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## Communication - conducive to industrial peace and prosperity

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### Abstract

Communication is always an existing and unavoidable phenomenon. Silence also conveys a lot about the persons attitude. Effective communication is essential especially in the present era of globalization, IT revolution complex business structure, human relations movement, public relations etc, more over communication skill plays a dominant and decisive role in the success of an individual life. It is complete not only with transfer of message but with transmission of understanding. Thus to ensure whole communication the sender should choose the appropriate information, identifying the audience and select the way to develop the information. Effective communication increases managerial efficiency. Communication plays key role in the success of manager. The present focus is to understand about the communication techniques and a close examination of how the institutional structure and influences of individual behaviour takes place. In achieving sustainability, in addition to this it also help the company to know how they can be able to attain corporate social responsibility.

It is the gum that helps you deepen your connections to others and improve teamwork, decision making, and problem solving. It enables you to communicate even negative or difficult messages without creating conflict or destroying trust.

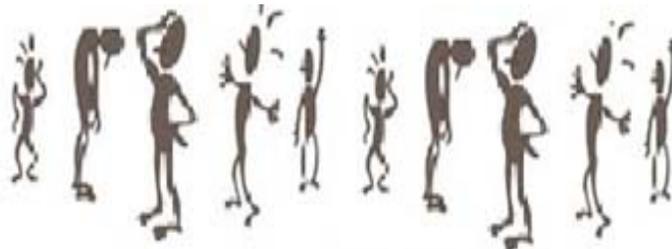
While effective communication is a learned skill, it is more effective when it's spontaneous rather than formulaic. A speech that is read, for example, rarely has the same impact as a speech that's delivered (or appears to be delivered) spontaneously. Of course, it takes time and effort to develop these skills and become an effective communicator. The more effort and practice you put in, the more instinctive and spontaneous your communication skills will become.

**Keywords:** Communication, elements, industrial behaviour, synergy and industrial peace, team building, team decision making, morale building, job satisfaction, employee morale.

### Introduction to Communication

Change is the law of nature that never changes. The present business world have to cope with the forces of change like change in technology, change in customer's tastes and preferences, changing laws, etc. To deal with change in effective way, executive way, executives need to change the mindsets of the people, overcome their fear and resistances to change and win their commitment. They have to communicate their compelling vision in the light of changing circumstances and motivate them for desired action. Without communication of the compelling vision, efforts of to- management are likely to fail.

Communication is always an existing and unavoidable phenomenon. Not to talk of facial expressions, positive gestures and other behavioral ways, even silence also conveys a lot about the people's attitude. Communication is universal phenomenon. We communicate through own symbols and signs, language which is a universal phenomenon.



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Consider these factors when you communicate with others:

- the type of language you use for your message
- the assumptions you make when formulating your message
- the willingness of the receiver to engage in dialog about your message, and
- your tone of voice, volume, and the rate at which you speak

Communication can also be distorted by "noise" which is anything that causes a receiver to incorrectly receive the message, including distracting sounds, faulty hearing, mispronunciation, and errors in transferring the message. Communication is essential for the success and survival of an organisation. Without communication organisations cannot exist. Effective communication is essential especially in the present era of globalization. It plays a dominant and decisive role in the success of an individuals life.

### Characteristics of Communication

Communication is a two-way process. Information has not only to be sent but has also not only to be sent but has also be received and understood. This process is incomplete until the response or reaction based on proper understanding is available. Hence we can say that feedback is an essential part of communication. Now we discuss about the characteristics of communication in brief:

- Ongoing process and pervades all human relationships.
- To create mutual understanding by seeking information, persuading, influencing others and eliciting actions.
- Communications consists of ideas and emotions but also facts.
- Communication consists of a flow of messages through several networks for problem solving, workflow, information.
- There should be a sender and a receiver and hence called as a two-way process.
- Goal -oriented process
- It is and inter-disciplinary science. Knowledge derived from several sciences is used in communication.



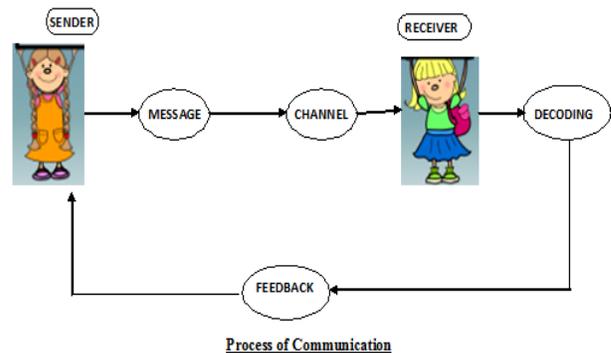
Communication implies team building and team decision-making:

It provides very helpful team meeting outlines, communication exercises, and other useful activities and assessments that will help you build a collaborative team. Effective Communication Is Critical to Team Success. Powerful Team Building Communication acts as a team leader or member, you need to understand that good team communication is vital to the success of your team.

### Elements of Communication Process

The communication process is the inter-relationship between several inter-dependent components. It consists of a whole series of related actions and reactions which together result

in the sharing of meaning. In order to understand how communications works, it is necessary to describe each of these components and how each component part fits into the whole process.



1. Sender or transmitter is the source of the message and wants to transmit it for some purpose. The sender may be a speaker or a writer, he must have a clear idea in his mind about what he wants to communicate.
2. Message may be verbal or non-verbal.
3. Channel connects the sender with the receiver. Oral messages transmits quickly but written message has a time gap.
4. The person to whom the message is directed is known as receiver.
5. The receiver translates the works and symbols used in the message into idea and interprets it to obtain its meaning which is called as decoding.
6. Feedback is the key element in communication as it is the only way of judging the effectiveness of the message.

### Important Factors-Communication- Industrial Behavior

Business is a part of the economic system and it operates within the framework of the national economic system. An economic system or economy consists of the institution which have been chosen by a nation as the means through which its limited resources are to be utilised for the satisfaction of unlimited human wants. Communication in the organisation is multidimensional as it flows in several directions so as to educate and train employees so as to improve their knowledge and skills. Managers should decide in advance what is to be communicated and when. It will help to transmit right information at the right time thereby avoiding both under – communication and over-communication.

Communication network is the regular pattern, system or structure, designed or build up among hierarchy through which information flows in an organization. This communication network may be formal or informal. Business leaders and managers lead from the front – making the critical financial and staffing decisions, then announcing the changes and leaving the staff to just 'get on with it'. As communication evolves and becomes more informal (social even), people feel the need to be more engaged and involved than past generations. Therefore if managers do not effectively communicate why a difficult business decision has been made then employees feel frustrated and left in the dark. So in an industry the communication network should be properly maintained.

**The importances of communication in organisation management are as follows**

**1. Planning for executing-** The most important functions of management, requires extensive communication among personnel. Communication is important in executing a planning and then controlling the activities of the personnel with the help of feedback information. To evaluate the performance of the personnel, communication is necessary.

**2. Co-ordination-** It is very necessary to coordinate the efforts of the labour engaged in the various activities of production and organisation. Co-ordination requires mutual

understanding about the organisational goals, the mode of their achievement and their inter-relationship between the works being performed by various individuals, this all can be achieved only through effective communication.

**3. Effective leadership-** Effective leadership requires an effective system of communication. As a leader, the manager has to influence the behavior of his subordinates so that they willingly accept him as their leader. Unless the effective communication is there, he cannot influence and inspire them. He has to create an environment of trust, understanding and co-operation through communication.

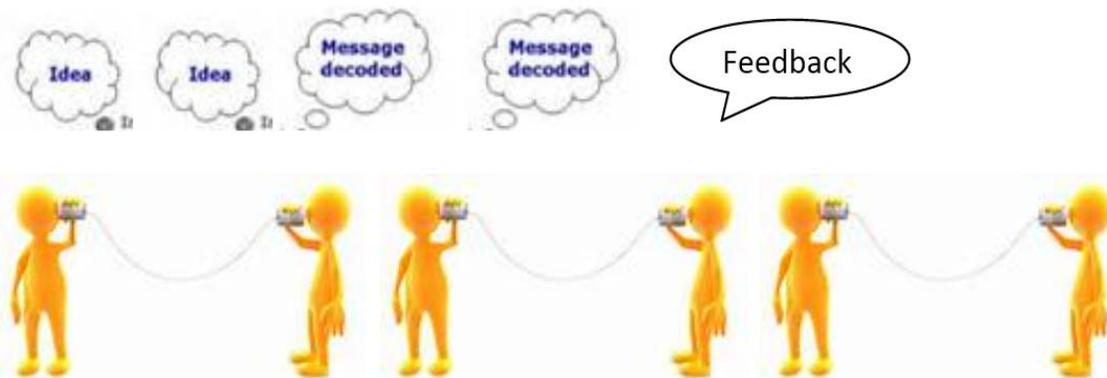


**4. Control-** Communication facilitates in controlling and channelized various activities of the individuals, departments and segments of the organization. In this, the expected and corrective action should be taken. When actual performance is compare, there is a feedback from the employees regarding their progress and when corrective actions are taken, they are communicated to them either orally or in writing by their superiors.

**5. Managerial efficiency-** Effective system of communication is needed for the entire organisation and keeps the organisation at work. Moreover, management

cannot work efficiently unless it knows the problems of its subordinates and removes it. Thus the skill of communication has become an essential quality of successful management.

**6. Enhancing synergy and industrial peace-** Communication is a two-way traffic which helps promoting cooperation and mutual understanding between the personnel in the organisations. Communication helps the management to know what the organisation wants and how it can be performed. Through effective way of communication it promotes the industrial peace and good relations.



**7. Decision-Making and Planning-** Communication is essential for decision-making and planning. It enables the management to take managerial decisions which depends upon the quality of communication. To implement the decision effectively, it becomes essential to convey the decisions to the subordinates concerned through an effective system of communication.

**8. Morale Building-** Communication system enables management to change the attitude to motivate influence and satisfy the subordinates. At proper time the communication

must be effectively used. Good communication improves good industrial relations.

**9. Increase the employee morale-** Communication increases the morale and discipline of workers and ensures better working conditions.

**10. Job satisfaction-** Good communication removes the possibility of misunderstandings among the parties concerned. Workers know what they have to do and how. It creates a sense of cooperation among them. It will increase

the morale of the worker and each worker will be fully satisfied in his work.

Thus, we see that communication plays very important role the existence of an organisation. Communication through exchange of ideas and information helps to bring about unity of action in the pursuit of common purpose. It binds the people together and facilitates co-ordination. Thus, the two-way communication promotes co-operation and understanding among management and workers

#### **Communication the need for Building Human Relations**

Healthy industrial relations are conducive to industrial peace and prosperity. This is possible not only with good working conditions and environment but also with communication among the management and workers. Through effective communication the management can convey its expectation

to workers and workers can put their suggestions and grievances before the management. In the words of George R. Terry, "It serves as the lubricant, fostering for the smooth operations of management process." Communication makes possible the smooth and efficient working of an enterprise. It is only through communication that the management changes and regulates the actions of the subordinates in the desired direction. Without effective communication, it may not be possible to issue instructions to others. Effective communication helps in proper implementation of plans and policies of the management. Effective communication increases managerial capacity too. A manager is a human being and has limitations as to time and energy that he can devote to his activities. He has to assign duties and responsibilities to his subordinates.



## **Healthy communication among the employees create healthy environment**

#### **Conclusion**

Communication for Organizational Success is a complex one. People in organization usually spend over 75 percent of their time in an interpersonal situation. That the root of a large number of problems is poor communication. Effective communication is an essential component of organizational success whether it is at the interpersonal, intergroup, organizational or external levels.

There are a wide number of sources of noise or interference that can enter into the communications process. In a work setting, it is common since interactions involve people who not only don't have years of experience with each other, but communications is complicated by the complex and often conflictual relationships that exist at work. an efficient system of communication enables management to change the attitude of the subordinate's manager feels that is friction or frustration among employees; he has to remove it through proper and timely communication. He has to understand the needs and interests of the employees and motivate them by making their goals congruent to the organizational goals. For the execution of the work, he has to issue necessary instructions, order and invite suggestions and opinions of the workers. An efficient communication system helps in improving public opinion, having contacts with government departments and getting market information in order to achieve the primary goals.

It can seek cooperation of the workers by telling them the goals of the organization and the ways to achieve them. It increases the goodwill of the firm and helps in creating a favorable public attitude towards the organization. Thus, effective communication is not only essential for uninterrupted working of any enterprise, but also for maintaining good relations with external parties.

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