



# ROLE AND SIGNIFICANCE OF COMMUNICATION IN CORPORATE WORLD

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*Abstract- When we communicate with others we try to establish “commonness” with others. We try to share information, an idea or a concept in our interaction with the other person. Communication is thus a process of achieving understanding among people. In this age of globalization, English is the second foreign language spoken worldwide and is commonly used in trade and industries. There is tough competition in business world that’s why it is very difficult for professionals to survive and excel in their particular areas or fields without effective English communication. Difficulties and problems while communicating in English language are majorly faced by various professionals in the organizations. The fact is that finding a job in this competitive world and to survive in that is a great challenge. Every authority looks for qualified, talented, smart and confident employees. For example, if someone applies for a high class job and when he/she goes for an interview; obviously, qualified, talented, smart and confident employee with fluent English is hired. Why is English so important in finding a job? Everyone knows that people deal with others in English language especially in the business world, scientific world and others. So the point here is that it is very difficult to get a pretty good job or a promotion without knowing effective communication. This paper is an insight on importance and impact of English language in corporate world. Further it has been tried to identify the challenges faced while communicating in English.*

*Keywords— Communication, Technology, Corporate world, English Lingo*

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## I. INTRODUCTION

Interaction is one of the basic needs of life like air, water, clothes and food. Every living object on this planet interacts with each other. Irrespective of our age, race, gender, region or religion we somehow understand the unspoken messages. Eyes blinks, facial expressions, body language, acceptability and many more indicators keep on sending signals and other one keep on decoding these signals. This way all the living objects interact with each other. Interaction of animals with human is purely non-lingual and non verbal communication; still we understand what our pet wants. Our pet understands us without even speaking to us in our language. It shows that language comes second in terms of understanding the communication or interaction. Basically, communication means making the other person understand what you want to convey.

Communication is as old as human civilization. Primitive men had little wants, movements and efforts in life. The communication was limited to face to face among them. This communication was very less due to isolations and low necessities of life. They hunted for food and got hunted by animals. They lived in constant danger. Therefore, the protection and shelter-need aroused. This led the primitive man towards group life. Further, these groups had started to mature into strong communities. Communication in the forms of codes, indications, signals and expressions started. Later on, the importance, role, processes and functions of communication are continued to expand in different stages of civilization.

Every one of us has our own dream about the way we want to enjoy our future. Whether we agree or not our life is significantly affected by the career we pursue, and for good career there is a need of good communication skills. For excellent communication there is a need of reading habit and listening. Communication means to make the audience understand one’s ideas. What is written or spoken is primarily meant for someone other than the writer or speaker to grasp and utilize or to respond to.

Communication is a general phenomenon. Wherever life exists, communication also exists. Keeping in mind the changes that take place in the corporate world, communication has become an important tool in the management analysis. Success of any organization and business depend upon a proper communication system. Communication is next to oxygen and water for the existence of the whole society. Effective Communication brings harmony in society and bridges the gap in relationships.

We all are human beings and it’s the law of nature that for earning our livelihood and surviving in this deceptive world, we all are dependent on each other. We need to work to earn and those earnings are the outcomes of the interactions with our fellow beings. Now looking at the following pictures, what is the first thought that comes to your mind and how would you distinguish between them.



The pictures show the ways of communication in the corporate and the real world. The first two pictures depict ineffective communication while the next two depict effective communications.

Here we have constantly been using the term **communication, effective and ineffective**. What is it??? And what are its impacts on our daily life??

In the most simple language, communication is a two way process of sharing ideas, feelings, thoughts etc from one participant to another. In business, it also plays a key role in connecting various departments and employees.

**Communication can be effective or ineffective...**

**Effective Communication**

Effective Communication is all about conveying the message in a way so that the other person understands and responds to it. It generally requires two participants sending and receiving message in both directions. The sender must be able to deliver his message to the receiver and the receiver must respond to the message thereby completing the cycle. This ensures the smooth flow of information between two channels.



*Ineffective Communication*

Ineffective communication refers to the one that normally occurs when the message being sent is uncertain or the recipient cannot comprehend the message the other person is attempting to send. This kind of communication can lead to fighting, and outbursts in the business world.

Can you identify if the figure depicted below shows effective or ineffective communication.



Think about some examples of effective and ineffective communication from the real life. Some of them are listed below:  
While mailing the application for leave, the person may forget to mention the dates for leave.

While texting to friends, we generally use slangs which the recipient may not be familiar with leading to misunderstanding of the proper information.

#### **Communication may occur in several ways:**

Have we ever thought that whenever we enter the corporate sector, why is it that we have to go through the training process before getting into the actual pool of work that we need to perform for the firm.

What actually happens in that time period?

What is it that the company wants you to learn?

What is the use of wasting resources on training freshers?

Why does HR department play a vital role in the establishment and upbringing of the company?

**Good  
communication  
means  
good business**

The answer to all the questions is **EFFECTIVE COMMUNICATION SKILLS.**

**Communication can be classified into various types:**

It can be

Verbal (Face to face, telephonic, voice mails)

Nonverbal (appearance, body language)

Written (reports, proposals, instructions etc)

In the corporate world the types of communications is broadly divided into two categories:

Internal and External



**Internal corporate communications** are those messages that are conveyed to employees, management, staff etc. taking into account the growth and expansion of the business.

**External corporate communications** are those messages which are meant to be delivered to the consumer, investors, etc who avail the services of the company.

**Internal communications includes:**

- The company's goals and targets.
- Employee manuals.
- Circulars, Orders and Notices
- Training the fresher's, Workshops and seminars
- Regular discussions about the upcoming trends in the markets and the outputs of the firm.
- Proposals regarding the development of the firm and individual as well
- Board Meetings.

**External forms of communication can include the following:**

Think about the telecom or banking industry. How can they reach the consumers?

- Annual reports mentioning the key achievements and market value of the firm.
- Communication through company Websites.
- Advertising through social media including face book, twitter, newspapers etc.
- Brochures and printed sales materials
- Promotional items
- Annual General Meetings.
- Customer Care and Service Centers.

**Tools and techniques to achieve effective corporate communication:  
For Internal Communication**

According to the Head of Internal Communications for Siemens Corporation, North America, Shelley Brown, the goal of their internal communication plan is simple: "To foster engagement while helping employees understand the company's business objectives and how they fit into them."

**Encouraging the employees** and making them realize that they are the ones who are running the firm should be the aim of the company as this helps bringing up the employee into their confidence and they feel like working hard for the business they are involved into.

**Channels used for Internal Communication are:**

1. **Online Communication:** An online group/ website/ social media can be used in such a way that employees can make suggestions on any step taken by firm. Their involvement will make them feel that they are the part of the system and their suggestions are being valued.
2. **Video Conferencing :** Technology can be used to connect various branches of the company and share ideas with the employees about the new strategies ,products etc.
3. **Print Publications:** The publications of the firm itself may be helpful to a great extend to boost up the employees. Publication may be reflecting the employees' achievements, articles etc thereby helping them to come forward and share their ideas.
4. **Offering Perks:** Appreciating the employees for their work increases their engagement and hence the productivity of the company.
5. **Information Sharing:** There must be ways developed for sharing new and innovative ideas with the employees for their self-development which indirectly benefits the company. These may include webinars/webcasts, events being held at different places in the same field that the company is working on.
6. **Telephonic Communications:** Different departments can carry out telephonic conversations in order to share information. Besides, all these hidden facts, reports, circulars, notices, applications etc. plays an important role to communicate within the firm and even small grammatical errors may lead to misunderstanding of the information and prove drastically for the company. So this aspect also needs to be looked upon.

Have you ever wondered what is it that has made Reliance, Airtel, Kingfisher, Tata, McDonalds and many others well known firms so much successful???



External Communication includes the ways to catch public attention. Many companies even hire public relation firms or form internal departments to serve this purpose.

#### Channels used for external communication:

1. **Websites:** A professionally designed website, which provides all the useful information about the company and is updated time to time attracts the attention of the investors, consumers. In addition, contact information, message board, inquiry columns adds an additional benefit to the company but it needs to be managed regularly.
2. **Telephone Calls:** Companies working in the fields of banking and insurance especially can use telephone calls in order to reach the audience, answer their queries, selling their new schemes.
3. **Emails and Newsletters:** In this world of technology, almost everyone signs in into their account at least once a day. Making use of this fact, companies can send news letters and emails to their consumers, describing about their new launched schemes, attracting the customers with amazing offers about flat discounts and all.
4. **Advertisements:** As new products are launching every second day, promotions using electronic media, banners, print media, distributing free samples etc. create awareness and charm about the products of the company, among the people.
5. **Media Interviews and Press Conference:** These are quite useful when it comes to launching new products and making announcements. A Company may choose the best spokesperson for this job.

Throughout the above reading process, we have been going through the effective corporate communication. What is it that leads to failure of the company? Following are the major reasons of failure which causes ineffective communication:

1. Poor decision making.
2. Increased stress
3. Lower Efficiency
4. Employee Morale
5. Decreased Productivity

When we talk to someone, we tend to focus on what we want to say. There's some sense in this since we want to be clear and understandable. It is possible to phrase our message and meaning perfectly, yet sometimes it is rejected, ignored or otherwise demeaned. What is the reason behind it? In many ways, timing is everything in communication. For example, if you have a great idea you want to convey it to the boss, you may get a terrible reception one day, but if you chose another day, you might get a great reception. Clearly, people are more receptive at some time compared to other time. But we tend to forget this. And then we get upset when we don't get the reactions we want. Luckily improving timing in communication isn't difficult. It involves some conscious thought and curbing impulsiveness or even curbing your enthusiasm.

Consider the other person's state of mind, emotions, time schedule to assess whether it's a good time to talk about a particular subject. Do this beforehand. During conversations, if you get unexpected negative reactions, think about whether it's that the other person is simply not ready to hear what you have to say. Maybe it's best to continue at another time.

Communication is the back bone of all the management activities. All the functions need effective communication for appropriate results. This paper highlights only one function –How communication makes an impact on building our personality and prepare students job ready? With organizations, now so open to exposure through the likes of the communication skills, it's even more important to plan communications, especially difficult ones, carefully. We'd suggest the following:

- **Who:** With all communications, be it written or verbal, you must think about the audience; crafting it with them in mind. Use language which they will understand and that matches your culture. Think how best to 'sell' what you're saying, asking or consulting on. Examples and real life stories are a great way to bring things to life, use visualization to invoke a positive mood. Here also consider who will deliver the communication – make sure it's the right person for the job.
- **Why:** What's in it for the recipient and / or those who are involved?
- **What:** What the message is about – top line details.
- **How:** what is the best channel for the message to be delivered and how will it be executed? With difficult communications we'd always recommend face-to-face if appropriate.
- **Style:** Should it be formal or informal? Clarity is the key. What is it you actually want to consult on and/or convey?
- **What if:** What do you want to get from the communication? How will this be measured so people know they're 'there'?
- **When:** Timing is absolutely critical. Think about the best time to deliver the message. And allow adequate time. If you need to move fast, do it.
- **Actions:** The next steps and follow ups.



## CONCLUSIONS

### **No life without communication**

Last but not the least if we want to get placed in a good company, if we want to make the other person understand us, if organization wants to survive, communication is a must, because it is right to say "Communication is as important as blood in the human body." Effective communication in corporate world is like money that gives them circulating power as well as value. We find it like baby shoes not coated with gold so heavy but like feather which flies high. Communication is a collective and conscious art in business world. It is the skin of a living thought and may vary greatly in color and content according to the circumstances and the time in which it is used. According to us communication gives us a second chance that generally an opportunity denies. So it is the lifeblood of the corporate world. They help circulate thoughts, ideas, and dreams continuously.

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