

Purpose of communication

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Communication

Communication is the process of sending and receiving information among people.



Purpose of communication

Purpose of communication is to make others understand and act upon it accordingly in the same sense .

Communication is effective when the message is shared and understood by one another.

The Main Purpose Of Communication Are :

Flow of information

Coordination

Learning management

Preparing people to accept change:

Developing smart human relation

Idea of the subordinates

1. Flow of Information:

- The relevant information must flow continuously from top to bottom and vice versa. The staff at all levels must be kept informed about the organizational objectives and other developments taking place in the organization.
- The right information should reach the right person, at right time through the right person.

Example :

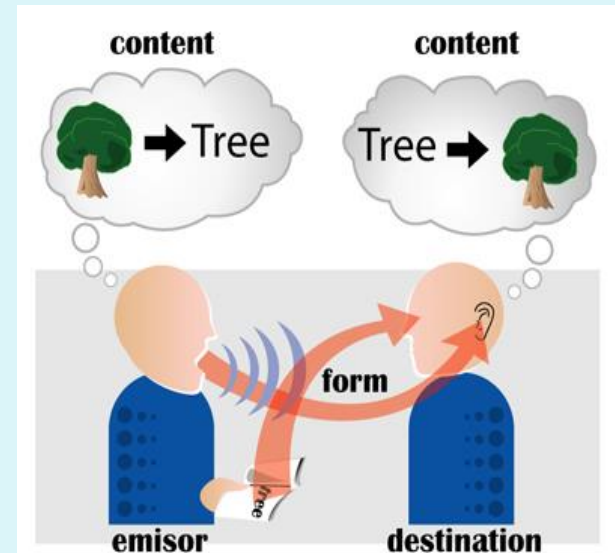


2. Coordination:

- It is through communication the efforts of all the staff working in the organization can be coordinated for the accomplishment of the organizational goals.
- The coordination of all personnel's and their efforts is the essence of management which can be attained through effective communication.

3. Learning Management Skills:

- The communication facilitates flow of information, ideas, beliefs, perception, advice, opinion, orders and instructions etc.
- The experience of the sender of the message gets reflected in it which the person at the receiving end can learn by analyzing and understanding it.



4. Preparing People to Accept Change:

- The proper and effective communication is an important tool in the hands of management of any organization to bring about overall change in the organizational policies, procedures and work style and make the staff to accept and respond positively.



“What if we don’t change at all ...
and something magical just happens?”

5. Developing Good Human Relations:

➤ Managers and workers and other staff exchange their ideas, thoughts and perceptions with each other through communication. This helps them to understand each other better. This leads to promotion of good human relations in the organization.



6. Ideas of Subordinates :

- The managers must know the ideas, thoughts, comments, reactions and attitudes of their subordinates and subordinates should know the same from the lowest level staff of their respective departments.



**Thank
you!**



REFERENCE :

<http://www.yourarticlelibrary.com/management/communication/communication-meaning-purpose-importance-and-principles/60291>