

Communication

Communication- is the process by which information is transmitted and understood between two or more people.

Information technologies transform communication in organization.

Effective communication is vital to all organizations because it

Coordinates employees, fulfils employee needs, supports knowledge management and improves decision making.

Mcshane, S. and Travaglione, T.(2008)

Communication(Continued)

- Communication is also a key driver in knowledge management.
- It brings the information into organization and distributes it to employees who require the information.
- Communication influences the quality of decision making.
- Problem solving requires information from co-workers, subordinates and anyone else with relevant knowledge.

McShane, S. and Travaglione, T. (2008)

Communication(Continued)

Communication Channels

Different forms of communication are used in different situation.

Verbal Communication:

Face-to-face interaction is better than written for emotional cases,
For example, negotiation or managing disputes, etc.

McShane, S. and Travaglione, T. (2008)

Communication Channels(Continued)

Written Communication is more appropriate for recording and Explaining or presenting technical details.

Traditional written communication is slow but nowadays, emails, weblogs, webpages, websites, social media and other computer-Mediated communication channels have significantly improved written communication efficiency.

McShane, S. and Travaglione, T. (2008)

Communication Channels(Continued)

Computer-mediated communication:

- Electronic mail(email) is revolutionising the way people communicate in organizational settings.
- It is also the medium of choice in most workplaces because messages can be quickly formed, edited and stored.

With a simple click of a mouse, information can be transmitted to many people in many organizations.

McShane, S. and Travaglione, T. (2008)

Communication Channels(Continued)

Problems with emails: has limitations

- Lack of emotions
- Reduce politeness and respect
- flaming: sending an emotionally charged message to others
- An inefficient medium for communicating in ambiguous, complex and novel situation.
- Information overload(email users receive hundreds of messages each week.

Communication Channels(Continued)

Instant message(IM)

- Another emerging form of electronic communication that has gained popularity in some workplaces.
- More efficient than email because messages are brief _ a sentence or two

McShane, S. and Travaglione, T. (2008)

Communication Barriers

- (1) Perceptions: if/when sender and receiver have a different perception
 - (2) Filtering : messages are filtered or stopped on the way up or down the organization hierarchy
 - (3) Language : a huge source of communication noise
- Barriers
- (4) Information : information overload occurs when the volume of
Overload the information received exceeds the person's capacity to get through it

Communication Barriers(Continued)

(5) Cross-cultural and Gender Communication

Due to globalization and cultural diversity, organizations face new opportunities as well as communication challenges.

- Language is the most obvious cross-cultural communication challenge.

McShane, S. and Travaglione, T. (2008)