THE STATUS OF COMMUNICATION IN BUSINESS MANAGEMENT

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Information of Article	ABSTRACT
	Purpose: the purpose of this study has been to demonstrate that efficient communication is critical to any business's survival and growth. Communication is the procedure of developing, communicating, and interpreting concepts, facts, points of view, and attitudes concerning work implementation, organisational effectiveness and efficiency, and goal accomplishment as a managerial role. A manager must be a great communicator since no organisation can thrive, progress, or build a reputation without practical communication skills. A faulty communication system can lead to mismanagement and bad business performance. We also stressed the importance of improving communication skills, particularly in a fast-paced work environment.

1. Introduction

Communication can be vocal or nonverbal, formal, or casual, as long as it conveys a stimulating concept, gesture, movement, or another form of expression [1]. Communication is regarded as a teachable talent. We must learn to talk effectively and efficiently, even though most people are born with the ability to speak. We learn to talk, listen, and comprehend verbal and nonverbal meanings [2-4]. We can learn basic communication skills by observing others and modelling our actions after what we see. However, it is essential to underline that information is useless unless provided to the person who accepts or requires it. Communication is the process of transmitting, distributing or passing information from one person to another or from one location to another. In other words, communication is the process of producing, sharing, and interpreting ideas, facts, points of view, and emotions [5.6]. It's essentially a sharing technique in which two or more people exchange data. Communication also refers to the exchange of data between two or more persons.

2. Background

Communication experts have increasingly tried to attach and incorporate consequences across levels of research, from the "micro" to the "macro." For example, Albert Bandura's (1986) social cognitive theory and Jams Prochaska et al. (1994). The transtheoretical model recognises that an individual's behaviour is shaped by the larger community and social environment [7,8]. As a result, proposed actions must also consider modifying the larger environment. Similarly, persuasion research has focused on the chain of individual-level communication processes that lead to behaviour change. Some academics have sought to explain how organisations develop over time due to interpersonal connections, external audiences, and cultural meaning systems among their members (Cooren, Taylor, Van Every, 2006). According to an early study, people's ideas and attitudes were influenced by factors such as the authenticity of the information source, fear, the structuring of arguments, the role of group membership in opposing or accepting communication, and personality differences. However, research has focused on the cognitive processing of information that contributes to persuasion since the 1960s. On the other hand, business and management communication has emerged as a crucial and strategic partner in helping firms achieve their goals [8,9,10].

2.1 Good Communication Essential

A crucial part of any business is communication. Furthermore, strong communication skills are essential in the commercial sector. Various research has revealed multiple ways for managing and dealing with poor communication. It states that the objective of communication is having a conversation with another person and that this conversation must be two-way for communication to be successful [11]. This crucial notion is to remember what is said, especially when there is a disagreement. In fact, "you are not being productive" when "your voice rises, your body tenses, or your temper flares. According to some experts, two criteria must be kept in mind for successful communication: the first is that everyone has their own opinions and viewpoints, which must be respected. The second idea is that every argument must

conclude. According to Tucker, keep in mind that everyone comes to the discussion table with their perspective of what happened, what exists, and how to do anything.

2.2 For a Manager, Communication is Crucial

The further most effective managers understand communication and how to use it. Managers' ability to carry out each of their obligations is dependent on their ability to communicate. Managers must effectively convey their vision to the rest of the business to plan successfully (Radovic Markovic, M. and Omolaja M,2009). To properly organise, managers must encourage free-flowing communication both up and down the hierarchy and across departments and co-workers.
Managers must adequately explain business goals to employees to urge them to trust their leadership and perform at their best [12,13]. Managers must effectively connect with employees to evaluate progress, re-emphasise company goals, and correct ongoing practices [14]. As a result, communication extends beyond speaking, writing, reading, and listening (Radovic Markovic, M., and Omolaja M,2009). Effective communication is the cornerstone of good management.

3. Communication Methods

Depending on the type, extent, and level of technology and the applications of information in the business, there are various communication methods or approaches. For example, in small scale business organisations such as a sole proprietorship (Sole trader or one-person business), small scale dry-cleaning firms, and so on, most communications are conducted through face-to-face personal contacts, whether between the business owner and his employees or between him and his clients [15,16]. As a business expands and its processes get more complex, more paperwork will be required, demanding written communication rather than simple spoken communication. This is the fundamental property of medium-sized business units like partnerships, private and public limited liability companies, and similar structures. In addition, most large organisations, particularly multi-product, multi-national, and multi-national corporations, utilise current high technology extensively [17]. Almost all these organisations use computers, telephones, the Internet, Intercom, telex, telefax, radiograms, the General System of Mobile Communications (GSM), and other similar communication tools.

An organisation can choose from various channels to successfully transmit business or management information across the system based on its quirks. Furthermore, depending on the needs of each subsystem, the nature of organisational system links will vary. As a result, an organisation's usual communication channels can be categorised.

3.1 Oral Communication

Languages, which are made up of words and grammar, express information. Words are arranged according to grammatical principles to put the various elements of speech in the correct order to form a notion. The message is then communicated either orally or in writing—the act of using the spoken word to express one's thoughts. Managers communicate with their co-workers and employees through face-to-face meetings, phone calls (including messages left on answering machines), private sessions, group meetings, and teleconferencing (the use of telephone equipment to allow people in different locations to participate in a discussion) [18,19]. Oral communication is generally more straightforward and effective than written communication [20-22]. It allows for immediate feedback. Managers prefer oral to written communication to present information daily while writing down critical statements [23].

3.2 Electronic Communication

Computers convey information between subsystems in many large firms or organisations where computerisation has made several rounds. Interfaces between computer system modules enable the automatic flow of electronic data in signals and waves. As a result, details of stock dispatches may be automatically passed on to the sales ledger or accounting subsystems, allowing an invoice to be raised [24,25] [1].

Single message electronic communication is also feasible using electronic mail, for example. Electronic communication offers the benefits of speed, precision, and the elimination of a significant amount of human processing. Internet tools like e-mail, voice mail, and other types of electronic communication are prominent examples. Information systems are critical to the performance of organisations that must operate in an internetworked global setting in terms of e-business and e-commerce operations, enterprise cooperation and management, and strategic success. "Having access to information and communication technologies (ICTs) means having access to channels and ways of communication that is not limited by language, culture, or distance." New forms of social organisation and productive activity emerge, with the potential to become revolutionary factors on par with technology if cultivated (International Development Research Centre, 1996)." When combined with other, more extensively utilised communication media, Internet services will provide the most comprehensive information and communication resources. Other Communication Methods.

3.3 Communication Flow

Most firms' communication networks are built up of vertical communication lines that give upward and downward methods of transferring information to incorporate processes like committees and task groups that form or evolve across

these lines [26]. Again, whether in the public or private sector, an organisation provides lateral communication links considered just as crucial as vertical lines [27].

A diagonal or matrix communication network, which has vertical, horizontal, or lateral communication lines, is also possible. Most horizontal communication occurs between managers or supervisors across departments, whereas vertical transmission occurs between senior and subordinate officials within the same department. On the other hand, diagonal touch entails a senior officer and a junior officer from different departments communicating. Most corporate and public sector organisations, on the other hand, consider communication in terms of upward or downward channels of involvement. Policies, strategies, information, and instructions or directives are all communicated by management. The command chain facilitates low communication, but upward communication is facilitated through work-group meetings, joint consultation machinery, and grievance procedures. On the other hand, vertical transmission is dominated by downward communication in most modern firms.

4. Formal Communication Channels

Modern management information channels include newspapers, magazines, radio, and television announcements/broadcasting, company journals, employees' handbooks, notice boards, telephone conversations, telex, telefax, telegram, intercoms, post office or postal services, internet, report, pictures, graphics, and cartons, personal contact, libraries, and dispatching errand boys and massagers. Others include knowledge found by just looking around, letter writing, internal notes, statutory books, textbooks, and similar sources. These are common in today's commercial and non-business groups as a means of communication. [28, 29].

5. Informal Channel of Communication

Informal communication systems evolve due to interpersonal and social interactions among employees and have no predetermined orientation. The grape-vine is a typical illustration of how it spreads primarily by word of mouth [30,31]. The grape-vine is an unofficial means of communication between individuals that the organisation does not sanction. Grape-vine can take one of four forms:

- Single Strand Chain: Everyone sends information to the next person in a single strand chain. The longer the chain, the more sensitive the report is to tamper.
- The Gossip Chain: Information moves slowly in this scenario because it relies on one person telling everyone else.
- The Probability Chain: This sort of data with no apparent communication structure.
- Cluster Chain: This is the most common pattern in which information is passed forward in a selected manner. Information is passed from one employee to co-workers, passing it on to other co-workers. People communicate information to individuals they feel most conformable in this grape-vine arrangement.

11. Managing communication in organisations

The most crucial instrument for integrating and coordinating the work of specialised units at different levels within an organisation is communication (Radovic Markovic, 2011). Managing communication in a firm is not enough to understand the communication process. Managers must be excellent communicators and urge their employees to do the same. They can efficiently plan and manage their businesses' operations [32,33]. They may convey their rules, decisions, objectives, and job instructions to employees at various company levels. As a result, these talents are required for business executives to execute their managerial obligations. Interpersonal communication, group communication, and internal communication are aspects of such communication organisations (i.e., exchanging messages among organisational members). Every corporation has a formal communication system in which the company's official structure controls the flow of information. Formal channels are organised according to the organisation's levels, divisions, departments, and job responsibilities.

6. Conclusion

Finally, excellent communication can be a precious instrument for conflict. Confrontations do happen at work; this is unsurprising! However, good communication may put many of these difficulties to rest when handled effectively. An effective communicator will "defuse" the problem in stressful circumstances. This is true in confrontational confrontations and in situations where there are conflicts of interest. Option A may be preferred by one team member, while Another prefers option B. A good communicator will spell out the benefits and drawbacks of both solutions and solicit everyone's thoughts on the matter. As a result, a majority decision and a peaceful solution to an issue are reached. The debate about whether men or women communicate better is still going on. Women converse longer and more frequently than men, despite this being a personality trait. Too many preconceptions portray women as more convincing talkers than males.

When it comes to good communication, there is a desire for control. Emotional control, unique ideas control, and even facial expression control are examples of this. Emotions aren't always reasonable, and they can occasionally get in the

way of business decisions. For example, anger might stifle the development of a new business concept. Furthermore, conflicting personal opinions might lead to arguments, and unique home life issues should be kept as far from the office as possible. Facial expressions are commonly misinterpreted; a slight roll of the eyes might sabotage a potential client-organisation relationship.

Nonverbal communication can be beneficial to a company; nevertheless, the contents of nonverbal signals must be disclosed. Otherwise, they risk being misinterpreted, leading to misunderstanding. For example, a kind grin could be used to encourage or commend someone on their job. However, it is now commonly misinterpreted as a possible indicator of flirtation. Nonverbal cues are frequently misunderstood, but they can be precious in a corporation with common views and ideals and little potential for misinterpretation.

Technology has advanced significantly, and while it is simple to engage with others, it is also tough to comprehend. E-mails and other textual modes of communication have gained popularity as face-to-face conversation is no longer as common as it once was. Internet services will provide the most thorough augmentation of information and communication resources when utilised with other, more extensively used communication channels. It is easy to use, but it overlooks nonverbal parts of communication like facial emotions, tone, and pitch. Although these elements may seem insignificant, they are crucial in contact because they express sincerity, irony, and other communication aspects. Without this nonverbal form of communication, people are eager to presume that their assumptions may not always be accurate.

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