

## Role of Communication in Business

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**Abstract :** *Imagine what would have happened to a business had there been no communication among its people. The whole system would have become chaotic and so the situation would be no less problematic than any limit to cause a business to face failures. Communication since time immemorial has played a major role in the lives of the individuals. Communication skills have a great impact on both personal and organizational level. It has been viewed as indispensable in business. Communication skills are important to all levels of an organization.*

*The need and importance of interpersonal communication cannot be underestimated. Communication ensures that the goals are being shared among the people and the ideas, opinions, facts and suggestions are being interchanged. While it's a great way for the information to exchange and flow across the organization helping the employees to produce the desired results, it aids greatly to improve social skills of the individuals allowing them to express their feelings, emotions, interests, experiences, ideas and attitudes. Communication is significant for managers in an organization so as to perform their managerial tasks effectively and efficiently. A manager needs it in order to get his point across to others, whereas subordinates need to understand what they are expected of and to perform the assigned tasks in a way as wanted. A manager spends most of his time in communication. Studies show that managers spend as much as 80 percent of their workday communicating. This emphasizes the role and importance of communication.*

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## **Introduction**

**Mathew** says that ‘Communication is something so simple and different that we can never put in in simple words’. Communication is the process of exchanging messages through symbols, words or gestures. A message is sent and received by another person or audience, and is interpreted differently depending on the audience’s perceptual filters. Business organization is the system and procedures put in place in a company to help define, guide and motivate employees to concur with the organizational goals.

## **Role**

Communication in a business organization serves different purposes. It is the medium through which messages are sent. The messages sent may be a memo to employees, an advertisement intended for the public or a voicemail left for an executive of another company. Communication also serves as a listening and feedback agent. Communication allows employees and customers alike to share their thoughts, ideas and concerns about a particular matter. Communication in a business organization also educates, trains and develops employees to improve productivity and efficiency.

Business communication roles: Business communication occurs between two or more parties to exchange business related information. The success of a business depends on the efficacy of business communication. For this, communication is regarded as the lifeblood of business. ‘**Communication is life blood of any organisation without communication process there can be no business activity**’.

## **Davis Keith**

The role or importance of business communication is discussed below:

- ◆ Exchanging information: Communication is mainly the exchange of information between two or more parties. Through communication, organizations exchange information with internal and external parties. Communication also brings dynamism in organizational activities and helps in attaining goals.
- ◆ Preparing plans and policies: Communication helps in preparing organizational plans and policies. Realistic plans and policies require adequate and relevant information. The managers collect required

information from reliable sources through communication.

- ◆ Execution of plans and policies: For timely implementation of plans and policies, managers must disseminate those in the whole organization. In order to disseminate the plans and policies to the internal and external parties, managers rely on communication.
- ◆ Increasing employee's efficiency: Communication also helps in increasing the efficiency of employees. With the help of communication, organizational objectives, plans, policies, rules, directives and other complex matters explain to the employees that broaden their knowledge and thus help them to be efficient.



- ◆ Achieving goals: Effective communication helps the employees at all levels to be conscious and attentive. It ensures timely accomplishment of jobs and easy achievement of goals.
- ◆ Solving problems: Through various communication channels, the managers can be informed of various routine and non-time problems of the organization and accordingly they take the necessary actions of steps to solve the problems.
- ◆ Making decisions: Making timely decisions requires updated information. Through effective communication, managers can collect information from different corners and can make the right decisions.
- ◆ Improving industrial relation: Industrial relation is the relation between workers and management in the workplace. Good industrial relation is always desired for business success. Communication plays a vital role in creating and maintaining good industrial relation.

- ◆ **Publicity of goods and services:** In the modern age, business is becoming highly competitive. Almost every competing manufacturer produces products of common consumption. However, all of them cannot sell equally well. The organization that can communicate better, can also sell better.
- ◆ **Removing controversies:** Effective communication allows smooth flow of information among various parties involved in the negotiation or transaction. As a result, conflicts, controversies and disagreements can be resolved easily.
- ◆ **Enhancing employee satisfaction:** If there is free and fair flow of information in the organization, it will certainly bring mutual understanding between management and workers. Such understanding enhances the satisfaction of employees.
- ◆ **Enhancing loyalty:** Effective communication helps the managers to be aware of the performance of their subordinates. In such a situation, the subordinates try to show their good performance. Later on, if management praises their performance, it will enhance employees' loyalty.

### **Conclusion**

The evolution of information technology reached a turning point with the development of the Internet. Once a government project, the Internet was created for military purposes. Through the course of its development, researchers began finding other uses for the network, and use of the technology spread worldwide. Access to the Internet today by individuals, businesses, and institutions alike has created a global market for Internet service and has spurred an increase in productivity in the technological communication field.

Our research compares Internet development, access, and use in the United States and Russia. Our surveys prove our prediction that access to the Internet in Russia is limited compared to the access exercised by American users. A condition resulting from world relations during the early development of the Internet, access in Russia is increasing with 5.4 million people currently able to access the service. However, in the midst of the global rush to embrace the Internet, some concerns have been raised regarding personal, business, and government access, and the nature of information being transmitted across the information superhighway.

Unfortunately, in addition to the educational, commercial, personal, and governmental uses of the Internet, global use of the Internet also includes Internet

fraud, transmitting of illegal items, and certain forms of harassment.

As we venture farther into the Information Age, the nature of life is evidence that future global development will undoubtedly depend on technological advances, particularly in communications. Understanding the underlying reasons certain types of technologies are in use today plays an important part in the overall use of technology. In addition, although the importance of these advances might be obvious, true comprehension of a particular kind of technology lies in the full experience of the machine in question. Advances made in the technology of the Internet have continued to dazzle its spectators, obstructing comprehension of its origin and initial uses. These phenomena might be due to the rapid change of technology, and the pace at which individuals and businesses are becoming dependent on them. At any rate, the technological movement will continue to evolve, and since it is evident that a complete understanding of technology is unnecessary for its utilization, only those who lack access will be left behind

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