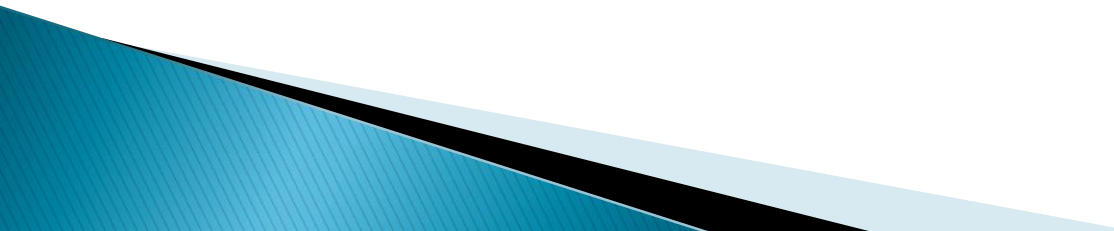


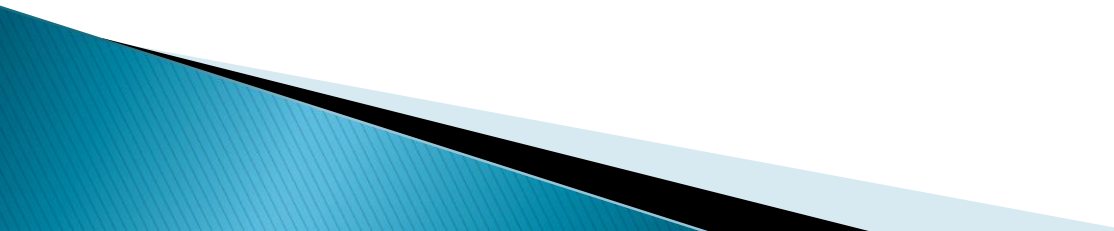
Communication

Umakanta Nayak

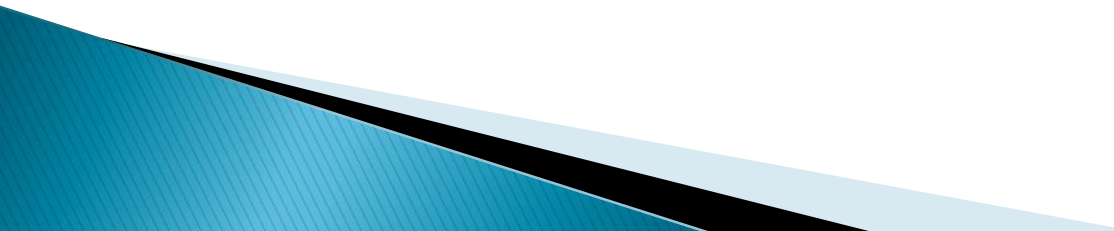
COMMUNICATION

- ▶ Individuals spend 70% of their working hours communicating– writing, reading, speaking, listening.
 - ▶ No group can exist without communication
 - ▶ Communication includes both the transference and understanding of meaning
- 

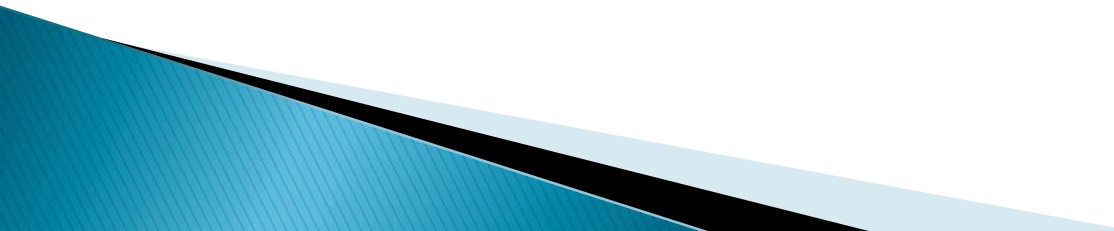
Functions of communication

- ▶ To control member behaviour
 - ▶ Fosters motivation
 - ▶ Primary source of social interaction
 - ▶ Provides information to take decision
- 

Communication Process

- ▶ The sender
 - ▶ Encoding
 - ▶ The message
 - ▶ The channel
 - ▶ Decoding
 - ▶ The receiver
 - ▶ Noise
 - ▶ Feedback
- 

Direction of Communication

- ▶ Downward
 - ▶ Upward
 - ▶ Lateral
- 

Interpersonal Communication

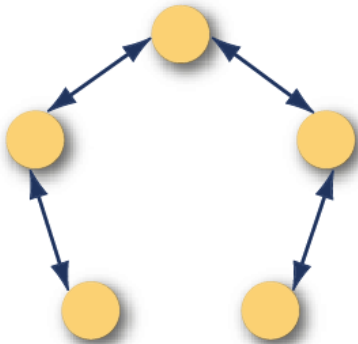
- ▶ Oral Communication
 - Advantages: Speed and feedback
 - Disadvantage: Distortion of the message
- ▶ Written Communication
 - Advantages: Tangible and verifiable
 - Disadvantages: Time-consuming and lacks feedback
- ▶ Nonverbal Communication
 - Advantages: Supports other communications and provides observable expression of emotions and feelings
 - Disadvantage: Misperception of body language or gestures can influence receiver's interpretation of message

Organizational Communication/ Networks

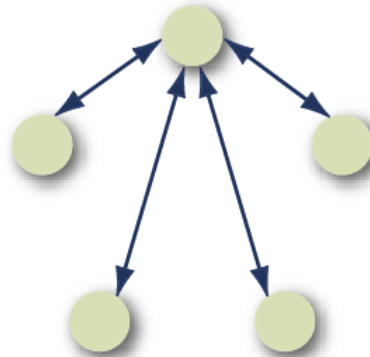
Formal

- ▶ Chain
- ▶ Wheel
- ▶ All Channel

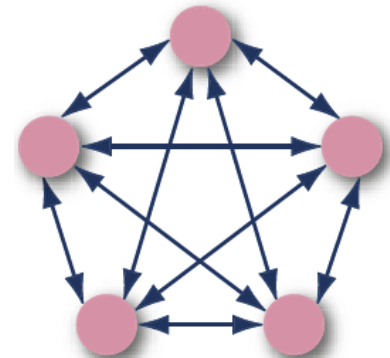
Chain



Wheel



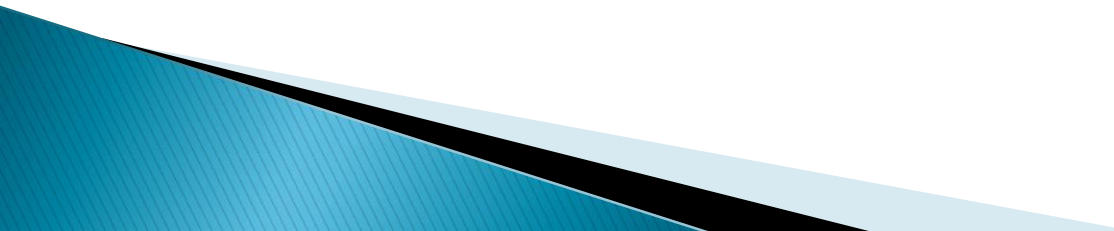
All channel



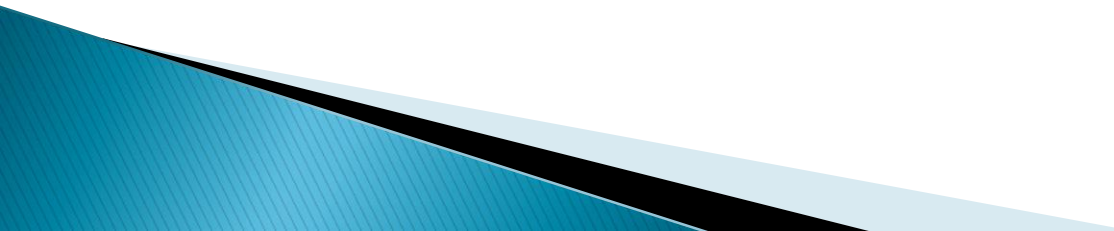
Effectiveness Criteria

	<u>TYPES OF NETWORKS</u>		
Criteria	Chain	Wheel	All Channel
Speed	Moderate	Fast	Fast
Accuracy	High	High	Moderate
Emergence of a leader	Moderate	High	None
Member satisfaction	Moderate	Low	High
	<u>TYPES OF NETWORKS</u>		
Criteria	Y	Circle	
Speed	Moderate	Slow	
Accuracy	High	Poor	
Emergence of a leader	Moderate	None	
Member satisfaction	Moderate	High	

Communication Roles

- ▶ Gatekeepers: Who passes info. to others or controls messages
 - ▶ Liaisons: who serves as a communication link between groups
 - ▶ Isolates: who has no conflict with other members
 - ▶ Cosmopolites: whose communication network frequently extends into the organization's external environment.
- 

Computer–Aided Communication

- ▶ E–mail
 - ▶ Instant Messaging
 - ▶ Intranet
 - A private organization–wide information network
 - ▶ Extranet
 - An information network connecting employees with external suppliers, customers, and strategic partners
 - ▶ Videoconferencing
 - An extension of an intranet or extranet that permits face–to–face virtual meetings via video links
- 

Characteristics of Rich Channels

1. Handle multiple cues simultaneously
2. Facilitate rapid feedback
3. Are very personal in context

