

## **“Role of Managers in Communication in an Organisation”**

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### **ABSTRACT**

The researcher has done the research on organizational communication. The organizational communication is the study of communication within the organization. The flow of communication could be either formal or informal. Organizational communication is the exchange of ideas, information and views within the organization and outside the organization.

The research contains the definition, importance, types of organizational communication, barriers in communication process and the effective organizational communication. The researcher also studied the methods and analyse the ways to make the communication more effective in an organization. To analyse all the aspects that effects the organizational communication researcher has done a survey through questionnaire and found that a proper process of communication should be followed for a proper and effective communication within an organization otherwise it can create problems in organizations. Communicational hierarchy should be followed to communicate the message in an organization.

### **INTRODUCTION**

Communication is a main element in any human activities. Communication is a skill which should be learned. However, most people born with the ability to speak and talk but they can't communicate properly because they don't have that skills to communicate. Communication takes place when we are supposedly at the same level of understanding and comprehension as the other communicator. Communication can be done in various forms like speaking, writing, gestures, touch, using pictures and broadcasting. Communication is therefore not only what is said whether verbally or non verbally, but what is understood.

Communication is derived from a Latin word **communis** or **communicare** which means 'to make common' or 'to share'. Communication is the act of conveying some message to another person through signs and language. Communication is the art of transmitting information, ideas and attitude from onr person to another.

#### **The characteristics of communication are as follows:**

- 1. Communication is a process:** Communication is a 2 way process which involves sender who forms the message and a receiver who takes the message.
- 2. Communication is a dynamic process:** It is ever changing process and depends on the variables.
- 3.** Communication is a complex process.
- 4.** Communication is system.

5. **Communication is irreversible:** Once a message is communicated it can't be taken back.
6. **Communication must have the elements of communication:** Sources, receiver, channel, message, noise, feedback.
7. Communication can be verbal, non verbal or visual.

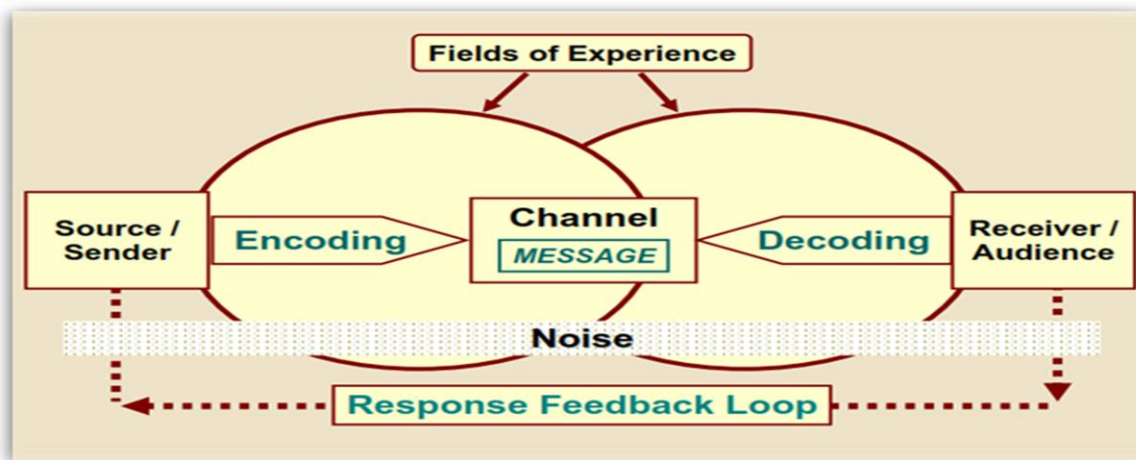
**The functions of communication:**

1. To influence others.
2. To express our thoughts and emotions through words and action.
3. Communication for improving self confidence.
4. It is a social and emotional process.
5. To establish relationships.
6. To solve problems.
7. To inform and give directions.

**Levels of communication:**

1. Intrapersonal
2. Interpersonal
3. Group communication
4. Mass communication
5. Inter country/ Development

**PROCESS OF COMMUNICATION**



**Fig. Process of communication**

**Source /sender:** This is the originating point of communication act. The source is also referred as the sender.

**Encoding** is the process of putting ones thoughts into words or changing the message in the language that can be understood by the sender.

**Decoding** is the process in which the message has given the meaning to the message in such a way that it can be understood by the receiver.

**Receiver:** The receiver is the party to whom the sender transmits the message. A receiver can be one person or an entire audience of people.

**Noise/barriers:** The disturbance created in the process of communication by external as well as internal factors, such disturbances are known as noise or barriers.

**Message:** The ideas, thoughts, knowledge, experience etc. which are send to the receiver by the sender is known as message.

**Channel:** The message travels from one point to another via channel of communication. It can be said that the mode which is used to transfer the message is known as channel of message.

**Feedback:** the last element of effective communication is feedback. This is the response from the receiver to the message and later the sender.

### **ROLES OF MANAGER IN COMMUNICATION IN AN ORGANISATION**

A manager is in charge of guaranteeing that his representatives can viably speak with each other and with administration. This incorporates setting up particular communication channels, overseeing expected utilization of specialized instruments and investigating when communication issues emerge. Compelling communication in the working environment can help to insure that the representatives are sharing and trading data in a way that is helpful for better business activities.

Managers are responsible for conveying an organization's internal and external messages. They draft written materials, prepare presentations and communicate with employees. A bachelor's degree in communications, public relations or a relevant field and some experience are necessary for the job. Managers need excellent speaking and writing skills and must be proficient at working with others.

Managers correspond with employees and external stakeholders to keep them informed of company developments. They create strategies to increase employee awareness and promote productivity. Externally, they communicate with the media and other interested parties to announce new products and discuss organizational changes in a way that attempts to maintain a positive image of the company.

Internally, managers ensure that employees are aware of changes and projects within the company. They distribute executive messages, prepare presentations and internal memos, and conduct meetings to share information. They may develop print materials and branding strategies for employee use. Depending on the organization's size, communications managers may direct marketing and public relations staff or provide communications coaching for employees.

Externally, they represent their organization to stakeholders, interested parties, and the public. Managers serve as the company spokesperson to the media and the general public. They develop and distribute materials that may explain or convey the company's policies or position on issues. Other duties may include issuing press releases, arranging interviews, and compiling press kits.

### **DATA COLLECTION**

The researcher has used the primary data as well as secondary data. In primary data the researcher has done a **survey** in which **questionnaire** got filled by the **employees** and the **managers** of an “**Advisory Firm**” situated in Indore (M.P.). The survey was conducted to understand and to study the importance and role of manager in the process of communication in an organization and how miscommunication causes inconvenience and problems in the organization.

Some questions were asked by the employees regarding the process and procedure of communication done in their organization by the managers and at what extent it is effective.

The questions are like:

1. What is the importance of different managers at different levels of the organization?
2. What are the modes used by the managers to pass the information within or outside the organization?
3. Does the hierarchy of communication get followed in their organization?

And many.....

### **FINDINGS/OBSERVATIONS**

The researcher has observed the following:

1. There are different manager at different level of the organization which helps in proper communication and reduces the burden of managing things from one person.
2. The hierarchy is partly followed by the organization as in some cases the top level managers communicate the employees directly about any information, in that case middle level managers do not involved.
3. The managers mostly used the digital mode to transfer the information to the employees. In some cases they directly inform them by taking meetings and through making calls to them personally.
4. They always use digital modes like mails to communicate outside the organization.

5. Managers inform every employee about the objectives of the organization.
6. Managers guide them to achieve their targets.
7. Managers motivate all the employees to achieve goals of the organization.

### **CONCLUSION AND SUGGESTIONS**

Managers play a very important for the organizations. They manage every activity that is going to be happened in an organization. For making the organization for effective, managers are required.

Different departments have different managers which make the work easy for the organizations and the load from one person get reduced.

Managers also play important role in communication within as well as outside the organization. Without manager the process of organizational communication is incomplete. Managers are the soul of the organization in every managerial tasks. They draft mails, written materials, prepare presentations and float all the internal and external messages.

Managers should given the responsibilities and distribute them among the subordinates. The hierarchy should be followed for communicating the messages properly.