***IMPORTANCE OF COMMUNICATION***

1. ***Life time of an organization:***

*An organization cannot proceed without effective communication. All the activities of an organization are to be performed by the working body/workers of an organization in a form of exchanging information, ideas, making rules, proposals, contract and agreements. So the communication skill of all the workers of an organization should be developed enough in in order to communicate in a better way.*

1. ***Valuable job requirement:***

*Effective communication plays a very vital role in person career. In most of the advertisement’s the capability of an employer is examined or tested if the employer can communicate in dealing with the peoples, management, administration, leadership skill and journalism.*

1. ***Communication essential for promotion****:*

*It is said that if an employer lacks the capability to communicate will always remain on the static position/rank and will not get a slight progress. So that is always effective communication would be taken an essential characteristic for the employer to get promotion in the job.*

1. ***Solution for problems:***

*Complicated matters are sought from other people and given to those who are competent enough to go for effective communication and sort/figure out the problem.*

1. ***Important in Global market:***

*Communication also performs a very important role in global market as the world has become the global village. This is just because of the latest means or technology through which we are in contact with the whole world in minutes.*

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***INTERNAL AND EXTERNAL COMMUNICATION***

1. ***Internal communication:***

*Communication takes place within an organization or more than two organizations/groups is internal communication.*

1. ***External communication****:*

*It goes beyond territory of an organization and can take place between two or more organization.*

*Style: Internal and external communication can follow formal and informal styles.*

***Formal style:***

*Formal style is usually followed in official, academic research, documentation etc, where we have to take care of grammatically, rules syntax, vocabulary.*

***Informal style:***

*In this style we can violate the rules, grammar, syntax, structures etc. Day to day conversation also follow informal style.*

***Advantages of formal communication:***

1. *It helps in spreading information equally to every employer.*
2. *This follows a systematic chain and information is trustworthy.*
3. *The source of information is known and valid.*

***Disadvantages:***

1. *It may increase the workload of various managers as communication as to be transmitted through them.*
2. *It is time consuming because the communication flows from one authority level to another and it might time much time.*
3. *It widens the communication gaps between the executive body and employer at lower level.*

*Formal communication is further divides into three parts*

1. *Downward communication*
2. *Upward communication*
3. *Horizontal communication*
4. ***Downward communication:***

BOSS

Subordinate

*It flows from higher authority to lower authority (subordinate).*

*Example: teacher talking to students, chairperson talking to professors.*

***Benefits:***

1. *This method helps subordinate to understand organizational plans, policies, work methodologies that are necessary for performing the job.*
2. *It controls the activities of the subordinate with active feedback.*
3. *It provides motivation to the subordinate.*

***Disadvantages/problems***

* *It is time consuming especially if a particular authority is not present on the time of passing information.*
* *The workload unevenly distributed among the employees, which create over work load and thus causing dissatisfaction among the employer.*

***SOLUTION TO THE PROBLEMS OF DOWNWORD COMMUNICATION***

* *Managers should be adequately informed.*
* *Managers should not over communicate or under communicate.*
* *Some authority should delegate to lower level to shorten the line of communication.*

1. ***UPWORD COMMUNICATION:***

*It goes from lower authority to the upper authority subordinate (BOSS).*

***ADVANTAGES:***

* *It acts as a channel for the subordinate to provide there feedback to the higher authority.*
* *It also facilitates the introduction of new ideas, planes and schemes by the juniors to be share with their respective senior.*
* *It helps in promoting harmony between the employees and executive.*

***DISADVANTAGS:***

* *A great amount of care needs to be taken in composing this kind of communication to avoid miss understanding.*
* *Hidden fear among the employees that there demand or suggestion might lead to embarrassment or ridicule by the higher authority.*

***HOW TO MAKE IT EFFECTIVE:***

* *Superior authority should take initiative to get closer to the subordinate in term of communication.*
* *Keep the communication line as short as possible.*
* *Timely redress the grievance of subordinate.*

1. ***HORIZANTAL COMMUNICATION:***

*That type of communication takes place among people of same position/rankings.*

***BENEFITE/ADVANTAGES:***

* *It develops mutual confidence and trust amongst employees of the same level.*
* *It employees at similar position communication to each other for a given task, It will create coordination among them.*

***DISADVANTEGES/PROBLEMS****:*

* *It might create conflict among the employees.*

1. ***METHOD OF HORIZANTAL COMMUNICATIO:***

*It is a direct interaction between sender and receiver due to which there are rare chances of misunderstanding and miscommunication .Through this method people can discuss things in detail there and then.*

1. ***TELEPHONIC CONVERSATION:***

*This type of horizontal communication is preferred where there is shortage of time when the listen/receiver cannot be available for face interaction due to distance or some other reason. This method might affect the quality of communication due to bad signals.*

1. ***PERIODICAL MEETING:***

*This method of communication takes place weekly, monthly or annually (year).*

*Employees are assembled and they discuss issues and problem.*

1. ***MEMORANDUM:***

*To inform about some gathering, events, meeting etc to employees of an institution organization.*

1. ***CONSENSUS:***

*Consensus is that kind, where employees sit together irrespective of social, academic problems they discuss different problems, issues and all the members will definitely obey. Members irrespective of their problem, assemble together to discuss an issue for which a solution is given should be accepted by all.*

***THIS METHOD FOLLOWS DIFFERENT STEPS:***

* *Include consultation.*
* *The executive takes the problem and analyze it.*
* *The executive will collect additional information.*
* *The executive will find alternative call the meeting.*
* *Listen carefully to all the members suggestions.*
* *Arrive at a solution.*

***BENEFITS:***

1. *Decision is taken after consultation among various employees which make it easier to be accepted.*
2. *It provide harmony between the executive and employees.*

***DISADVANTADE:***

* *The employees are made to accept the decision to which they might not agree.*