

PROCESS AND PURPOSE OF COMMUNICATION

Supriya Mohan Patil

**Can you guess the stages of
Communication Process?**

Stages of Communication Process

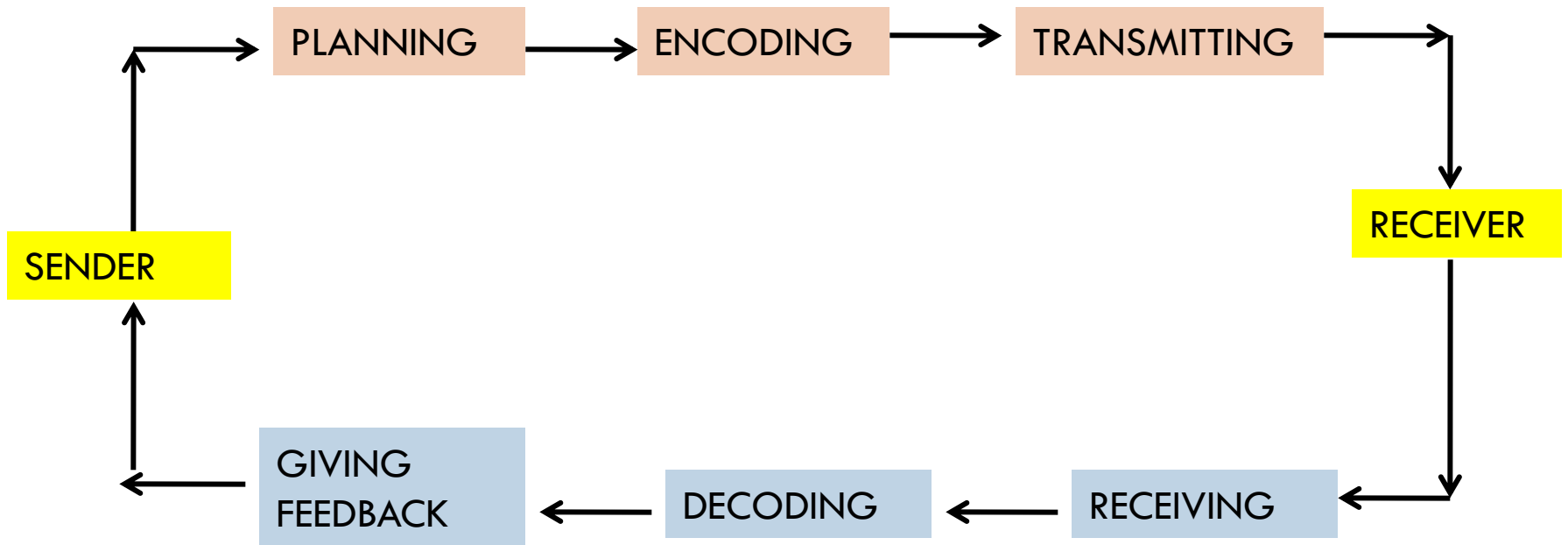
ROLES OF SENDER

- Planning
- Encoding
- Transmitting

ROLES OF RECEIVER

- Receiving
- Decoding
- Giving Feedback

COMMUNICATION PROCESS



Stages of Communication Process

PLANNING

- ❑ The sender has an idea in his mind
- ❑ The raw ideas are not in organization so he plans the message.
- ❑ He decides the way he will build up the message so
- ❑ He decides what to include into and what to exclude from the message.

ENCODING

- ❑ Encoding is the process of preparing the message.
- ❑ Process of putting the ideas into a code (language) verbal or non verbal.
- ❑ It is very essential that sender and receiver have a common code.

TRANSMITTING

- After preparing the message the sender selects a proper channel to transmit (send) the message.
- He/ She considers the receiver's grasping capacity, time, distance and selects a proper channel.
- A proper channel ensures proper transmission of the message. If the sender fails to choose a proper channel, communication might fail.

RECEIVING

- The intended receiver receives the message.
- The receiver's attentiveness, alertness and ability of senses decide how much of the message he/she will receive.
- Barriers can cause partial reception of the message. So it is very essential to remove or minimise the source of noise (or other barriers)

DECODING

- Decoding means comprehending or understanding the message.
- The received message is sent to the receiver's brain where it gets some meaning.
- The receiver's experience, knowledge, biases, emotions, cultural background enable him/her to assign (give) meaning to the message

GIVING FEEDBACK

- After understanding the message the receiver may respond in the form of words, gesture or physical action.
- This response is called feedback. It can be positive, negative or descriptive.
- When the sender receives and understands the feedback, another cycle of communication begins.
- This process may continue as long as the two people wish to communicate.

Why do we communicate?

**What is our purpose of
communication?**

**Why do we people communicate in
an organization?**

**What is their purpose of
communication?**

RATAN TATA'S 10 RULES OF SUCCESS

1. **Communicate With Your Employees**
2. **Take Changes**
3. **Persevere**
4. **Build Trust**
5. **Be Humble**
6. **Have Heroes**
7. **Be Yourself**
8. **Make A Difference**
9. **Be Motivated By Competition**
10. **Do What Can't Be Done**



Purpose of Communication

INFORMATION

- Receiving and transmitting information is the major function of communication in an organization.
- Through adequate and effective communication managers receive and transmit information which enables them to solve problems and take decisions.

CONTROL

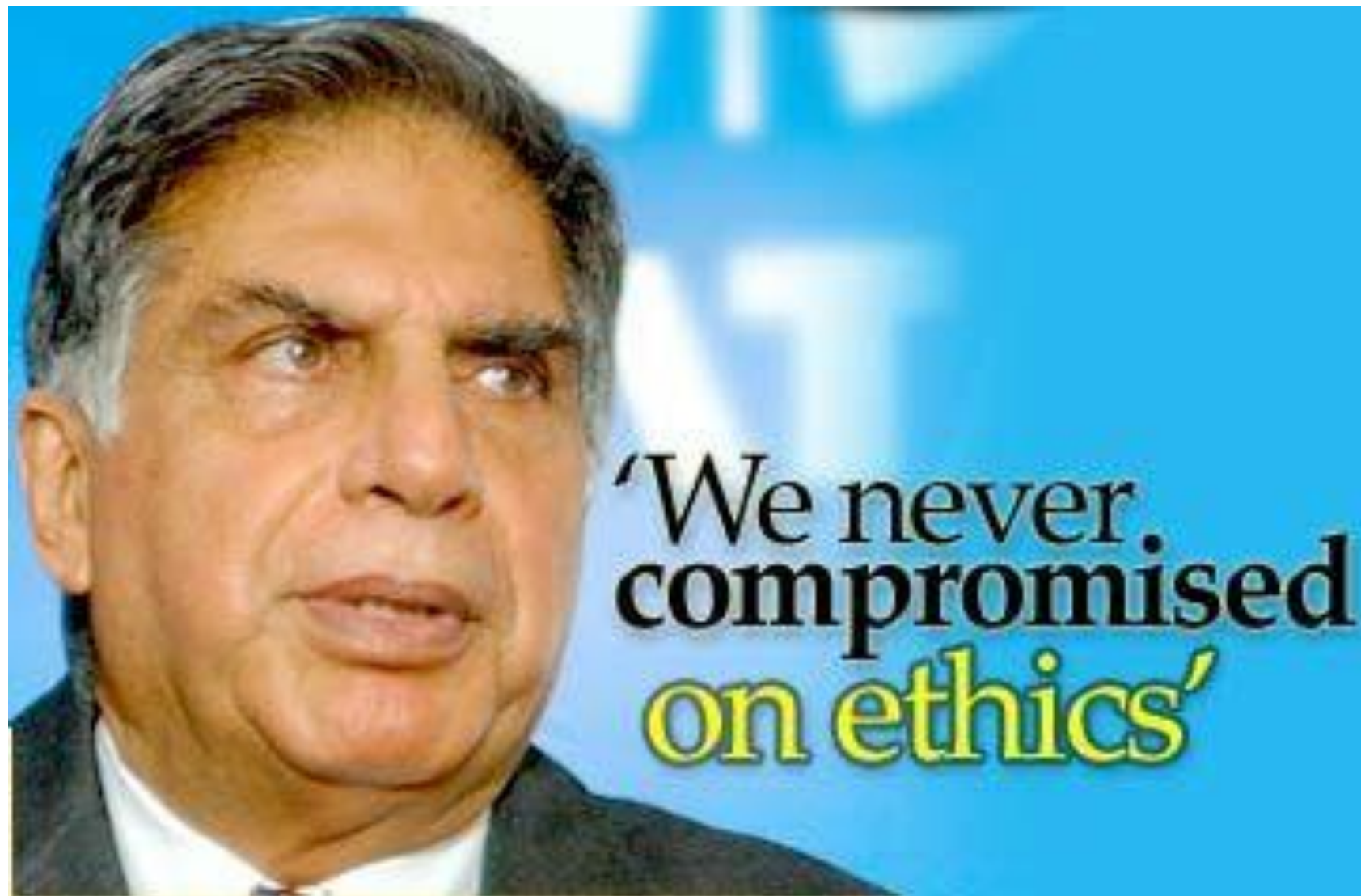
- In business context 'control' means the power to influence people's behaviour.
- If the control function is at work, the employees follow the policies and procedures of the company; follow their job descriptions, inform their job related problems to their immediate boss.

Motivation

- Motivation means inspiring inner urge (wish) among people to make sincere efforts to achieve organizational goals.
- Effective communication helps to set and define clear goals, give feedback on the progress made towards the goals and reinforcing/ inspiring desired behaviour among employees.

Emotional Expression

- Communication provides a mechanism for employees to express their emotions under different situations.
- While working in team, employees express their satisfaction, dissatisfaction, frustration etc. which is essential to maintain good mental health of the employees.



**'We never
compromised
on ethics'**

Advice

- Advice refers to the opinion offered to change the approach or behaviour of another person.
- In business it is sometimes required to take expert advice related to taxation, technology, finance etc. So asking and giving advice is an important function of business communication.

Persuasion

- Persuasion is an effort to influence the views and opinions of others and moulding (changing) their behaviour.
- Persuasion is an important objective of business communication. In fact, all business communications are directly or indirectly persuasive. e.g. Managers persuade their employees to put in their best efforts.

Suggestion

- In business, new ideas may not always come from top executives. The workers or lower order employees may also provide some creative suggestion.
- Progressive management welcomes such communication which brings innovative ideas and suggestions.

Report

- In big organizations it is very important to control the organizational activities to achieve timely completion of objectives.
- For this it is essential that information flows upward to the top management. Such reporting is generally written.
- Such proper reporting keeps the top management updated.

Education

- Education is a communication aimed at widening knowledge and improving skills of learners.
- In progressive organizations education is imparted (given) to managers, employees and workers to keep them abreast (shoulder to shoulder) the innovations.
- Regular orientation of employees is done to keep employees updated about the latest developments regarding organization's policies and procedures.

Raising Morale

- Morale means mental health of the employees. It arises from the confidence, courage and positive attitude.
- High morale results in good performance while low morale results in poor performance.
- So organizations through effective communication climate try to keep the morale of the employees high.

THANK YOU

