



# Communication: The Art Of Speaking

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## Abstract:

Humans have communicated with one another in some shape or form ever since time immemorial. Principles of communication are founded on a mixture of ancient oral and written traditions. Business communication is a broad-based concept that describes any kind of communication whose goal is to improve the value of a business. This could be internal communication, such as rules, guidelines and motivational material, or it could be external communication. Communication is the lifeblood of an organisation.

The two words 'information' and 'communication' are often used interchangeably, but they signify quite different things. Information is giving out; communication is getting through. – Sydney J. Harris. In this paper we propose to discuss all the aspects of the communication and its importance for our students in the practical life.

## Concept of Communication

The word 'communicate' has been derived from the Latin word 'communicate', which means to 'share' and 'participate'. Communication is a process by which information is exchanged between individuals through a common system of symbols, signs of behavior. It is the expression of facts, opinions, ideas or feelings. Communication is a two way process. There must be at least two persons to complete the process. One takes up the role of a sender and the other take up the role of receiver. Webster's dictionary states that "communication is the act of exchanging information and understanding from one person to another". Whether we communicate through writing or speaking, language continues to play an important role. The increasing use of telephone, mobile, recording devices, such as Dictaphone, answering machines, live broadcasting and telecasting and video conferencing have nowadays, shifted the focus from writing to speaking.

## **Definition**

**“Communication is an intercourse by words, letters, symbols or messages and is a way that one organisation member shares meaning and understanding with another”** -Koontz and o Donnell.

**“Communication is the exchange of facts, ideas, opinions or emotions by two or more persons”**- Newman and summer

## **Characteristics of Communication**

1. There must be some message to be sent.
2. There must be some purpose for communication.
3. It involves more than two people.
4. It deals with transmission of facts and feeling of two persons.
5. Transmission of every message is sent through a channel.
6. Medias or transmission of communication are numerous.
7. Communication is a continuous process.
8. Channels in communication are systematic and predetermined.
9. It is a process of telling, listening and understanding.

## **Principles of Communication**

### **1. Principles of clarity**

The idea or message to be communicated should be defined. It should be worded in such a way that the receiver understands the same thing which the sender wants to convey.

### **2. Principles of attention**

In order to make communication effective, the receiver’s attention should be drawn towards message. People are different in behaviour, attention, emotions etc. so they may respond differently to the message. For example, if a superior is very punctual in coming to the office then subordinates will also develop such customs/habits. It is said that ‘actions speak louder than words.

### **3. Principles of feedback**

The principles of feedback are very important to make the communication effective. There should be feedback information from the receiver to know whether he has understood the message in the same sense in which the sender has meant it.

### **4. Principles of informality**

Formal communication is generally used for transmitting messages and other information. Sometimes formal communication may not achieve the desired results, informal communication may prove effective in such situations.

### **5. Principles of consistency**

The principle states that communication should always be consistent with the policies, plans, programmes and objectives of the organisation and not in conflict with them.

### **6. Principle of timeliness**

The principle states that communication should be done at proper time so that it helps in implementing plans. Any delay in communication may not serve any purpose.

### **7. Principles of adequacy**

The information communicated should be adequate and complete in all respects. Inadequate information may delay action and create confusion. Inadequate information also affects efficiency of the receiver. So adequate information is essential for taking proper decisions and making plans.

## **Benefits of Communication**

Communication is the basis of organisational functioning.

### **Benefits of Communication:**

#### **1. Communication is the basis of organisational functioning**

Communication is the basis of organisational functioning. It is only when necessary communications are given to the subordinates about their job action on their part is possible.

#### **2. Communication as an aid to planning**

Communication is an aid to the process of decision making in general and planning, in particular. Any type of decision making (including planning) requires, basic information about the enterprise resources and limitations, and the external environmental factors, which must be supplied i.e. communicated to the management by suitable agencies.

#### **3. Communication as an aid to leadership**

A leader communicates the objectives, policies, rule and procedures of the enterprise to followers and also communicates the necessary work-orders, instructions and guidance to them, for the proper execution of the intended jobs, to be performed by the group.

#### **4. Communication as an aid to co-ordination**

Co-ordination is greatly facilitated when persons doing similar work or related aspects of work, are in perfect mutual understanding with one another – as to the manner and approach to work performance.

### **5. Communication helps in overcoming resistance**

People, in general resist to changes when changes are either not properly communicated to them or the purpose behind introducing such changes is not explained to them.

### **6. Communication as the basis of good human relations**

Communication promotes good human relations, in the organisational life. Apparently communication is transfer of messages; while intrinsically it is transmission of understanding among the sender and the recipients of messages. A free flow of communication, through facilitating transmission of understanding paves the way for the development of good human relations in the organisation.

### **4S of Communication**

4S's of communication helps in making good and effective communication. 4S's are; Shortness, Simplicity, Strength, and Sincerity. These are required for making to establish good and effective business communication.

An understanding of the 4 S's is equally important a **7 C's of communication**. In this post, we will look at the 4 S's of communication.

4s of Communication are;

1. Shortness.
2. Simplicity.
3. Strength.
4. Sincerity.

### **Shortness**

“Brevity is the soul of wit,” it is said. The same can be said about communication. If the message can be made brief, and verbosity did away with, then transmission and comprehension of messages are going to be faster and more effective. Flooding messages with high sounding words do not create an impact. Many people harbor a misconception

that they can impress the receiver if they carry on their expeditious travails. Little do they realize how much they have lost as the receiver has spent a major chunk of his time trying to decipher the actual meaning of the message.

### **Simplicity**

Simplicity both in the usage of words and ideas reveals clarity in the thinking process. It is normally a tendency that when an individual is himself confused that he tries to use equally confusing strategies to lead the receiver in a maze. Reveal clarity in the thinking process by using simple terminology and equally simple concepts.

### **Strength**

The strength of a message emanates from the credibility of the sender. If the sender himself believes in a message that he is about to transmit, there is bound to be strength and conviction in whatever he tries to state. Halfhearted statements or utterances that the sender himself does not believe in add a touch of falsehood to the entire.

### **Sincerity**

A sincere approach to an issue is evident to the receiver. If the sender is genuine, it will be reflected in the manner in which he communicates. Suppose there is a small element of deceit involved in the interaction or on the part of the sender. If the receiver is keen and observant, he would be able to sense the make-believe situation and, business transactions, even if going full swing, would not materialize.

**Conclusion:** Communication seems to be very simple but lacking in effective communication strategies leads to failure in communication. Clarity in the ideas and consistency in communication leads to the successful delivery of your expressions. Effective communication strategies also help to achieve organizational goals through planning, co-ordination, team work and effective leadership.

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