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## **COMMUNICATION AND ITS IMPORTANCE**

### **Abstract:**

In this article, we will discuss communication and its importance in various fields. We will also discuss what communication is, what is the need for communication, and what are the methods of communication. Apart from basic needs, we need to be equipped with habits for good communication skills, because this is what makes us happy and successful social. To develop these habits, we must first accept the fact that communication skills need to be improved periodically. The only continuity in life is change, and the more we acknowledge our strengths and work towards dealing with shortcomings, especially in the area of communication skills, the greater our interaction and our social popularity. Thus the current unit enables us to get a detailed picture of the need and importance of developing communication skills and to build confidence and empower us to face any kind of situation in life.

### **Introduction:**

First of all we have to know that what communication is ?

Communication can be defined in various ways –

- Communication is a way by which we express our ideas, thoughts, and feelings with others.
- Communication is thus a network of interactions and naturally, the sender and receiver keep changing their roles.
- Communication is simply the act of transferring information from one place, person or group to another.
- Communication is defined as the process of understanding and sharing meaning.

These are all different types of definitions but all are expressing one thing which is communication. Communication is fundamental to the existence and existence of human beings as well as an organization. It is a process of creating and sharing ideas, information, ideas, facts, feelings, etc. among people to reach a common understanding. Communication is the key to management directing work. The purpose of communication is to understand information. Anyone who wants to say to someone should be clearly understood by him otherwise the very purpose of communication will be defeated.

An organization facilitates the flow of data and understanding between various people and organizations through different media using all channels and networks in communication. This flow of information is important for managerial effectiveness and decision making in general, and the HR manager in particular, because it has to keep in touch with managers of

different departments, employees and workers, and trade union leaders. Thus communication helps people to understand misunderstandings and better understand the clarity of ideas and expression. It also educates people. Communication brings people closer to each other. Communication is an important management function associated with all other managerial functions. It bridges the gap between individuals and groups through the flow of data and understanding between them. Information is the most important aspect of communication. It is information that is transmitted, studied, analyzed, and interpreted, and stored. Therefore the manager has to give time to make decisions and routines to collect, analyze, and store information for the business of the day.

### **Purpose of Communication:**

Followings are the purpose of communication-

#### ***1. The flow of Information:***

The relevant information must flow continuously from top to bottom and the other way around. The staff within the least levels must be kept informed about the organizational objectives and other developments happening in the organization. Care should be taken that nobody should be misinformed. The information should reach the incumbent within the language he or she will understand better. The use of difficult words should be avoided. The right information should reach the proper person, at right time through the proper person. An organization is a group of people associated with business, political, professional, religious, social, or other purposes. Its activities require humans to interact and react, that is, to communicate. They exchange information, ideas, plans, necessary supplies and make decisions, rules, proposals, contracts, and agreements. All these activities require a skill, that is communication. Therefore we can say that communication is the "lifeline" of every organization. The exchange of information within an organization is called internal communication. It occurs at various levels - downward, upward, and horizontal. There are many types of formal and we use to exchange information within and outside the organization.

#### ***2. Coordination:***

It is through communication that the efforts of all employees working in the organization can be coordinated towards the achievement of organizational goals. The coordination and effort of all personnel is the essence of management that can be achieved through effective communication. To coordinate the efforts of all those who are engaged in business.

#### ***3. Learning Management Skills:***

The experience of the message sender is reflected in the person receiving it can learn by analyzing and understanding it. Management and leadership skills are often used interchangeably because they involve both planning, decision making, problem-solving, communication, delegation, and time management. Good managers are nearly always good leaders also. Apart from leading, the important role of a manager is also to ensure that all parts of the organization are working in unison.

#### ***4. Developing Good Human Relations:***

Managers and workers and other staff exchange their ideas, thoughts, and perceptions with one another through communication. This helps them to understand each other better. They reveal the dissatisfaction offered by their colleagues at the workplace. This results in the

promotion of excellent human relations within the organization. Communication is the exchange of ideas, ideas, or information through speech, writing, or symbols. This is the most important work ethic used within the workplace. Communication comes naturally daily that everyone uses all the time. In the workplace, communication works in many ways. There is communication between employees to get their work done, communication between supervisors and employees to run efficiently. Everyone communicates with each other, with customers and with consumers and without which no work can be completed. Every company is based on good communication between employees and patrons. It has been recognized that good communication is the key to successful work. Communication is a natural element, but effective communication is something that requires a certain amount of knowledge that allows for a more meaningful and real way of communicating ideas and information in a way that any conflict can be avoided. Effective communication in the workplace is open, clear, and plays a backbone role. To make things work effectively, effective communication is very important.

***5. Ideas of Subordinates Encouraged:***

Communication facilitates inviting and encouraging ideas from subordinates on some occasions on any task. This will develop creative thinking. Respecting the views of subordinates will motivate them to work hard and develop a sense of belonging to the organization. This will give them an incentive to share information with their superiors without hesitation. Managers should know the views, opinions, observations, reactions, and attitudes of their subordinates and subordinates, the same from the lowest level employees of their respective departments.

**Process of Communication:**

A communication process is a sequence of activities where the message sent is understood by the receiver in its intended meaning. For example, if the desired result is achieved, the execution of a purchase order or conversation via the telephone will be completed, that is, the supplier sends the desired phone functions and receiver calls as the desired phone functions. Communication is a process that connects the sender to the receiver of a message. A process is "a systematic series of actions, operations, or series of changes directed toward some end." However, in real-life situations, the communication process is more complex than it sounds. It consists of a series of elements resulting in meaning being shared by the sender and receiver. Communications may be a continuous process that mainly involves three elements viz. sender, message, and receiver. The elements involved within the communication process are explained below in detail-

**1. Sender:** The sender is the person who sends, generates, and sends the message. He represents the source of the message. He is the source and the one who starts the communication. He must organize the ideas in a way that the receiver can understand. A lecturer giving a lecture in class is the one sending the message or a manager addressing his team in a meeting is the one sending the message.

**2. Message:** It is thought, information, visual, fact, emotion, etc., generated by the sender and then intended to be communicated further. He may state it verbally (by writing or speaking) or non-verbally (through gestures or body language). Whatever it is, the message should be made clear so that the desired objective is met.

**3. Encoding:** The message generated by the sender is encoded symbolically as words, pictures, gestures, etc. before it is communicated. This message is intangible and intangible and therefore, it needs to be converted into a word, gesture, pictures, etc. to make it meaningful. Encoding means converting messages into symbols. Encoding conveys the message or converts thoughts into code that can be understood by the receiver. Encoding means translating the message into written words, spoken, symbols, or gestures. The code must be appropriate to the situation, namely the way interpreted by the receiver.

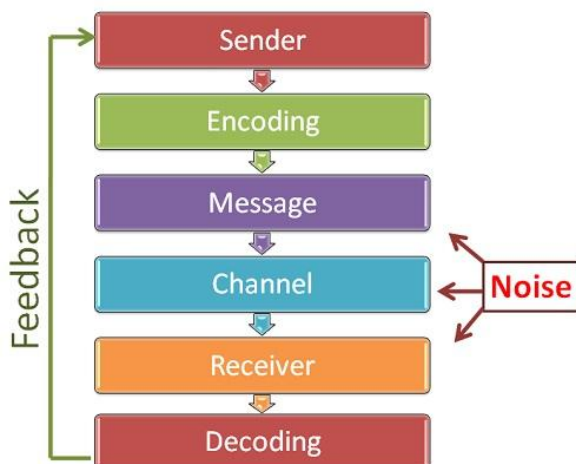
**4. Media/Transmission:** This is how the encoded message is transmitted. The message can be transmitted orally or in writing. The channel of communication includes fax, telephone, Email, etc. The choice of medium is set by the sender. The nature of the information refers to the confidentiality and confidentiality of the information. Confidential information where immediate response is required is usually transmitted orally.

**5. Receiver:-** The receiver is the person or group of persons who is the last in the series and for whom the message was sent by the sender. The purpose of communication is successful once the receiver receives the message and understands it in the proper perspective and acts according to the message.

**6. Decoding:** Decoding means giving a meaningful interpretation of the message. Upon receiving the message, the receiver translates the symbols into meaningful information to the best of their ability. Communication is effective if the recipient understands the message the way the sender intended. Therefore, the receiver must be familiar with the codes and symbols used by the sender.

**7. Noise:** It refers to any interruption that is caused by the sender, message, or receiver during the process of communication. We can take the example of poor telephone connection, incorrect encoding, faulty decoding, inattentive receiver, poor understanding of the message for improper gestures, etc.

**8. Feedback:** Response is the receiver's response to the sender's message. The receiver gives its response to the sender through words, symbols, or gestures. It is the reversal of the communication process where the receiver becomes the sender and the sender becomes the receiver. The communication process is incomplete until the receiver responds to the message. Once the receiver has confirmed to the sender that he has received the message and understood it, the process of communication is complete.



### **Types of communication**

There are many ways in which we communicate and, The various categories of communication include:

**1. Spoken or verbal communication:** This includes face-to-face, telephone, radio or television, and other media.

**2. Non-verbal communication:** It covers body language, making gestures, how we dress or act, where we stand, and even our scent. There are many subtle ways in which we communicate with others (perhaps even unconsciously). For example, the tone of voice may indicate mood or emotional state, while hand gestures or gestures may add to a spoken message.

**3. Written communication:** Including letters, e-mail, social media, books, magazines, the Internet, and other media. Until recently, a relatively small number of writers and publishers were very powerful when it comes to communicating the written word. Today, we will all write and publish our ideas online, which has led to an explosion in information and communication possibilities.

**4. Visualization:** Graphs and charts, maps, logos, and other visualizations can all communicate messages.

### **Importance of Communication in Daily Life**

Communication has a deep connection with real human existence. This is a fundamental element of it. we cannot imagine real human life without communication. Can we think about what will happen if we are not allowed to talk for long periods? We will feel suffocated. In personal life, we have to communicate to deal with various lifestyle concerns and problems. In professional life too, it is communication that helps us build healthy relationships and credibility with co-workers.

Just speaking or chatting is not communication. Communication can occur in many forms. Sometimes, we speak about our thoughts, ideas, or ideas by 'chatting'; At other times, we may want to speak the written word or non-verbally. Whichever form we choose, receiving the subject matter focuses on communication. Communication is an activity that is energetic, continuous, and unchanging but at the same time, it is mutual. It is a continuous process. Broadly, we can specify communication as the distributed meaning between multiple individuals. Distributed meaning arises from the experience, qualifications, education, and training of the individual. The similarity in experiences, background, training, etc. makes communication between individuals successful.

Communication helps us understand others. The inability to communicate can cause a lot of problems, both personally and professionally. Imagine a day without communication! We can immediately feel that it will create a void. Can we ever forget that we can verbally explain what separates us from animals? Communication helps in building a strong connection between people and makes us cultural beings. Furthermore, knowledge is not the only real requirement of success achievement. A person may gain good knowledge, but his

performance will be judged largely on his / her ability to connect. So, if you are a good communicator, then you have better chances of success in life and running a business.

***1. Communication skills are the presentation of character:***

Communication skills are proof of what we are as human beings. It is about how we treat and interact with people. It is about how we are affecting the people around us. When we communicate politely with all people, it shows how great we are as a person. In which we do not just communicate politely for the sake of profit, but we do it because it is our character and character. Many people communicate differently with each person, for example, they communicate politely with the rich and respectfully but badly with the poor. This is his character and nature. They only communicate politely and respectfully with people who match their standards. And there are reasons behind it. Therefore respectful and courteous communication is a communication skill and which demonstrates the good/bad parts of human character. And without good character, it is hard to make an impact in the world and live a happy life. This is why it is important to have good communication skills in life which is based on humility and respect for others.

***2. Communication skills are important for career development:***

Communication skills help in career development objectives. Communication skills are required to learn new and any kind of technical / non-technical skills such as listening, writing, and questioning. Communication skills such as self-presentation, methods of presenting studies, and experience in front of employers and interviewers. Body language, dress, walking style, food style, eye contact, hand control, etc. all communicate about us. This is why every professional need to improve communication skills. How we talk with your teammates, classmates, and workplace environment, etc. helps to gain promotion, appreciation, and respect. This is why it is necessary to have good communication skills that show us what we are and are made of.

***3. Communication skills create and strengthen friendships:***

A tongue can make thousands of friends and enemies at the same time. It is about how and when you use it. For example in anger, we forget about words and vocabulary. We do not care about such a situation for rude behavior with other people. We do not care about father, mother, real friends, wife, children, customers, or anyone. And angrily, we use words that hurt people from inside. Now the bad communicator becomes angry and vomits the words in despair. And at the same time, the other person also got angry. Doesn't matter if they know each other or not. But they will start fighting and arguing and accuse each other. Within minutes, the debate can turn into a big fight. The reason for this is lack of patience. Patience is the most important skill in communication. This is why I think good communication skills that are based on patience, observation, and analysis of the situation are important for leading a happy and prosperous life.

***4. Communication skills are important to become a leader:***

Leaders build a positive mindset, they change the mindset of society, they drive a group of people in the right direction, they build teams to achieve certain goals, they make fast,

accurate execution of the business plan Inspire and lead people by example with them. Communication skills play a very important role in all these things.

If a leader does not communicate positively then it is difficult to build a positive mindset among the people. They have to define goals, directions, ideas through communication. This can happen through digital content, blogs, social media, meetups, seminars, speeches, group discussions, etc. In all these things, effective and persuasive communication plays a big role in making it effective. And if the presentation, speech, planning, application, guidelines are not effective, it is difficult to gain trust and support from society.

#### ***5. Communication skill helps to become educated:***

Communication skills help in becoming educated. Your degree, diploma, and technical skills are not proof that you are educated. This is proof that you have attended college and taken a course. But this does not mean that you have the knowledge and you are educated enough to handle organizational plans.

So the way you communicate, the way you explain your knowledge, thoughts, principles, laws, duties, subject with a different audience in different positive and negative situations and ways is proof that you are knowledgeable and educated. Many people do not attend any college and degree but are very educated and experienced in the way they communicate. Effective communication is as important as food for the body. Everyone will remember you for the behavior. And communication skills teach us how to behave like a human.

#### ***6. Communication skills are important in business:***

Communication skills help in business in many ways. It helps in marketing, sales, people management, and building long term relationships with customers. The way a business or vendor or team member communicates during the purchase process makes a difference in sales. Marketing is product design, business logo, landing page message, product description, choice in the application, and everything that makes sales and purchases possible is communication.

#### **Barriers of Communication**

Any parameter that limits the purpose or channel of communication between the sender and the receiver is a barrier to communication. A communication intercept can reduce or reduce the extent to which we communicate and hence the name interruption. Although the barriers to effective communication may vary for different situations, the following are some of the main barriers-

- 1) Physiological Barriers
- 2) Technological barriers
- 3) Socio-religious barriers
- 4) Linguistic Barriers
- 5) Psychological Barriers
- 6) Emotional Barriers
- 7) Physical Barriers
- 8) Cultural Barriers
- 9) Organizational Structure Barriers

- 10) Attitude Barriers
- 11) Perception Barriers

### **Conclusion:**

Communication is fundamental to the existence and survival of human beings as well as an organization. It is a process of creating and sharing ideas, information, ideas, facts, feelings, etc. among people to reach a common understanding. Communication management is the key to the direction. The main objective of communication is to encourage the flow of information, coordination, learning management skills, development of good human relations, thoughts of subordinates. Communication plays the most important role in our daily life like communication skills are the presentation of character, important for career development, to build and strengthen friendships, important to be a leader, helps to become educated, business Communication is an important construct. The strong connection between people and makes us cultural beings. Furthermore, knowledge is not the only real requirement of success achievement. Without communication! We can immediately realize that it will create a void. We can interpret verbally that separates us from animals. A person may gain good knowledge, but his performance will be judged largely on his or her ability to connect. So, if you are a good communicator, then you have better chances of success in life and running a business.

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