

School of Liberal Education

COMMUNICATION SKILLS

Semester: V

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Lecture 3

Functions of Communication

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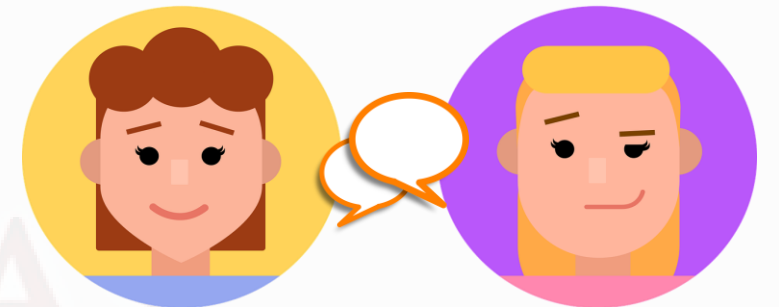
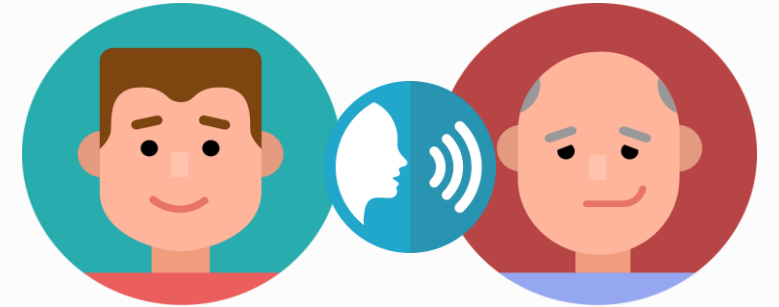
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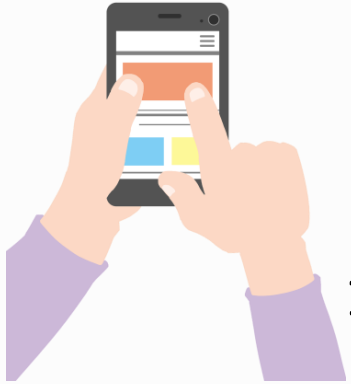
Communication, at its core, is the use of messages to transfer information. It is a way of expressing one's thoughts and feelings, ideas, and information, be it any kind.

There are four major functions of communication. They are:

- Emotive
- Motivation
- Information
- Control



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1. INFORMATION

The first and foremost function of communication is to provide information. This function is performed in many ways. Before providing or passing an information, one has to receive, collect or sift information from various sources, both external and internal, and through various media, verbal or non-verbal, body language or paralanguage, sign language or audio-visual aids, books, journals, newspapers, advertisements, brochures etc.



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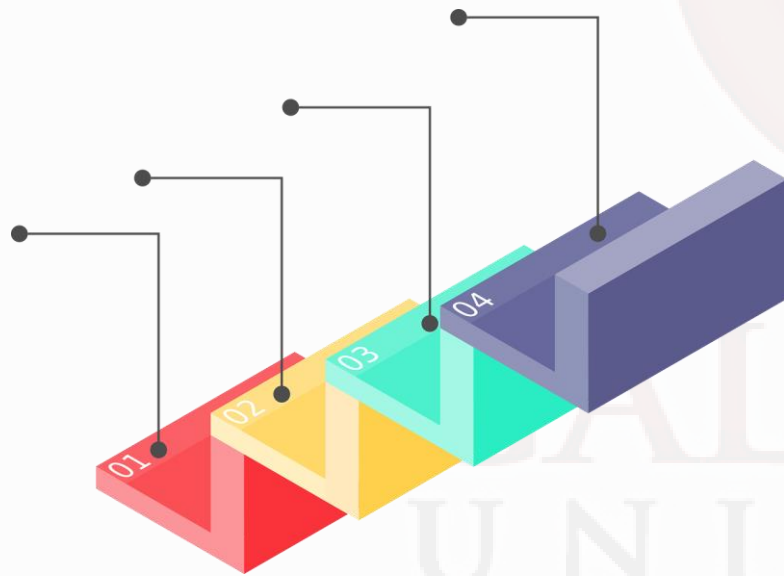


Communication serves a vital information function for decision making as well. It is based on technological orientation and facilitates information processing activities and ways to improve the accuracy with which communication channels carry information going into individual, group and organizational decisions.

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2. CONTROL

The next very important function of communication is to control 'member behaviour' in several ways. Every organization has a hierarchical system and formal guidelines that the employees are supposed to follow.



Organizations attempt to control the activities of individuals through the design and use of formal communication channels.



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For example, when the employees are required to follow their job description or instructions, or to comply with company policies, communication performs a control function. This very function also gives the employees their code of conduct. It is generally expected of the employees to first communicate their grievances or complaints to their immediate boss. They have, in this way, to follow the formal channel of communication.

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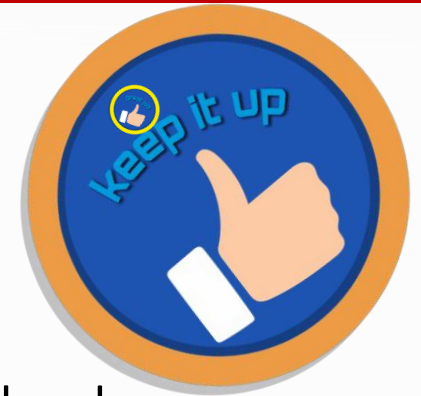
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3. MOTIVATION

A major function of communication is to motivate, direct, control and evaluate the performance of organizational members. Leadership is an influence process by which supervisors attempt to control the behaviour and performance of subordinates. Communication is the major vehicle of such control available to leaders.



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Communication brings 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's average. The formation of specific goals, feedback on progress toward the goals, and reinforcement of desired behaviour all stimulate motivation and require communication.



4. EMOTIVE

Communication is a social activity and every organisation is a social entity. Communication is a fundamental mechanism by which members of group shows their satisfaction and frustrations.

Communication, therefore, provides for the emotional expression of feelings and fulfillment of social needs. The members of the group or organisation are human beings who have so much to share, gather, or pass on.



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Through communication, employees can express their frustrations and satisfactions to each other and to the management.



In addition, communication provides a mechanism for individuals to compare attitude and resolve conflicts about their jobs, their roles and areas of conflict between groups and individuals.



Eg : If an employee is dissatisfied with his pay, he will often communicate with others informally, to determine whether the feelings are justified or not.



References

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Thank You

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