

## **“Communication is Incomplete without Feedback”**

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### **Abstract**

Communication is the main source of interaction between people by which they share their thoughts with each other. These communications can be verbal, nonverbal or through by the use of sign language. By means of communication we are able to express our thoughts and, in this feedback, plays a major role as its is the main basic ground which helps the one in front of you understand that what he has spoken to you is clear to you and what changes you want in so that you. So, feedback develops understanding between the two parties and lead them to a point where parties can lead to a good decision which is correct. Feedback is also of four types i.e. positive feedback, negative feedback, positive feedforward, negative feedforward.

Feedback happens automatically as when you give back a response to anyone it becomes feedback and thus when feedback is given or say that the response is generated, it should be good enough to understand for the person in front you.

Feedback clear out the mind, it removes the stress from the mind of the receiver because he is able to tell the things that he wants. Feedback plays a very vital role as if they are given properly they lead to making correct decisions which can overcome company from huge loses. Feedback motivates the employs and they boosts their morale so that they can work more efficiently. Thus, feedbacks are very effective in decision making and critical analysis as the one gets to know about the problems of others.

### **INTRODUCTION**

As we know that communication is the most important thing for any human, animal and organisms to express his or her thoughts regarding any topic or regarding his want. These communications can be verbal, nonverbal, gestural or through body language. Our human kind is communicating with each other from the start of the time though they did not have any words they can understand but then also the were that sufficient that they understood the desires and necessities of each other through nonverbal communication.

As the time passed the humans also developed words and codes through which they used to express their thoughts and visions. At that time the most basic problem that human suffered was that how should they express their thoughts to others and how will the others understand it, as at that time they did not have a proper language or proper code they were not able to express their thoughts to anyone more precisely and more efficiently. So at hat time the major problem was lack of a basic way to communicate now that we have evolved and made the languages and a medium through which we can communicate the main problem then arises is the feedback, as we are able to express each other’s thought and ideas what other person want so it becomes necessary that we give them a proper feedback that we have understood the

message and we will work on it. If a proper feedback is not given then the person who has given the message or the sender does not get to know that you have understood it.

So, feedback becomes very important for communication nowadays.

### **What is communication?**

Communication in general refers to the exchange of ideas with each other through verbal or nonverbal means.

Communication is derived from the Latin word “communicare” meaning “to share”, is act of conveying intended meanings from entity or group to another through the use of mutually understood signs and semiotic rules.

Communication not just an interaction between two people it is basically more than that, you always start a topic by seeing the surrounding and atmosphere, according to that you choose your words which you want to communicate.

As you know there are eyes and ears everywhere so when you share your idea to others, there are actually other people also who are grasping that idea or message unconsciously. So, communication also happens unconsciously also.

Communication is a very important process as to express our views on anything we need a medium to express it and when the message is delivered it is said communication.

Communication is means of sending or receiving information from our surroundings, there many things which help us grasp the information for example telephones, mobile phones, internet, social media etc.

There are nonverbal and gestural ways also for example signs on the roads and advertisements through posters etc.

Nowadays communication has become a very important factor specially in corporate sector as the one who will be able to express their ideas in a better way will move forward so it is important for the young generation to improve their communication skills for a better future.

Communication is a very basic thing which is required for performing almost every single task, whether we want to buy some grocery or buying food for ourselves, even when we see the menu list for buying food we are communicating, it is also a means of communication.

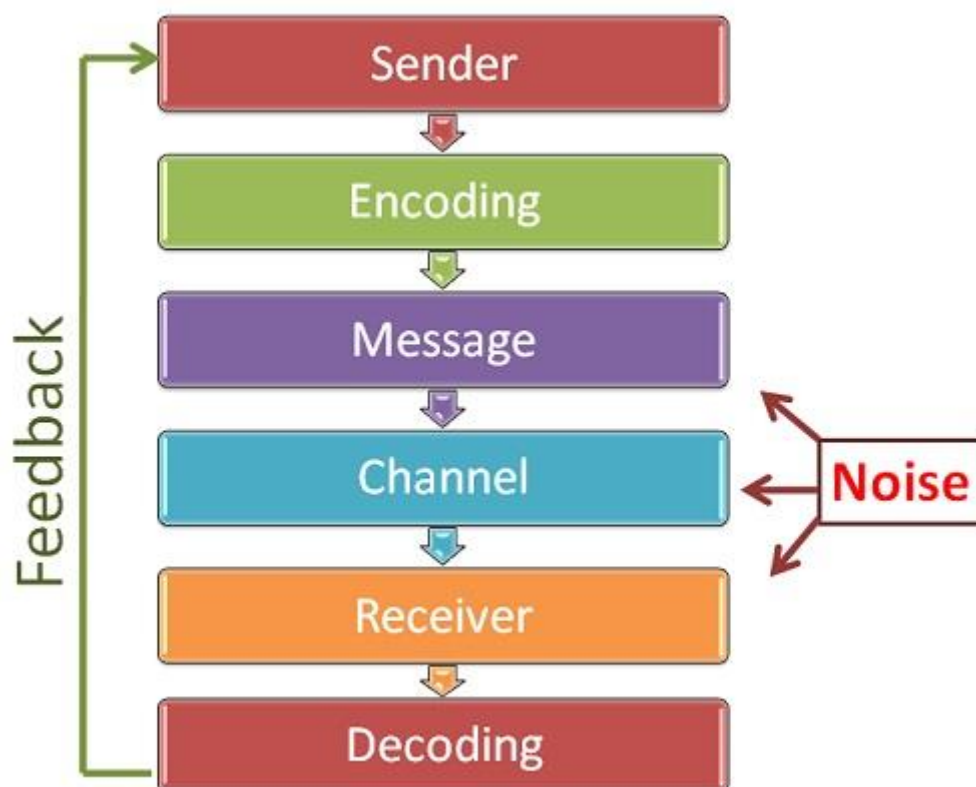
Communication should be proper as per to the need of the time and the place as you should analyse who your audience is, what is there need, you shouldn't be over exerting yourself to it or throwing the things which are over the understanding of the people listening to you.

### **Process of communication**

Communication is a very important process, as its goal is to convey the information, and understanding of that information.

This information can be directed towards a single person or to a group of individuals as it is a two process so it requires at least two individuals who want to exchange the information with each. The opinions are transmitted between two or more persons with an intention of sharing information.

The communication is a dynamic process that begins with the conceptualizing of ideas by the sender who then transmits the message through a channel to the receiver, who in turn gives the feedback in the form of some message or signal within the given time frame. Thus, there are Seven major elements of communication process



1. **Sender:** The sender or the communicator is the person who initiates the conversation and has conceptualized the idea that he intends to convey it to others.
2. **Encoding:** The sender begins with the encoding process wherein he uses certain words or non-verbal methods such as symbols, signs, body gestures, etc. to translate the information into a message. The sender’s knowledge, skills, perception, background, competencies, etc. has a great impact on the success of the message.
3. **Message:** Once the encoding is finished, the sender gets the message that he intends to convey. The message can be written, oral, symbolic or non-verbal such as body gestures, silence, sights, sounds, etc. or any other signal that triggers the response of a receiver.

4. **Communication Channel:** The Sender chooses the medium through which he wants to convey his message to the recipient. It must be selected carefully in order to make the message effective and correctly interpreted by the recipient. The choice of medium depends on the interpersonal relationships between the sender and the receiver and also on the urgency of the message being sent. Oral, virtual, written, sound, gesture, etc. are some of the commonly used communication mediums.
5. **Receiver:** The receiver is the person for whom the message is intended or targeted. He tries to comprehend it in the best possible manner such that the communication objective is attained. The degree to which the receiver decodes the message depends on his knowledge of the subject matter, experience, trust and relationship with the sender.
6. **Decoding:** Here, the receiver interprets the sender's message and tries to understand it in the best possible manner. An effective communication occurs only if the receiver understands the message in exactly the same way as it was intended by the sender.
7. **Feedback:** The Feedback is the final step of the process that ensures the receiver has received the message and interpreted it correctly as it was intended by the sender. It increases the effectiveness of the communication as it permits the sender to know the efficacy of his message. The response of the receiver can be verbal or non-verbal.

This feedback is very important thing as it defines that what the receiver has understood from it, thus when the feedback is given it becomes clear that the receiver understood it or not.

### **What is feedback**

Feedback can be defined as a process in which the output of an action is returned, it can be said "fed-back". Basically, feedback is the observation of receiver's response in other words we can say that what receiver has understood from the message or the information delivered to him and this message is in turn is send back to the sender.

If you think that feedback is not so important than this context will change your mind about the image you had about the feedback as when you will not tell or reply about thing which was told to by the speaker or the sender he will not be able to get the correct idea of your understanding and he will demand something else and you will do something else, thus it will lead you towards miscommunication which will just make the things much worse for the further proceeding.

Feedback is not just replying about what you understand from the context but it is also giving new ideas about it to the sender. It also helps to get the things correct if they go in the wrong way.

So, feedback can see as the basic chain of command, without a proper feedback the communication is incomplete and cannot move forward because both sender and receiver will be thinking something else.

So, feedback helps us know the demand, problems, ideas, thoughts and views regarding any topic and it gives the communication a way in which it can perform better.

Providing effective feedback is critical to maintaining a capable workforce. A main component of feedback process is acquiring accurate information to fuel the feedback decisions. Obtaining relevant data and feedback from credible sources as well as enhancing the validity of the feedback by gathering information from multiple sources is critical to this process

### **Types of feedback**

The type of feedback given to employees has a major impact on their subsequent performance. In order for managers to be the most effective at providing feedback must understand the types of feedback.

- **Negative feedback:** negative feedback is those feedback which point out toward the mistake in the context of the message or the work which is being done it tells about the improvements which can be made in the work. Negative feedback tells the sender about the main areas where the receiver is not able to understand it and where things should be changed. Negative feedbacks bring out the change what is needed to become easy for everyone.
- **Positive feedback:** positive feedbacks are those feedbacks which are given after the receiver understands what they need to do and after doing that it is shown in their results.  
These feedbacks are easy positive because the receiver understand the message easily that what work is required from them because of which the results are always good and they are done in the limited time and also their results are also up to the mark.
- **Negative feedforward:** negative feedforward is that type of feedback in which the feedback which is given is for the future conduct of the work, it tells about the changes that are required for more better results, employees are able to give their views for the future changes that they require for there working.
- **Positive feedforward:** these feedbacks are the affirming feedbacks given for the future events. These feedbacks are the ones that tell us that the receiver does not require any change he is working fine and is able understand the things.

### **Importance of feedback**

Feedback is really an important process as it carries out an effective communication between the sender and the receiver. They both are able to extract information from each other and they also get to know about the requirement of each other. So, you can say that feedback is very important in an organisation as there is a lot of work to do, so they need interaction with each other so by giving feedback they are able to complete the tasks and understand the future work which will be needed to be done.

You can also say that feedback is the report of the work done or performance of a company which is in turn shown to the CEO as what is the progress achieved in a certain amount of time. So, it is very important for us to perform it.

Effective feedback which is both positive and negative feedback is very helpful. Feedback is a valuable information which is used to make important decisions. Worlds top performing companies are also busy to make there best even better, for that to happen their main goal is to focus on feedback of the entire organisation – customers, clients, employees, suppliers, vendors etc. these top companies are good at getting feedback from everyone and also good at working on those feedbacks and achieving new heights by improving their standards.

Reasons why feedback is so important is: -

**1. Feedback is always there:**

If you ask someone in your organisations when feedback occurs, they will typically mention an employee survey, performance appraisal, or training evaluation. In actuality, feedback is around us all the time. every time we speak to a person, employee, customer, vendor, etc, we communicate feedback. In actuality it is impossible not to give feedback.

**2. Feedback is effective listening:**

Whether the feedback is done verbally or via a feedback survey, the person providing the feedback needs to know they have been understood (or received) and they need to know that their feedback provides some value. When conducting a survey, always explain why respondents' feedback is important and how their feedback will be used.

**3. Feedback can motivate.** By asking for feedback, it can actually motivate employees to perform better. Employees like to feel valued and appreciate being asked to provide feedback that can help formulate business decisions. And feedback from client, suppliers, vendors, and stakeholders can be used to motivate to build better working relations.

**4. Feedback can improve performance.** Feedback is often mistaken for criticism. In fact, what is viewed as negative criticism is actually constructive criticism and is the best find of feedback that can help to formulate better decisions to improve and increase performance.

**5. Feedback is a tool for continued learning.** Invest time in asking and learning about how others experience working with your organization. Continued feedback is important across the entire organization in order to remain aligned to goals, create strategies, develop products and services improvements, improve relationships, and much more. Continued learning is the key to improving.

## **Necessity of feedback in communication**

Feedback is important in every part of communication as it helps to know about the thoughts of the other person to whom the message is being sent, it creates an effective way of communication.

Feedback can decrease the stress level, as by sharing the information or putting your views in front can help you to deal with stress.

Feedback is necessary because: -

- It completes the communication as two-way communication requires feedback from the receiver. Through the feedback, sender can understand the thought of the receiver as what his needs is,
- Helps in measuring the effectiveness of communication, feedback ensures the sender regarding the effectiveness of his communication. By means of feedback sender can be sure that the receiver was able to understand the message in a proper way. Sender needs feedback in order to determine the success or failure of the communication.
- Feedback helps to understand the receiver's view and opinion about the sender's message. With this understanding sender can determine the next course of action which will be necessary.
- Feedback also helps in making correct decisions as it communicates the thoughts of receiver to the sender, as a result this communication leads to taking a proper and correct decisions. Through feedback the receiver is able to share the information that he has relating the topic which is going on.
- Feedback also helps in making a proper coordination between different departments, so that the top level management knows that the things are going on properly in the organisation.
- It also helps in improving the relationship between the employees, CEO, managers, top level officials working together in organisation and with help of feedback they are able to solve the problems of each other and share views regarding the changes that they want.

## **Conclusion**

Feedback is a very important process of all we give feedback to others so that they get to understand about the desire of your mind and what are the changes that you would be needing. Feedback can also be seen as the response of one person from for the event happening in front of him.

We all give feedback to each other unconsciously and this process happens continuously without the knowledge of the receiver. Feedback is the part of communication, communication involves sender, encoding, message, channel, decoding, receiver and then feedback. So, feedback here becomes that one key point that ties up all the other points in this process.



Feedback also consist of different types that are positive feedback, negative feedback, positive feedforward, negative feedforward. These feedbacks define the steps that you take for the best response possible.

So, this means that feedback is always there and it helps you to coordinate with others i.e. the people working in the organisation. Feedback maintains the sense of understanding between the people and helps them to share their thoughts for effective and innovative ideas.

Everybody requires feedback for the work that they have done so that they get know that the things they want others to understand are really understandable to them and will work efficiently for there and others benefit.

So everyone should learn how to give a effective feedback so that the things that they want others to understand should be easily understandable to them.it becomes really important that other people should be able to understand your thought. So giving feedback is very important.