

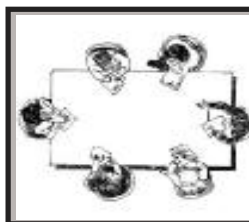
ENGLISH MANUAL



CHAPTER 04

IMPORTANCE OF COMMUNICATION





IMPORTANCE OF COMMUNICATION

Importance of communication could be brought into light, through the following points:

☑ Communication as the basis of organisation function

Communication is the basis of organisational functioning. It is only when necessary communications are made to subordinates and operators about their jobs that action on their part is possible. In fact, communication is the petrol which drives the vehicle of the organisation.

☑ Communication as an aid to planning

Communication is an aid to the process of decision-making in general; and planning, in particular. Any type of decision-making requires, among other things, basic information about the enterprise resources and limitations, and the external environmental factors; which must be supplied i.e. communicated to the management by suitable agencies.

☑ Communication as an aid to leadership

Communication is very basic to the process of exercising interpersonal influence, through leadership. A leader communicates the objectives, policies, rules and procedures of the enterprise to followers and also communicates the necessary work-orders, instructions and guidance to them, for the proper execution of the intended jobs, to be performed by the group. The members of the group i.e. followers would communicate their problems, needs and performance to the leader. The better is the communication system existing between the leader and his followers; the better are the results, produced by the group, during the process of exercising leadership.

☑ Communication as an aid to co-ordination

Co-ordination is greatly facilitated when persons doing similar work or related aspects of work, are in perfect mutual understanding with one another-as to the manner and approach to work-performance. Such mutual understanding among people is largely an outcome of free communication allowed to exist among them; through which they can reconcile their differences

and agree on a common approach to work performance. Hence, communication is a good and great aid to achieving co-ordination of individual efforts.

☑ Communication helps overcoming resistance to changes and ensures their implementation

People in general resist to changes when changes are either not properly communicated to them or the purpose behind introducing such changes is not explained to them. Through communication, people can be convinced of the desirability of introducing changes, and thereby resistance to changes can be overcome.

☑ Communication as the basis for good human relations

Communication promotes good human relations, in the organisational life. Apparently communication is transfer of messages; while intrinsically it is transmission of understanding among the senders and the recipients of messages. A free flow of communication, through facilitating transmission of understanding, paves the way for the development of good human relations.

In particular communication helps to resolve mutual differences, redressal of grievances and becomes the basis for sound inter-personal relations.

☑ Communication helps building good public relations

Good public relations comprise, relations of a person with other people particularly his inner circle - friends, relatives and public at large. In the larger scale, business enterprises maintain a separate 'public relations department'; which basically entertains problems, complaints of the public and assures them of their solutions.



One of the most tactful men he ever knew, a California manufacturer says, “was the man who fired me from my very first job. He called me in and said, ‘Son, I don’t know how we’re ever going to get along without you, but starting Monday we’re going to try.’”