Issues and Aspects of Communication Management

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Abstract—*Often we come across the organization, institution that stress upon the importance of good communication management. Its empirical for an organization and institution to have a proper communication management. An effective communication management is considered to be lifeline for many projects, achievements that many departments of the organization undertake. The main objective of communication management is to ensure smooth flow of information from either between two people. Communication management is the systematic planning, implementing monitoring and revision of all the channels of communication with an organization and between organization. It also includes the organization and dissemination of new communication directives connected with an organization network or communication technology. Aspects of communication management include developing corporate communication strategies designing internal and external communication directives and managing the flow of information including online communication. The need of good clear communication tailored to the needs of the recipient is understood and realized in modern time by the head of the organization or the institution. It has been stated that the success of any project depend on communication and that most project failures can be traced either to poor communication or a lack of communication.*

Keywords*: Implementing, monitoring, dissemination, recipient, directives.*

Introduction

Communication and management are closely linked. Communication reefer's to the process by which information is exchanged between two or more people. Each of the management roles – planning, organizing, leading and controlling -depends on effective communication manages must be able to receive accurate information to determine plans and they must be able to send accurate information for the plans to be implemented. When information is accurately sent and received everyone in an organization can be informed. When information is misinterpreted or when incorrect information spreads, communication can create significant problems in organization. Communication management is the systematic planning, implementing, monitoring and revision of all the channels of communication within an organization and between organizations. The purpose of the communication management plan is to describe the methodology that will be used for managing communication within the project. It is the output of the process that details the specific communication products, events, recipients, timelines, frequency and other pertinent communications information.

Objectives

The objectives of the communication management are _

To define the communication needs of a project.

To ensure that the right people receive the right information at the right time to meet their needs and to achieve project objectives.

To conduct analysis to identify employee, their roles, interests, how they will impact or will be impacted by the project and develop an employee convey this information management plans.

To define required messages, appropriate media and channels, task assignments and timings for communication delivery that will enable the project to meet these needs.

Role of communication in management

The role of management is to accomplish the goals of an organization. To do this managers create a plan that defines what needs to be done when it will be done, and how it will be done. To implement the plan managers must convey this information to

everyone in the organization. That is they must communicate the plan to members of the organization. However managers need to do much more than just inform people what they need to do to support the plan. They also must motivate people to support the plan build commitment to the organization establish rapport and collaborative and keep everyone informed of events and action that effect the organization. Good communication not only informs but also helps to create a culture that makes people feel like they belong to and want to support the organization.

Following are some of the benefits of effective communications:

Provides Clarity

Confusion, uncertainty and ambiguity make people uncomfortable and uncooperative. Making roles responsibilities and relationships clear gives everyone the information they need to do their jobs and to understand their contributions to the organization. Effective communication reduces the cost associated with conflicts, misunderstandings and mistakes.

Builds relationships

A culture that promotes open communication reduces tension between hierarchical levels of employees, both professionally and socially. In a trusting and collaborative culture, people are more likely to seek help with problems and to suggest solutions and improvements. Effective communication creates a collegial culture that fosters teamwork and encourages cooperation.

Creates commitment

Effective communication involves not only sending information but also receiving it. By listening to employees concerns allowing them to have input on their work and their workplace, and giving consideration to their suggestions, managers can make everyone in the organization feel like they are valued contributors. When employees feel like they are valued in the organization, they will likely be more engaged and motivated.

Defines expectations

When people are uncertain about what is expected of them and how they will be evaluated, they can't do their jobs well. Performance reviews are difficult because the employee does not know the performance standards they are expected to meet. And if corrective measures are necessary. The employee may be resentful if he can't see how his behaviors reduced his effectiveness. When expectations and standards are clear, employees know what they need to do to get a positive review and the benefits that come with it.

The communication – process model

There are models which try to explain the communication process. A model is an explanation of the occurrences in a phenomen. Elements of communication have been explained in different models which attempt to explain the communication process. Communication is a two- way process that results in a shared meaning or common understanding between the sender and the receiver. An understanding of how communication works can help us to understand and improve our communication. The elements of communication enable us to understand of five elements of communication works. The basic communication model consists of five elements of communication, the sender, the receiver, the message, the channel and feedback.

Source

This is the originating point of any communication act. It is the source who gets the urge that necessitates communication for the purpose of satisfying that urge. The stronger the stimulus or the urge the greater is the need to communicate. The source is also referred to as the sender or encoder.

Receiver

The receiver means the party to whom the sender transmits the message. A receiver can be one person or an entire audience of people. A receiver is the eventual recipient of the message. The receiver is also the decoder of the message. Decoding of a message is as integral to communication as encoding it. Decoding is the process of giving meaning to the encoded message.

Message

The message is the most crucial element of effective communication. A message can come in many different forms, such as an oral presentation, a written document, an advertisement or just a comment. The message is not necessarily what the sender intends it to be. Rather, the message is what the receiver perceives the message to be.

Channel

The message travels from one point to another via a channel of communication. The channel sits between the sender and receiver. There are many channels or types, of communication channels for example, from the spoken word to radio, television, an internet site or something written, like a book, letter or magazine.

Feedback

The last element of effective communication is feedback. This is the response from the receiver and later the source. Feedback is the receiver's response or reaction to the sender's message. The receiver can transmit feedback through asking questions, making comments or just supporting the message that was delivered. Feedback helps the sender to determine how the receiver interpreted the message and how it can be improved. Without feedback the communication process breaks down. The feedback given determines the direction the communication process will talk

Common missteps in communication process

Each step in the communication – process model introduces the potential for missteps to occur in the opening scenario, two email messages were described. They were both internal to the company, but they achieved much different results. What was different about the messages that caused the different outcomes ?

The first misstep can occur when the information to be communicated is not encoded correctly. Consider the email sent by management had clear information to convey and a simple e-mail conveyed it. The first step in good communications is being able to clearly and concisely convey information, whether written, spoken, graphic, or numerical. If information is not encoded properly, nothing else matters. Later on we will look at specific suggestions for how to tailor messages to take the needs of the receivers into consideration.

Missteps also occur during decoding when the receiver interprets the message differently than the sender intended.

Feedback is a message sent in the opposite direction, from the receiver to the sender, all of these problems can occur during feedback. In many cases feedback is not important and is not wanted. Much information that is communicated is in tented to keep people informed, and acknowledgement or response is not expected. Sometimes, though, feedback is important to be certain that both the sender and receiver have the same information interpret it the same ways.

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