



ORGANIZATIONAL COMMUNICATION: THE LIFELINE FOR AN ORGANIZATION

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Introduction:

Although communication applies to all phases of operation, it's particularly important in the function of an organization efficiently. Communication thus, is a conscious trouble to partake information, ideas, attitudes, skills etc., with others. Communication is generally allowed of as taking place by means of verbal symbols but a sociopsychological analysis requires that attention be paid to the full range of symbols that may be used by human beings, including gestures, tone, facial expressions etc.

Organizational communication

An organization is a stable system of individuals who work together to achieve through a hierarchy of ranks and a division of labour, common pretensions and objectives. So, as Thayer (1968) points out, organizational communication refers to all of those data-flows that subserve the organization's communication and intercommunication process in some way. It is a distinct form of communication as it occurs in a largely structured setting. It is supposed to be a two-way communication where in ideas should travel to-and-from, without distortion of bias.

It determines the quality and climate of human relationships in an organization.

Types of Organizational communication

Types of communication may be different according to media and means espoused. Communication is the flow of messages from communicator to the receiver. The organization is concerned with flow of communication. As similar, it may flow by words, letters, symbols or messages. Thus, the total communication set up is astronomically classified as follows

I. ACCORDING TO ORGANISATIONAL STRUCTURE

Formal Communication: When information is transmitted by virtue of one's status, placement in the organization it is termed as formal communication. It flows through officially prescribed route in which there are officially recognized positions. It is a two-way communication

E.g.: Executive instructs his subordinates.

Informal or grapevine communication: When an informal channel is used to communicate it is termed as grapevine or informal communication. It is information

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communication network formed out of personal relationship, social and group relations but not out of position of line of authority, superior and Subordinate or based on organisational hierarchy. IT IS A QUICK VEHICLE FOR MESSAGE. Informal communication may be conveyed by a simple glance, gesture, smile or mere silence.

E.g.: RUMOURS

II. According to direction of flow

Down ward communication: When information comes from higher level to a lower level in the organization structure, it is termed as downward communication.

E.g., Information passes through written orders, reports, rules, Instructions, manuals, policy directives etc.

Upward communication: Whenever information moves from a lower level to a higher level in the organization it is named as upward communication. Through this, executives can know the activities and progress achieved by their subordinates.

Horizontal communication / inter scalar communication: A communication is said to be horizontal when it takes place between two subordinates of the same superior.

III. According to the way of expression

Verbal or oral communication: The process is a face-to-face conversation through

oral words or words of mouth. It is the most widely practiced medium of communication

Written Communication: The process involves sending message by written words. Media for written communication are letters, circulars, notes, explanation and memorandum.

Non – Verbal communication: One of the multimedia of communication is non-verbal communication or communication by implication. Communicating a message without using arbitrary symbols i.e., words or meaning of words is termed as ‘non-verbal communication or word-less communication.

Role of Communication in making organization functional

Organizational communication is a distinct form of communication as it occurs in a largely structured setting. It is supposed to be a two-way communication where in ideas should travel to-and-from, without distortion of bias. It determines the quality and climate of human relationships in an organization. In moment's enterprises, information must flow faster than ever before. Even a short cessation on a fast-moving production line can be very costly in terms of lost output. It is thus essential that production problems can be communicated quickly for corrective action to be taken.

Case study: Managing by Walking Around

Leadership demands information about what is really going on in the organization. Managers who never leave the office and only rely on formal communication channels, may receive only the information that places subordinates in a favourable light. To overcome their insulation, managers need to condense the formal communication channel with informal ones.

In their hunt for excellent companies, Thomas Peters and Robert Waterman noted that managers at United Airlines practice what has been labelled “managing by walking around. A analogous practice is called “operation management by wandering around” at Hewlett Packard. The belief is that managers will ameliorate informal communication channels by walking around the plant.

Summary & Conclusion

Clearly, communication does not occur between organizations any further than it occurs between people. Communication, as varied with data generation, dissemination and the acquisition process of intercommunication, always occur within some existent.

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