

Sem-2

Characteristics of Communications

- It can be written, verbal or non-verbal in its form.
- Words used in communication evoke different meanings.
- Exchange of ideas - a double-barrel affair, involving both, the communication the listener.
- The purpose of communication is to convey information to the concerned people.
- The primary aim of communication is to enhance mutual understanding and reci-procal compliance.
- Communication is more important than information which implies on articulation of direction demanding compliance.

Need for Effective Communication

There are various aspects for which are need an effective communication.

A. Ethical Aspects

The ethical values such as honesty, quality, compassion, integrity and dignity are reflected directly in certain written and spoken messages. The judgement of the employees in the organisation is done not merely by what they say but also on the basis of their articulateness. There are various way to communicate the ethical standard of an organisation like ethical codes, public messages and policy statements.

Ethical codes are the rules