

## Objectives of Communication

(adopted from <https://www.marketing91.com/objectives-ofcommunication/>)



Here we are going to mention some of the common objectives of communication.

This will make you understand why it is essential to communicate. Now there is one thing that you need to know. It is the fact that we are talking about communication in business and the corporate world.

So, we are going to continue from there.

### **1) Building Awareness**

This is one of the most important things that you need to know about for sure.

Building awareness is essential for businesses and people these days. Most companies these days want to make sure that they can spread the message about their products and services in the best way.

This is where communication helps them out for sure. There are some benefits that a company might get from proper communication. The better they can communicate with the people, the more awareness they are going to get for the brand.

## **2) Providing Information or Educating**

Now here are another one of the most important objectives that people need to know about communication for sure.

When your client is seeking something, you need to ensure that you can provide them with the exact things.

This is where you need to communicate with them to make them realize that you can provide them with information and other essential things as well. Describing and explaining your agenda to provide more information can work in your favor.

## **3) Creating Interest**

In some instances, some clients have an interest in the product or are just familiar with the product or service. So, you need to ensure that they can move from awareness of the product to show great interest in it. This is something that you can achieve with the help of communication.

When you are properly communicating with the clients, they will be able to understand the need for the product and hence will show an interest in it.

Doesn't that seem like a pretty good idea to you, people?

Let us have a look upon how motivation is one of the most powerful objectives of communication-

## **4) Motivating People/Audiences**

Either you are running a business, or channelizing any social or educational endeavors, you must motivate your audiences in the right manner, so they can stay motivated in accomplishing the goals.

When communication is done with the right inclusion of emotional intelligence, it empowers the audiences to opt for a higher level of performance in a dedicated and enthusiastic manner.

Businesses can use different means such as workshops, lectures, meet-ups, talks, films, etc. for motivating people.

## **5) Promoting the brand, product or service**

Publicity, marketing, advertising, public relations, product releases, customer education, etc. are the parts of the promotion strategy, and communication plays the most significant role in channelizing all the activities.

So, when it comes to discussing the objectives of communication, we ought to say here that communication is the base of all sorts of promotional and branding activities of individuals, businesses or brands.

The way you communicate with your target audiences decides how productive your relationship is with them.

### **6) Organizing Resources**

There are different resources such as financial resources, human resources, material resources, etc. are integral parts of an organization, and communication serves an essential role in organizing all these resources.

So, while discussing the objectives of communication, understanding the [role of communication](#) in overcoming the challenges associated with the well-ordered channelization of different resources is quite essential for the managers and business owners.

### **7) Offering better Coordination**

It is again one of the most crucial objectives of communication when it comes to the effective and efficient management of an organization.

With the right use of communication strategies, managers can link different functional departments of an organization in a result-driven manner. It also plays a significant role in accomplishing organisational goals in a well-coordinated manner.

### **8) Increasing Efficiency**

For increasing the efficiency of the workforce, the managers must communicate the right practices, strategies, and things at the right time in a best-personalized manner. Effective [communication strategy](#) serves this most adeptly.

So, increasing the efficiency of the workforce along with the overall organization is one of the most fruitful objectives of communication that ultimately get converted into increased productivity, sales and profits.

### **9) Harmonious Relationship b/w Management & Workers**

Communication is the prime force that can make or break things either on the personal front or on the organizational front. So, when it comes to objectives of communication, its role in ensuring the harmonious relationship between management and workers cannot be ignored.

Here, your communication strategy needs to ensure the unbiased and hassle-free flow of information in the whole organization, so the productivity keeps on increasing.

## **10) Job Satisfaction of the Employees**

When businesses or HR managers ensure an environment where employees are allowed to speak their minds to express their viewpoints, desires, and demands, the job satisfaction level of the employees will for sure be on the higher side.

Communication strategies are essential for ensuring this. When employees feel full freedom in expressing themselves, they stay more motivated, and hence they will for sure be more satisfied.

So, these were the top 10 objectives of communication that plays a crucial role in effective business management. In addition to these, there are some other objectives as well, so let us have a brief look upon those as well-

### **List of some other Important Objectives of Communication**

- Bringing dynamism in the organization
- Ensuring effective employee orientation
- Creating better consciousness in the workforce
- Adeptly directing the subordinates
- Providing effective facilitation of policies
- Discouraging rumors, misinformation, and ambiguity
- Giving facts rather than just sharing impressions
- Persuading others and offering recommendations
- Stimulating demand and supporting a brand

### **Importance and Guidelines for Effective Communication**

#### **(i) Increase in Size:**

With the large scale of operation in business firm, the need for effective communication has been largely felt.

#### **(ii) Growing Specialization:**

Increase in departments has led to the requirement of specialization inside the organisation. Sound communication is essential for ensuring mutual co-operation and understanding between different departments for smooth functioning of the organisation.

#### **(iii) Cut-Throat Competition:**

Due to liberalization and globalization, severe competition has resulted in between private, public sectors and foreign banks. Communication through mass media, newspaper, advertisement etc. has become important to survive in the race.

**(iv) Trade Union Movement:**

Trade unions are very strong and powerful. Regular exchange of information, consulting union leader's etc. helps to maintain healthy relations between them.

**(v) Human Relations:**

To develop mutual trust and confidence, it is necessary for management and employees to communicate with each other. Participation of employees in the management process has brought in a sense of belonging and loyalty towards the organisation.

**(vi) Public Relations:**

Every organisation needs to keep its customers, stakeholders, government and other sections of the society informed about its product and contribution to the society. Public relation helps in building goodwill for the organisation.

**(vii) Personal Asset:**

Communication skill is essential for every successful job. Managers are required to speak to public at large on various occasions. The ability to communicate effectively is equally essential for promotion in career.

**Principles of Effective Communication**(Adopted from <https://www.businessmanagementideas.com/communication/principles-of-effective-communication/19915>)

**An effective communication system is based on the following principles:**

**(1) Principle of Clarity in Ideas:**

First of all it should be clear in the mind of the sender as to what he wants to say. According to Terry the principle of effective communication is ‘first to fully inform oneself.’ The clearer the thought the more effective is the communication.

**(2) Principle of Appropriate Language:**

According to this principle, the communication should always be in a simple language. Ideas should be clear and be devoid of any doubt. Technical words and words having various meanings should be used to the minimum.

**(3) Principle of Attention:** The purpose of communication is that the receiver of information should clearly understand its meaning. It means merely transferring information is not communication and it is important that the receiver should understand it. This is possible only when the receiver takes interest in the message and listens to it attentively.

**(4) Principle of Consistency:**

According to this principle, communication system should maintain consistency in the objectives of the enterprise, its procedures and processes. It means communication should be in accordance with the policies laid down for it.

**(5) Principle of Adequacy:** The information sent to the receiver should be sufficient and complete in every respect. Information more than the need or less than the need is harmful. In the context of business incomplete information is dangerous. The sufficiency of information

depends on the ability of the receiver. If the receiver happens to be capable more information can be given with the help of a few words. On the contrary, in case of a less capable receiver more details are needed.

**(6) Principle of Proper Time:**

The messages should reach the receiver whenever they are needed. Late messages are meaningless and the utility of communication is ended. Hence, the message should be sent before the actual need keeping in mind the time required for communication.

**(7) Principle of Informality:** Formal communication has a prominent place among the channels of communication but informal communication is not less important. There are some problems which cannot be solved with formal communication but informal communication does succeed in solving them. Therefore, informal communication should also be given recognition in the organisation.

**(8) Principle of Feedback:**

It is essential for the sender of the message that he should know about the success of the message. It means that he should see whether the receiver has understood the message or not. Feedback is easily obtained in a face to face communication with the help of the facial reactions of the receiver. In the written communication the sender can get the feedback by using appropriate means.

**(9) Principle of Integration:** Communication should be able to introduce all the employees in the enterprise with its objectives so that all the employees move unitedly towards the goal.

**(10) Principle of Consultation:**

The suggestions of all the persons concerned should be invited while making plans for communication. The obvious benefit of such a move will be that all those who are invited while making plans for communication and taken into confidence will contribute to the success of the communication system. Planning for communication aims at determining as to when, how and through what medium communication is to be done among people working at different levels.

**(11) Principle of Flexibility:**

Communication system should be able to absorb the changes in the organisation. A communication system that cannot absorb changes according to the need becomes meaningless.

**(12) Principle of Economy:** Communication system should not be unnecessarily costly. As far as possible unnecessary messages should be reduced to the minimum to make communication economical. No single employee should be burdened with the work of communication.

**(13) Principle of Proper Medium:**

In order to make communication effective it is necessary not only to have clarity of ideas, consistency and completeness but also to make a proper choice of medium. For example- the managers should make use of oral communication for individual communication and written communication for policy matters.

Effective communication means communication free from barriers. Though ideal communication free from all barriers is seldom achieved, communicators should acquire communication skills and enhance effectiveness of their communication.

Types of Business Communication(Adopted from <https://theinvestorsbook.com/types-of-business-communication.html>)

**Definition:** Business Communication refers to the exchange of thoughts, ideas, views and information among the personnel working in or associated with the organisation.



Communication, i.e. interacting in some or the other way is essential for humans beings to survive in a social environment.

### Different Types of Business Communication

Communication is a need in today's business world. The people either work for or are associated with an organisation, including employees, stakeholders, banks, customers, suppliers, advertisers, etc. Thus, they need to interact and communicate with each other to achieve business objectives as well as fulfil their requirements.

Let us now understand the various ways in which interactions take place in an organisation. Business communication can be classified by its structure, direction of flow of information, modes of communication and response.

### Content: Types of Business Communication

#### 1. Based on Structure

- Formal
- Informal

#### Based on the Medium of Communication

- Verbal
- Non-Verbal

#### Based on Flow of Direction

- Upward
- Downward
- Horizontal
- Diagonal

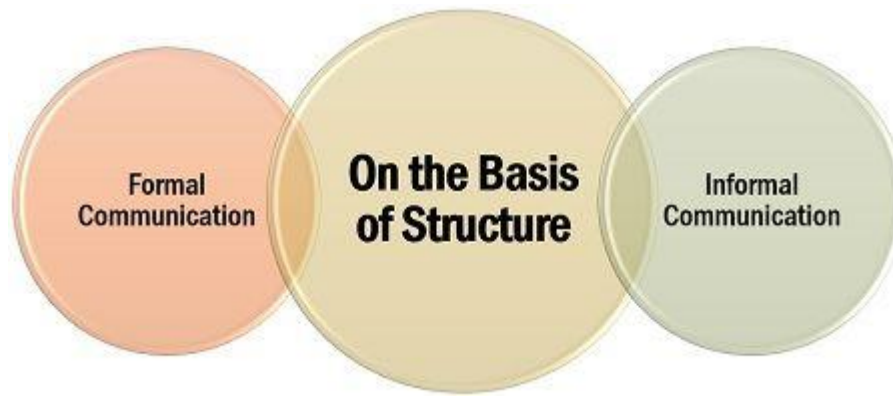
#### 4. Based on Response

- One-Way
- Two-Way

## Based on Structure

The first one is the structure of communication; the channel used for interaction plays a vital role.

It can be further bifurcated into the following two categories:

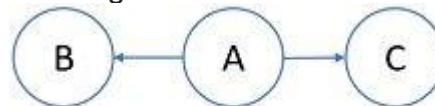


### *Formal Communication*

It is a regular and organised channel of work-related communication within a company, where the employees have to coordinate through a proper medium among themselves.

**Types of Formal Communication Network:** A communication network is a pattern designed to understand how information travels from one person to another. Let us now go through the different networks provided under formal communication:

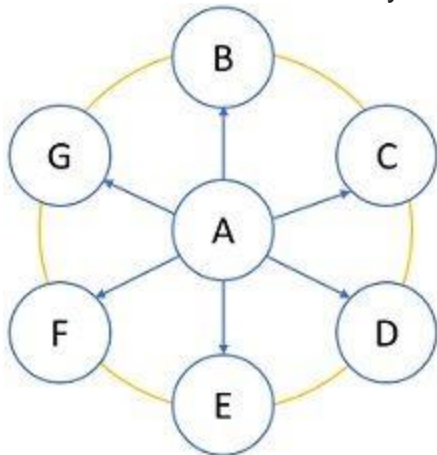
- **Chain:** When an employee passes on official information to the other employee who further communicates it to a third employee creates a chain pattern. For example; the CEO informs the sales target to the General Manager, the GM also



**Chain Pattern**

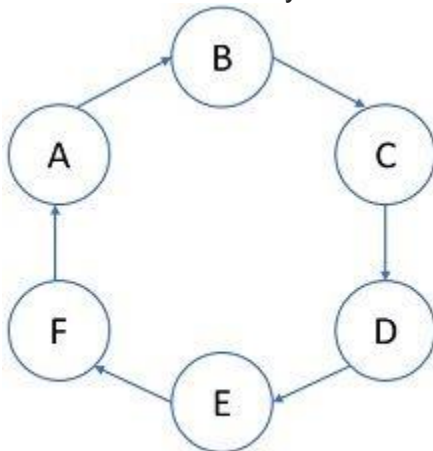
- transmits it to the Sales Manager.
- **Wheel:** When a single employee communicates any organisational information to a group of co-workers, a wheel pattern is formed. For example; Team leader reading

out a circular issued by the management in front of other co-workers.



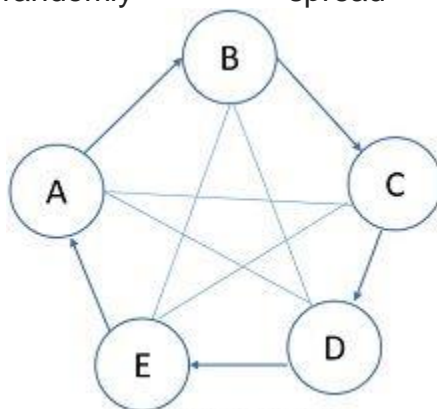
### Wheel Pattern

- **Circular:** An employee communicates information to his colleague, who passes it on to another co-worker and so on. The message passes from one employee to another and finally reaches to the person who initiates the process.



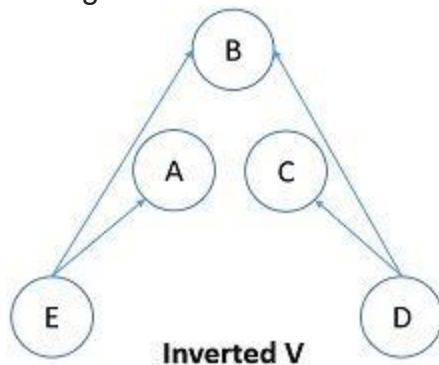
### Circular Pattern

- **Free Flow:** In this type of network, no particular pattern is followed. Information is spread in a non-systematic manner by anyone. For example; in an emergency condition in the organisation, say in case of a short circuit, the information is randomly spread among the employees.



### Free Flow

- **Inverted V:** Under this network, the subordinates can communicate directly with their immediate senior as well as their senior or top management too. For example; sales executives can interact with their team leader as well as with the manager.

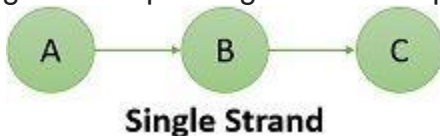


### *Informal Communication*

It is an unofficial form of communication arising out of friendship or casual relations, where the discussions may or may not be related to the work or the organisation.

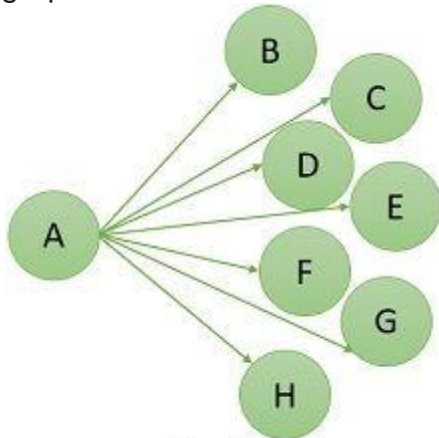
**Types of Informal Communication Network:** Though there is no particular system which is followed for informal communication, still following are the four informal networks identified:

- **Single Strand:** Similar to the chain pattern, in single strand too, the information goes on passing from one person to another; then to the next; and so on.



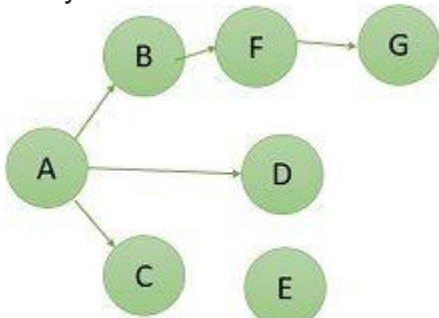
- **Gossip / Grapevine:** One single person spreads information within an informal group where the message may or may not be valid. This pattern is also called as

grapevine.



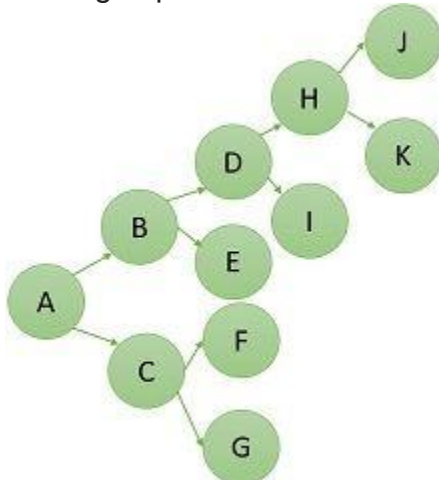
### Gossip

- **Probability:** It is similar to the gossip pattern, but here, it is not necessary that everyone is involved in the communication.



### Probability

- **Cluster:** When a person passes on information only to his trustworthy people believing that they won't tell it to anyone, but they do the same thing. Thus, the message spreads to a selected group of people; this network is known as a cluster.

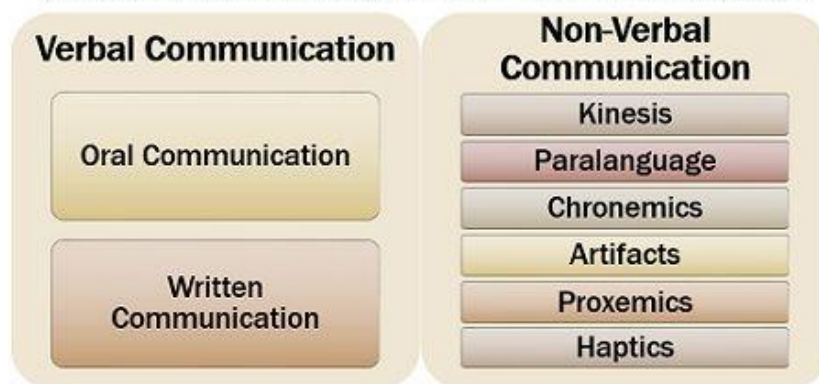


### Cluster

Based on the Medium of Communication

The way a message is framed and the channel used for sending information to the receiver determines the following forms of communication:

### On the Basis of Medium of Communication



#### *Verbal Communication*

Transmission of information which is enclosed in words whether written or said is known as verbal communication.

A message framed in words when spoken to the receiver is termed as **oral communication**. It includes face to face interaction, calls, voice calls, video calls, a recorded message, etc.

Whereas, when the sender drafts a message in words for the receiver to read, it is called **written communication**. For example; a letter, an email, brochures, circulars, notice, message, chat, etc.

## *Non-Verbal Communication*

As we say 'actions speak louder than words', expressing information other than words is known as non-verbal communication. Any communication remains incomplete without the use of non-verbal means.

There are different types of non-verbal communication, including kinesics, paralanguage, chronemics, artefacts, proxemics and haptics.

**Kinesics** refers to interactions through facial expressions, body language, eye contact, gestures, postures, etc. However, **paralanguage** is the way we speak, i.e. tone, volume, pitch, etc.

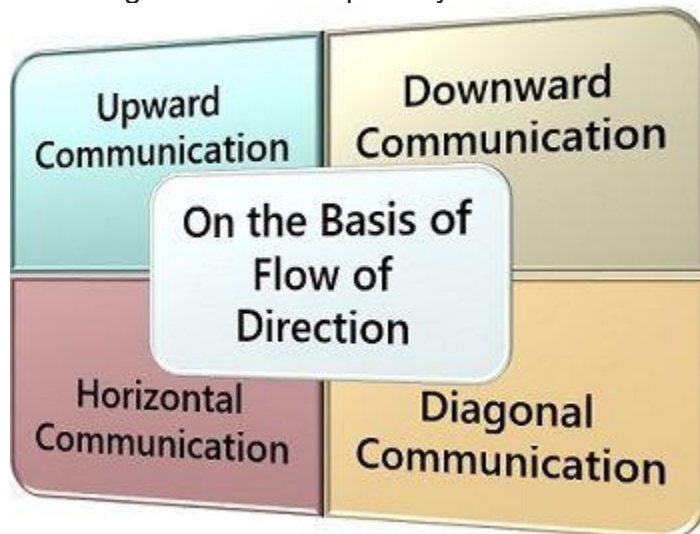
**Artefacts** include the appearance, personality, dressing sense and presentability of a person. Whereas, **chronemics** is the timing, punctuality, pause etc. while speaking.

**Proxemics** is the distance which a person maintains while communicating with others, speaks a lot about the relation between the two. Lastly, **haptics** or the touch also inform about the feelings and expressiveness of a person.

### Based on Flow of Direction

The direction in which information or a message flows within a formal set up in an organisation defines the type of communication it is.

Following are the four primary forms of communication- according to their direction:



### *Upward Communication*

In upward communication, the sub-ordinates share their problems, suggestions and ideas with their seniors.

### *Downward Communication*

When the seniors pass on orders, instructions, policies, rules, norms, etc. to their subordinates, it is known as downward communication.

### *Horizontal Communication*

When communication takes place among two people holding a similar position in the organisation, it is known as horizontal communication. For example; A sales manager provides the sales revenue sheet to the finance manager.

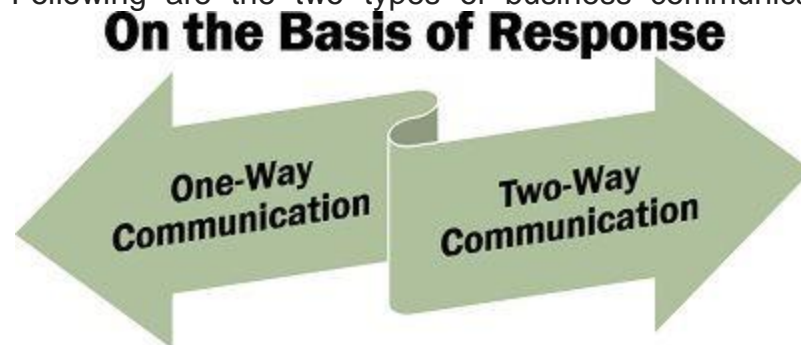
### *Diagonal Communication*

When the senior of a particular department shares some information with the subordinate of the other department and vice-versa. For example; a human resource manager warns a sales executive for excessive leaves.

### Based on Response

Communication in an organisation can be differentiated as per the need for response or feedback.

Following are the two types of business communication, based on the response:



### *One-Way Communication*

In one-way communication, the sender passes on the information to the receiver without seeking any feedback or response. For example; an advertisement for a particular product on television.



### *Two-Way Communication*

When the sender shares some information with the receiver, and in return, the receiver responds to such information, it is known as two-way communication. For example; the manager discusses the problem of low productivity with the team, and they give reasons for the same.

### *Conclusion*

We, humans, are considered to be social animals, and therefore, interaction with each other is a necessity for us. So goes for business, no business activity can survive in the absence of communication.