

COMMUNICATION POLICY

by

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WHAT IS COMMUNICATION

“Communication is the blood stream of an administrative organisation”

- Millet

“Communication is the heart of management”

- Pffiner

“Communication usually fails, except by chance.”

-Murphy’s Law

What is COMMUNICATION

It is a process of creating and sharing ideas, information, views, facts, feelings, etc. among the people to reach a common understanding.

Thus communication is the process of exchanging information and understanding between people

It involves people, atleast two- one to transmit the message (sender) , another to receive the message (receiver)

SIGNIFICANCE OF COMMUNICATION

Communications is fundamental to the existence and survival of humans as well as to an organization.

In organisations it serves FOUR functions

1. CONTROL:

Communication helps control member behavior - to follow their job description; to comply with company policies, complaining job related grievance to their boss

2. MOTIVATION

Communication fosters motivation by clarifying to employees

- what is to be done**
- how well they are doing**
- and what can be done to improve performance if it is below standard**

3. INFORMATION

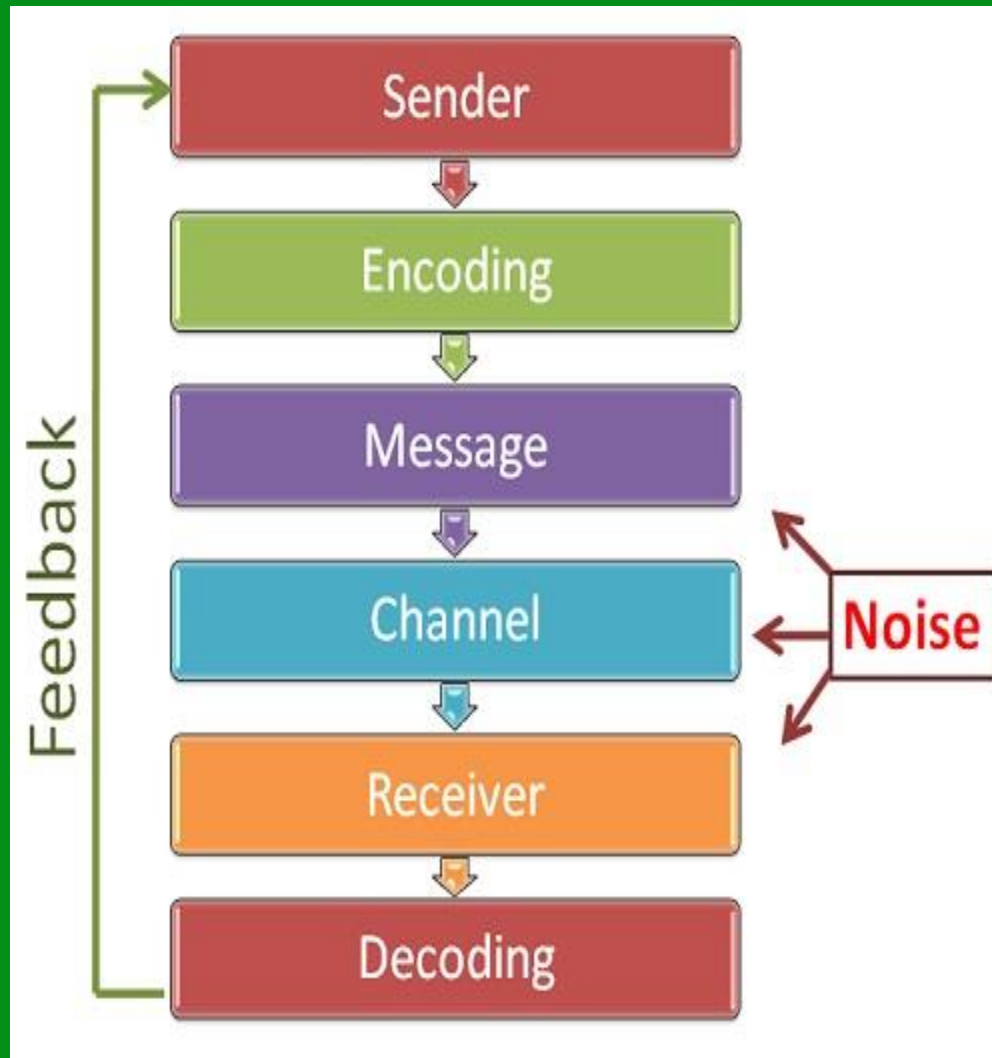
Communication provides information to individuals and members for taking a decision by identifying and evaluating alternative choices

4.EMOTIONAL EXPRESSION

For Employees, their group is a primary source for social interaction. Group communication is a mechanism by which members share feelings of satisfaction and frustrations. They feel it a family.

Thus communication serves as an emotional outlet and fulfils the social needs.

PROCESS OF COMMUNICATION



PROCESS OF COMMUNICATION

- 1. Source:** Source is the initiator of communication, who wants to transmit his ideas, thoughts, needs, intentions or other pieces of information to another person.
- 2. Encoding :** Encoding is a process in which ideas to be conveyed are translated into a code or set of symbols or some other format of expression.
- 3. Message:** The message is the actual physical product from the source-encoding. It represents the meaning which the source wants to convey.
- 4. Channel:** The channel is the medium through which the message transmits. It is the connecting link between the sender(the source) and the receiver.

PROCESS OF COMMUNICATION

5. **Decoding:** Decoding is the process which translates the message into a form that can be understood by the receiver.
6. **Receiver:** Receiver is the person to whom the message is directed (conveyed).
7. **Feedback:** Feedback is the response from the receiver which enables the sender (the source) to determine whether the message was received and understood as originally intended.
8. **Noise:** Noise includes those factors in each of the components of communication that reduces the accuracy or fidelity of message. Thus, it can occur at any stage in the communication process.

TYPES OF COMMUNICATION

Three aspects of Communication are

1. **Internal Communication-Relationship of the organisation with employees which can be Upward, Downward and Across/Diagonal**
2. **External Communication - Relationship of the organisation with the Public**
3. **Inter-Personal Communication –Relationship among employees**

MEDIA OF COMMUNICATION

Communication can be in the forms of

- 1. Written Communication – Memos, Letters, Reports, Orders, E-mail etc.**
- 2. Oral Communication- Spoken Word, Face to Face, Voice Chat over phone, Chat rooms, What's Up etc**
- 3. Non-Verbal Communication –Expression, Body Postures, Gestures, Eye contact etc**

BARRIERS TO COMMUNICATION

Linguistic Barriers

Psychological Barriers

Cultural Barriers

Physical Barriers

Perception

Poor listening

Environmental Factors

Gender Barriers & Others

7 Cs FOR EFFECTIVE COMMUNICATION



7 Cs

1. Completeness

- The message must be complete and must be based on facts.
- Supply additional information and / or explanation when needed.

2. Concreteness

- Eliminate wordy expression
- This is often supported by factual material such as research data and figures.
- Nothing is left to the imagination

3. Courtesy

- **Consider the feelings and points of view of the target group**
- **Approach the audience in a friendly and courteous manner.**
- **Use of terms that show respect for the receiver.**

4. Correctness

- **Use correct language.**
- **Check accuracy of figures, facts and words**
- **In written business communication,**

grammatical errors must be avoided

- **A correct use of language increases trustworthiness and the receiver will feel that they are taken seriously.**

5. Clarity

- **Choose precise, concrete and familiar words.**
- **Construct effective sentences and paragraphs**

6. Consideration

- **It is important to relate to the target group and be involved.**
- **Focus on “YOU” instead of “I” or “We”.**
- **Factors that play a role in this are for example: professional knowledge, level of education, age and interests.**

7. Conciseness

- **No inconsistencies.**
- **When facts are mentioned, it is important that there is consistent, supporting information.**

7 Cs

The 7 C's of Communication have two more variations that are often overlooked, namely Creativity and Credibility.

- **Creativity - A text will only be lively when the words and sentence structures are used creatively and when short sentences are alternated with longer sentences.**
- **Credibility - By creating an atmosphere of trust in a conversation or text, you add credibility to the message.**

IT AND COMMUNICATION

- **Information Technologies are mainly used as channels of Communication. The Internet, World Wide Web (WWW), Electronic mail, voice mail, and telecommunications constitute the state of the art information technologies.**

COMMUNICATION & PUBLIC POLICY

Communication figures in public policy in a variety of complex ways.

- **Communication is one site where policy is publicly worked over, often in hearings and debates, in the editorial pages of newspapers and magazines, on radio and television talk shows, and on political weblogs and social networking sites.**
- **Communication is the subject of public policy, most notably in laws and regulations on forms of speech, mass media, and telecommunication.**

- **Communication is the object of policy, as witnessed in the efforts by government and non-government agencies to inform and educate various publics about problems in society.**

THANK YOU

