

Role of structure Communication in Management

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Abstract— Structure communication may be a sub field of the larger discipline of communication studies. Structure communication, as a field, is that the thought, analysis, and criticism of the role of communication in structure contexts. A method by that activities of a society square measure collected and coordinated to achieve the goals of each people and also the collective group. It's a subfield of general communication studies and is commonly a part to effective management in an exceedingly geographic point environment. Knowledge has been collected from variety of articles, books, periodicals and websites. The current study has been associate degree attempt to generate awareness and to know which means, importance of structure communication in management, loopholes in structure communication, and principles of effective structure communication. An intensive literature review is finished on structure communication. At the tip some methods for up structure communication square measure given.

Keywords— which means of structure communication, importance of structure communication in management, loopholes in organizational communication, principles of effective structure communication, methods for up structure communication

I. INTRODUCTION

The field traces its lineage through business data, business communication, and early mass communication studies printed within the Nineteen Thirties through the Nineteen Fifties. Until then, organizational communication as a discipline consisted of a few professors among speech departments United Nations agency had a particular interest in speaking and writing in business settings. The present field is well established with its own theories and empirical issues distinct from different fields. Before we have a tendency to outline structure communication let's consider what a company is, and the way pervasive they're in today's society. Amita Etzioni (1964) states, "We square measure born in organizations, educated by organizations, and most people spend abundant of our lives operating for organizations. Simply put, from birth to death, organizations impact each side of our lives. Like shaping several aspects of communication study, several of the definitions of structure communication share common parts. Stanley Deetz (2001) argues that a method to enlighten our understanding of organization communication is to match totally different approaches. However, for the aim of this text, we want to outline structure communication therefore you have got a frame of reference for perceive this chapter. Our definition is not definitive, however creates a start line for understanding this specialization of communication study. We define organizational communication because the causing and receiving of messages among reticulated people among a particular surroundings or setting to attain individual and common goals. structure communication is extremely contextual and culturally dependent, associate degreeed isn't an isolated phenomenon.

Individuals in organizations transmit messages through face-to face, written, and mediate channels. Structure communication mostly focuses on building relationships, or repeated social interactions, with internal organizational members and interested external publics. In the Nineteen Fifties, structure communication centered mostly on the role of communication in up structure life and structure output. within the Eighties, the sphere turned away from a business-oriented approach to communication and became involved a lot of with the essential role of communication in organizing. within the Nineteen Nineties, crucial theory influence on the field was felt as structure communication students centered a lot of on communication's possibilities to oppress and liberate structure members.

II. LITERATURE REVIEW

First known within the Nineteen Forties, systems theory achieves insights into communication (Heath & Bryant, 2000). Especially cogent on structure communication, systems theory explains however and why individuals kind teams, each of that may be a system moreover as a part of a bigger system. Its focus is on the full system instead of on its elements, and how these elements move to have an effect on the full system. Infante, Rancer and Womack (1997) outline a system as hierarchal — a collection of dependent units operating along to adapt to a dynamical surroundings. It are often divided into smaller subsystems or incorporated with different systems to form larger systems, stated as above systems or environments (Heath & Bryant, 2000). A systems approach to organizational communication expands the fundamental

model of sender-receiver to feature communication networks; this explains however systems adapt to their environments (Heath & Bryant, 2000).

Stephen P. choreographer (2001) defines a company as a of activity science information to the planned “consciously coordinated organization composed of 2 or more folks that functions on a comparatively continuous basis to achieve a standard goal or set of goals” (p. 4). We organize along to attain what we have a tendency to cannot accomplish individually. Organizing happens through communication. When we study structure communication our focus is primarily on firms, producing, the service industry, and for profit businesses. However, organizations also embrace not-for-profit firms, schools, government agencies, little businesses, and social or charitable agencies such as churches or an area humane society. Communication is the premise for management and coordination in organizations; it conjointly provides data essential to effective completion of the structure mission” (Poole, 1978, p. 493). But, what “exactly” is communication? In layman’s terms, communication is that the interchange of information between two or more person.

Farace, Monge and Russell (1977) outline communication as the exchange of symbols that square measure usually shared by the individuals concerned, and that evoke quite similar symbol-referent relationships in every individual. Structure communication goes a bit any. Structure communication is “both just like and distinct from different types of communication” (Shockley-Zalabak, 1999, p. 28). It is quite the daily interactions of people among organizations, it's the method through that organizations create and form events (Shockley-Zalabak, 1999).

Kurt Lewin (as cited in Evans, Ward, & Rugaas, 2000) was one of the primary to develop a model of activity modification in his 1951 book, theory in Social Sciences. Lewin described 3 stages as being necessary in the implementation of a modification in an exceedingly person’s behavior. The first of those is unfreezing, the stage throughout that someone becomes able to learn or acquire a replacement behavior, perhaps by recognizing the ineffectualness of a current behavior or by learning regarding the advantages that might accrue if the new behavior were enforced. The second stage is that the modification itself, which can involve an effort amount throughout that the person familiarizes him or herself with the new behavior. Finally, the refreezing stage happens because the new behavior becomes habitual or implanted with the individual.

Public relations is that the try by data, persuasion and adjustment to engineer public support for associate degree activity, cause, movement or establishment (Bernays, 1955). The field borrows theories of communication from the science disciplines; but, there's nobody theory that's PR. The field conjointly lacks a way of identity, failing to outline its purpose, scope and dimension (Leeper & Leeper, 2001). There seems to be a wide control definition that PR is “the manipulation of public behavior for the good thing about the manipulated publics as well as the sponsoring organizations” (Grunig, 1989, p. 18 – 19). Grunig’s (1989) research explains PR exploitation four models. Grunig calls them “press agency/publicity,” “public data,” “two-way asymmetrical” and “two-way symmetrical” (Grunig, 1989, p. 29). In step with Grunig (1989), the four models square measure representative of the goals, values and behaviors control or used by a company once active PR.

Cummings and Worley (2005) outline structure development (OD) as a system wide application and transfer development, improvement, and reinforcement of the strategies, structures, and processes that cause organization effectiveness. They any distinguish OD from different forms of planned modification in this it addresses a whole system such as a company or a significant fractional monetary unit of a company (such as a division, department, or plant), which it results in enhancements to overall structure effectiveness. Improving structure effectiveness, as against simply finding a localized downside for the organization, is intended to change the organization to raised solve its own problems. Thus, OD are often contrasted with different organizational modification approaches in this it eschews a narrow-problem finding approach to modification and instead takes a planned, data-oriented, systems-based approach to change that links human resources with technology and business processes (Gilley, Egglund, and Gilley, 2002).

Goldhaber (1990) identified variety of common characteristics within the sort of definitions of structure communication structure communication 1) happens within a posh open system that is influenced by, and influences its internal and external environments, 2) involves messages and their flow, purpose, direction, and media, 3) involves individuals and their attitudes, feelings, relationships, and skills.

III. IMPORTANCE OF ORGANISATION COMMUNICATION IN MANAGEMENT

In the read of the importance and generality of communication in management. it's important for managers to understand the way to manage structure communication. It is important attributable to following reasons :-

A. Basis of social control functions-

Organizational communication acts as a basis of all social control functions like designing, organizing, staffing, directing, dominant. It is also needed in motivating, management, and directive the subordinates. therefore communication is an important component of the management method.

B. Job satisfaction-

Smart communication removes the possibility of bewilderment among the parties involved which mechanically satisfies employers and staff in the organization.

C. *Boosts morale-*

Morale is that the most vital human factor that motivates a person to figure within the right spirit.

D. *Building human relations: -*

Effective communication building sound and fruitful human relations. It helps in efficient Sharing of concepts and data, sense of belongings among employers and staff, unity of interests.

E. *Fast call making-*

Effective structure communication conjointly encourages fast and economical call making as a result of all the members of organization whether or not top or middle along makes call.

F. *Helps in downside solving: -*

Structure communication helps in fast finding of any downside because choices square measure taken along.

G. *Maximum production at minimum cost-*

It can seek corporation of the staff by telling them the goals of the business and totally different ways in which of achieving that specific goal. It helps in increasing the productivity by reducing wastages. Thus maximum production are often achieved by the minimum value and efforts.

H. *Coordination-*

It builds coordination among the varied parties internal and external to organization and will increase

IV. LOOPHOLES IN ORGANISATIONAL COMMUNICATION:

To be a good structure mortal one wants to know the way to communicate at totally different levels of the organization. whereas structure communication has its benefits, it can even gift varied challenges to managers and staff like :

A. *a method communication-*

A good communication involves 2 manner communication during which open feedback is there. however once there's a method communication is there in the organization no staff

B. *4.2 data overload-*

Generally in organization employer's forward large data at a book to the employees and employs can't perceive data in effective manner. Therefore data overload become hurdle in effective structure communication.

C. *lack to coordination-*

Principally in organizations there's a lack of trust among the highest level management and low level management that creates lacks of coordination in between employers and staff.

D. *Hesitation in giving feedback-*

If there's lack of trust, lack of coordination and a method communication, every employee hesitated in giving there feedback which can helps organization in their sound functioning

E. *Perspective problem-*

Generally there's a niche between high level and low level in their attitudes. selfish perspective and status variations conjointly a biggest loophole within the effective organizational communication.

F. *Use of technical language:-*

Employers use technical words that cannot graspable by low level employees.

V. PRINCIPLES OF EFFECTIVE ORGANISATIONAL COMMUNICATION

A. *Principal of objective-*

The communicator must clearly know the aim of communication before really transmitting the message.

B. *Principle of clarity of message-*

Clarity in message is additionally important for effective communication within the organization.

C. *Principle of consistency-*

The message ought to be communicated ought to be in line with the plans, policies, programmers and goals of the organization.

D. *Principle of correct feedback-*

It's most vital principle of structure communication. It calls that communication ought to be 2 manner communications in which immediate and timely feedback ought to be there.

E. *Principle of completeness-*

The message to be communicated should be adequate and complete. Otherwise the receiver might misinterpret it.

F. *Principle of understanding-*

Correct understanding is main aim of any style of organization. Therefore sender should produce proper understanding within the mind of receiver.

G. *Principle of time-*

Communication ought to be communicated at the proper time in order that desired response is created within the mind of receivers.

VI. STRATEGIES FOR UP ORGANISATIONAL COMMUNICATION

A. *Encourage open feedback-*

Encouraging open feedback is the most vital strategy for sound functioning structure. It fosters the atmosphere of the structure and structure communication becomes a lot of fruitful.

B. *Clarity of message-*

Message ought to be easy and clear. All necessary data ought to be disclosed.

C. *Avoid data overload-*

Generally in organization employer's forward large data at a book to the employees and employees can't perceive data in effective manner. Therefore data overload ought to be avoided.

D. *Be an honest listener-*

Organization communication becomes economical only each sender and receiver square measure physically and mentally gift whereas act to each other. therefore listening is additionally vital for sound communication in a company.

E. *Correct understanding and coordination-*

Mutual understanding plays terribly important role in effective organizational communication. It helps in achieving higher relations among the parties to speak.

F. *Flexibility-*

An honest system is versatile enough to regulate to the dynamical needs. It ought to carry further numerous information while not abundant strain. therefore flexibility in organization is should in each organization.

G. *We have a tendency to attitude-*

Rather than I perspective we have a tendency to perspective ought to bethere that helps in building sense of belongings, trust, mutual understanding and fosters the operating if organization.

H. *Timely conferences, seminars conferences, workshops, training programmers:*

Regular meetings, timely organizing workshops, conferences, coaching programmers helps in development of staff that mechanically leads development of organization.

I. *Openness in communication-*

For healthily running of organization openness in communication in should. It creates coordination among totally different levels of staff and conjointly boosts the morale of staff.

VII. CONCLUSION

Organizational Communication centered mostly on the role of communication in up structure life and organizational output. It's a method by that activities of a society square measure collected and coordinated to achieve the goals of both individuals and also the collective group. It is a subfield of general communications studies and is commonly a part to effective management in an exceedingly geographic point surroundings. The field turned faraway from a business-oriented approach to communication and have become involved a lot of with the constitutive role of communication in organizing. Organizational communication was driven primarily by quantitative analysis methodologies. enclosed in useful Associates. organizational communication analysis square measure statistical analyses (such as surveys, text compartmentalization, network mapping and behavior modeling). within the early Eighties, the instructive revolution happened in structure communication. In Putnam and Pacanowsky's 1983 text *Communication and Organizations: associate degree instructive Approach*. they argued for opening up method house for qualitative approaches such as narrative analyses, participant-observation, interviewing, rhetoric and matter approaches readings) and philosophic inquiries. structure communication plays a very important role within the field of management. it helps in fast deciding, building relations, problem solving, coordination etc. whereas structure communication has its edges, it can even gift varied challenges to managers and staff like a method communication, information overload, perspective and standing problems etc. principles of effective structure communication includes principle of judgment, time, understanding, consistency, completeness, clarity and open feedback. Last however not the smallest amount methods for up organizational communication more practical like open feedback, clarity, smart attender, we have a tendency to perspective, regular organizing coaching programs, conferences, workshops, seminars etc. openness in communication, flexibility. So Communication is the premise for management and coordination in organizations; it also provides information essential to

effective completion of the structure mission. Fruitful and effective structure communication is should for each organization whether or not huge business or little business. It helps in achieving success in organization and conjointly ends up in swish running of business.

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