

The Roles of Effective Communication in the Smooth Running of an Organization

Ekpo, P. E.

ABSTRACT

No Organization can survive without effective communication. The purpose of communication is to control, co-ordinate and adjust the Organization to changes in its environment. It is very true that communication and administration in any Organization work hand in hand. The two are complimentary to each other. One cannot do without the other. This is why interaction within an Organization is seen as the corner stone of any Organization. If there is no communication within an Organization, all organizational objectives will fail. It is on this note that this study examines the roles of effective communication in the smooth running of an organization. This study has identified among others lack of trust as one of the problems of communication in an Organization. The study therefore maintains that Organizations stand to perform well and increase their productivity only if information which will dispel bias and lack of trust among members of the system is given its proper place.

Keywords: *Effective communication, organization, information*

INTRODUCTION

Communication is an important diffusion element under which scientific information is shared on ideas, facts and knowledge between individuals or groups (Nwankwo, 2015). Communication has important role to play in an Organization, be it public or private. It is a fact that no Organization can succeed without effective communication system. This is why over the years, administrators and managers have placed increasing emphasis on communication strategies in their Organizations. The use of communication strategies in most development programmes is related to the increasing awareness of the role of information and education in the delivery of development projects (Nwankwo, 2015). The problems of Organisations is not whether there is communication or not, because in actual sense, every Organisation undergoes some measures of communication. Silence in itself which is a situation of no verbal or written response relating to an issue or event is a way of communicating. This is because it does not bring a permanent stop to the communication process rather it stirs up either positive or negative reactions. It is the adoption of strategies in communication that makes communication effective. Therefore, for people to know their duties and do them, and projects and programmes to work effectively, communication must be effective. According to Nwankwo (2015), the success or failure of most programmes depends on the performance of the communication strategy. The choice of packages of channels of communication; the contents and strengths of the messages; the diffusion strategy; the monitoring effectiveness and the receptivity of the

Ekpo, P. E. is a Lecturer in the Department of Public Administration, Akwa Ibom State Polytechnic, Ikot Osurua, Ikot Ekpene, Nigeria

messages are usually dependent on the communication strategy (Nwankwo, 2015). Dale (1978) says communication is the passing of ideas, information, orders, interactions in such a way that the recipient understands exactly what it meant. Simon (1950) puts greater emphasis on the role of communication when he notes that without communication, there can be no organization, for there is no possibility than that of the group influencing the behaviour of an individual. According to Nwankwo (2015), the implementation of the communication strategy has been in the center of the programme performance indexes. Weihrich and Koontz (1993) see communication as the transfer of information from a sender to a receiver with the information being understood by the receiver. The important point about this definition is the fact that the information sent must be clearly understood by the receiver before communication can be said to be complete. In other words, there is no communication, if the receiver fails to understand what is sent to him. They further observe that communication applies to all phases of management but that it is more apt in the function of leading. That means the leader needs communication very well in his day to day running of the organization. Communication, according to Chaka (2002) as cited in Nwankwo (2015), is one of the diffusion elements, which has six essential elements namely: services, message, channel, receivers, effect and feedbacks. Cole (1996) defines communication as the process of creating, transmitting, and interpreting ideas, facts, opinions and feelings between two or more persons. The important point in the above definition is the fact that communication implies a natural exchange or interchange of ideas, facts, opinions and feelings between two or more persons (Owugah and Maduka, 2011).

Furthermore, Ngu (1994) maintains that communication can be said to be the process of sending a message by one individual to another, with the desire to evoke a response. This message may be verbal, non-verbal or behavioural stimulus, which the sender transmits to the receiver and that such a message must be understood by the receiver. Once again, it is necessary to point out that for communication to take place, the receiver must be able to understand the message sent to him by the sender. Where this does not happen, no communication has taken place. Also, Robbins (1999) sees communication as the process of transmitting an idea or thought in such a way that the mental picture perceived by the receiver was exactly the same as that envired by the sender. What this means is that the receiver must be able to receive and understand exactly what the sender of the information had in mind or the meaning of the sender, what the sender intended to put across to the receiver. From the above, we adduce that, for communication to take place, the receiver of whatever is communicated to him must be able to understand. Without which, there is no communication. Therefore, this work on the role of effective communication in the smooth and effective running of an organization in not out of place.

The Role of Communication in an Organization

According to Oruebor (2004) administration is the process of getting things done through others, and to get things done through others, it is necessary to communicate with others and often to motivate them as well. The objective of communication is to provide the

independent commission with approaches, methodologies, activities, outputs and outcomes for them to effectively raise awareness (Nwankwo, 2015). Good communication has a technical aspect as well as an emotional aspect (Animasahun, Okonkwo and Okoiye (2013). Nwankwo (2015) maintains that effectiveness of communication and association sustainability in diffusion process depends on communication skill (ability to select the best media for communication), knowledge of the subject matter, attitude towards self and audience and prevalent culture of environment. In other words, effective communication is an essential ingredient needed in an Organization, if the goals and objectives of such Organization must be achieved. One thing that must be noted as a common feature of any Organisation is the fact that it comprises people of diverse backgrounds, culture, characters and behaviours. Person with these attributes coming together under the umbrella of one Organisation come to pursue one goal and object. The only thing or tool that can ensure proper functioning of these people in the component whole such that the desired understanding and coordination is there is effective communication. Therefore, effective communication becomes an essential skill that must be acquired to drive the entity forward successfully. Davidson (2012) contends that positive interpersonal communication could enable an individual to relate and react in an organised manner to people and situations in a specific context (Animasahun, Okonkwo and Okoiye (2013). This implies that adequate and appropriately utilised interpersonal skills are critical to ensuring the development and sustenance of positive interpersonal relationships (Animasahun, Okonkwo and Okoiye (2013). Davidson (2012) as cited in (Animasahun, Okonkwo and Okoiye (2013) posits that enhancing, building and maintaining good interpersonal relationship is a distinctive aspect of human association. Communication goes hand in hand with administration in an Organization and this is why administrators cannot do without effective communication in their organizations. Consequently communication performs the following role in an organization.

1. Communication maintains the flow of accurate information within an Organization. Right information needed for the achievement of the goals of an Organization is passed to the employees of the Organization through effective communication.
2. Communication plays an active role in stimulating rational decision making and appropriate action. When decisions that will bring about goal actualization is taken in an Organisation, such decisions are communicated to every employee so that each person can contribute his quota to the success story.
3. Also, communication fosters motivation by clarifying organizational objectives with a view to enhancing performance and increasing productivity. As put by Owugah and Maduka (2011), communication provokes total quality management and necessary changes in the Organization. That is, quality control and required changes that can bring about increase in productivity are brought to the attention of the employees through effective communication.
4. Communication serves as coordinating and controlling mechanism. Through effective and efficient communication, human and material resources are combined and the resultant synergy drives the Organization to blossom.

5. It is through communication that the goals of an organization are disseminated to every member of the Organization thereby encouraging each person to perform his set task for the overall achievement of the organizational goals and objectives.
6. Communication in Organization helps in organizing human and other resources in the most effective and efficient manner. Again communication leads, directs, motivates and creates a climate in which people want to contribute.
7. Communication cuts across all functions and activities carried out in an Organization. Planning, organizing, directing, controlling, leading, motivating, staffing and even rational decision making among others which constitute the work of the management in any Organization is carried out through effective communication.

Communication Problems in an Organization

Despite the role communication plays in the survival of any Organization, no Organization can lay claim to achieving perfect or hitch free communication process in real sense. Organizations are faced with problems of effective communication in their day to day operations. These problems include the following.

Poor Planning: This is identified as one of the major problems militating against effective communication in Organizations. Planning requires intelligent thinking and timing, but when planning in an Organization is done poorly, it becomes difficult for it to be communicated effectively too, thereby militating against goal achievement.

Language problem: Problem of Language can cause a serious setback in an Organization. Where employees of an Organization have no common language in receiving information, it becomes a serious problem. This is so because many employees will not understand the information communicated to them by the management.

Wrong source of information: This is yet another major problem that can cause communication breakdown in an organization. The employees will be confused on what to do when information gets to them through wrong source. Irrelevant information too can mar the morale of the employees as they would be faced with a lot of alternatives to choose. Again, withholding or distorting information in Organizations hinders the productivity as the employees may not know what exactly to do to enhance their performance. There is also technical problem that can cause communication breakdown in all Organizations. A situation where there is no new letters, communication equipment and inadequate and qualified communication experts in an Organization will certainly lead to poor and ineffective communication. Also, biased information does no good to the purpose for which any organization was established. This will bring about lack of effective coordination in the Organization.

Lack of trust: A situation of lack of trust and misunderstanding among people in an Organization will certainly make people to doubt the authenticity of message or information received as to the correct source of such information.

CONCLUSION AND RECOMMENDATIONS

The success or failure of any Organization depends largely on how the management of such Organization handles communication within the establishment. It has already been stated that no Organization can succeed without effective communication network because all the management functions need to be communicated effectively to all the people within the Organization. For this to happen, Organizations must embark on effective and proper planning of all its activities. There must be an acceptable, general and common language in an Organization which all forms of communication must go through. Information that circulate in an Organization must come from the right source. This will sustain the confidence of the employees. Important and necessary information that will enhance the productivity of the employees must not be withheld from them or distorted. All forms of technical problems to effective communication in an organization should be resolved and removed. There should be effective means of information dissemination with trained and qualified information officers. Finally, biased information should be discouraged and lack of trust among employees and management should not be allowed to exist.

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