growth and development of every organisation in present society.
2. Organisational Communication provides a contribution into the developmental plans launched by government from time to time.
3. Organisational Communication acts as spreading messages in organisation planning.
4. In India, lots of education programs running through communication media. Thus, they provide the different way to teaching the students through the formal communication .
5. The concept of health for all is extending among more number by communication media most effectively.
6. Communication also relieves in national amalgamation theme.
7. It also promotes collective harmony among people.
8. In terms of rural development, communication has a crucial role to play.
9. Communication promotes the public sector endeavours in India also.
10. Communication gets about many modifies among people on certain social customs and cultural philosophy such as untouched ability, casteism, etc.
11. Communication promotes mother and child welfare in India.
12. Communication promotes India's tourism industry inside and outside the country.
13. It also promotes the image of the country in other overseas countries.
14. Lastly communication completes the link between state and central government. And assists in the functioning of administration.

These are the major functions performed by communication. Even though there are more functions to perform for communication, these are the major functions discharged by the communication media in our county. Communication is useful in all the fields and sectors of our economy. The function to be discharged varies from one perspective to the other and depending upon the circumstances in which communication is applied. We can say that no area of activity in our county is left out without the uses of communication. Communication plays a vital role in current organizations culture in the country and today we can securely say that organization can't carry on without the use of communication.

Role of Communication in 21st Century

Communication is a vibrant meadow which has included the knowledge from numerous branches of social sciences and humanities. For example, the influence of sociology and social science research methods in communication is very strong to ignore. While it takes in the knowledge from numerous branches of study, of the borrowed perspectives. The success of doing so is still not fully achieved and the effort is going on for developing its own knowledge and views. This will be the tendency of communication study and research in the 21st century. Communication has numerous branch disciplines such as mass communication, advertising, public relations. Inter personal communication, organizational communication, development communication and so on. All these will have a deep persuade and our philosophy and behaviour in the 21st century.

Major role of organisational communication in 21st century are

1. Communication will need the essential needs of providing information, education, and entertainment to the people.
2. Communication will become a ways of development planning. That is to say it will be used in communicating about development tactics to people with the anticipate of obtaining their co-operation.
3. Communication will be used as a tool of nation building as well.
4. Communication is a predictable in getting people observation from various parts of the country and passing it on to the policy makers.
5. Communication will become a fundamental part of programmes like family planning, adult education and primary of health care in the 21st century.
6. Communication can be used to pool public belief for social evils and can front the people of the 21st century and how best solutions can be found to these troubles.
7. Communication will be employed by nongovernmental and international organizations to secure the cooperation from public for variety of its scheme.
8. Lastly communication will be used by all these apprehensive with the development of science and technology and departure on the benefits of science and technology to the people concerned.

The Role of Development Communication in India

The mass media provide with information, entertainment, education and clarification to the people in India. Mass communications have these functions and they present this role effectively. When there is a problem in media's function, it is taken up in public forums like parliament and legislature for discussion. Apart from these functions, media are expected to maintain towards the development process of this country. When communication is diverted towards development, this came to be called as development communication. To a under developed country like India, development communication is a important field of discussion and debate.

Conclusion

Communication assists social growth of a nation. This can be viewed from the cases of developed western nation which have benefitted extremely from the use of communication media and programmes. In every walk of life of a country, there is role for communication to play. Communication has become a predictability in modern day corporates and institutions. It is applied in diverse areas of the economy as well, be it in agriculture, telecom industry, and education industry or health sector of the country. Thus, communication will sustained to be a most important area of problem solving as looked up by the policy makers in the 21st century. The role of communication in national development would be somewhat from that of the 20th century in the sense that people would face a different set of problem, they predict a different set of responses from the communication media, like radio, TV, newspapers, magazines and films etc. than those of the 20th century. But one thing is quite clear communication will continue to be a key source of inspiration to the people in the century that is ahead. A novel set of expectations lie in-front of the practioners of communication in the 21st century. It remains to be seen how communication will meet these responsibilities. But we can say that it is and will continue to assist the procedure of development and healthy contribution to the nation, particularly a country such as India in the days to come.

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