

COMMUNICATION MEANING & FUNCTIONS

COMMUNICATION

DEFINITION

The word itself is derived from the Latin verb *communicare*, which means "to *share*" or "to *make common*".

- Communication is the sharing of information
- Communication is the giving and receiving of messages
- Communication is the transfer of information from one or more people to one or more other people
- Communications is fundamental to the existence and survival of humans as well as to an organization. It is a process of creating and sharing ideas, information, views, facts, feelings, etc. among the people to reach a common understanding.

FUNCTIONS OF COMMUNICATION

1. The Basis of Co-ordination

- The manager explains to the employees the organizational goals, modes of their achievement and also the interpersonal relationships amongst them.
- This provides coordination between various employees and also departments. Thus, communications act as a basis for coordination in the organization.

2. Fluent Working

- A manager coordinates the human and physical elements of an organization to run it smoothly and efficiently. This coordination is not possible without proper communication.

3. The Basis of Decision Making

- Proper communication provides the information to the manager that is useful for the decision making. No decisions could be taken in the absence of information. thus, communication is the basis of taking right decisions.

4. Increases Managerial Efficiency

- The manager conveys the targets and issues instructions and allocates jobs to the subordinates. All these aspects involve communication. thus, communication is essential for the quick and effective performance of the managers and the entire organization.

5. Increases Cooperation and Organizational Peace

- The two-way communication process promotes co-operation and mutual understanding amongst the workers and also between them and the management. This leads to less friction and thus leads to industrial peace in the factory and efficient operations.