



Communication Management in Organizations

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ABSTRACT

Organizations, related to communication, and managers usually most of his time is spent communicating it. To create harmony between the human and material elements, in the form of a network of efficient, and effective communication is desirable, because when you lose, the activity stops. In fact, the management of construction work depends to communicate effectively. The world in which we live, is the world of communication. Communication and information searches audience is so fast that, in the heart of London or even in the farthest and most remote places on Earth also penetrated the heart and soul of the audience, and makes him aware of the associated organizations, with unstoppable speed continues to gallop ahead, and organizations into challenges. This research is descriptive method of analysis, the factors have been explored communication, research findings indicate that the Community can play a role in the survival and development organizations, and coordination they have, and can also be used in case of lack of control, and manage the effects of have negative and harmful. In this paper, enjoying the role of management, and management of communications systems reduce the effects of this widespread phenomenon, and it applied to corporate interests.

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Introduction

Communications to coordinate group activities, and the implementation and management tasks required, so your managers manage, according to the concepts of Corporate Communications apply, clearly will be more effective. In management, issues such as human relationships, factors affecting communication, both formal and informal groups, methods to improve communications, and eliminate communication barriers in organizations is important. Issues with the positive and negative effects on organizations, and even community is one of the topics today among researchers and scientists, management and sociology, is considered. Communication means different things to different people, the communication means of interpersonal demands, and to spread among others, and will be transferred to others. Communications to form a broad, well-defined sharing experiences. Humans, is in the creation and use of symbols. (Farhangi Ali Akbar.1995. human relations, Tehran).

When people within the organization or within the community, to make contact and communicate with each other, tend, it will be more solidarity, the feeling of oneness, common interests it caused, in terms of New communications applications in developing countries, some communication specialists to process communications, special attention was. And from this perspective, the different variables involved in this process, such as cross- Transmitter mental images and writing messages, values and personal experiences are Expectations to a message, and the message recipients portable meanings, or symbols of multiple and changing circumstances cultural, and so it was left to measure. According to this view, communication important and integral elements of social life, and the other only as a mechanical

phenomenon, not seen. (Mohsenian Rad. Mahdi , 2005, Communication Studies)

In organizational communication, the source of a single individual, but a formal organization, and the sender is often a relationship of professional, predictable and non-unique message varies, but is usually made to measure, and multiply, and receiver large part of the audience. (Mac Kvail. Dennis 2006, Introduction to the theory of social communication, translation Parviz Ejlali).

In consequence of research

About communication and its role in the organization, and its positive and negative consequences, and the impact on the flow of information vital communications in the organization, has written numerous books and articles, which refers to all of them is not necessary.

Here is just attention resources, the scope of this study is closer, the more books to their communications, and their role in the organization, or corporate communications are addressed in general, is considered.

E-organizational communication, the doctor Ali Akbar Farhangi, in which the role of communication in the organization, and processes and how enterprise information, and communication in an organization's hierarchy. Human communication book, the first volume of the doctor Ali cloud cultural foundations which, in the nature of communication and the definition of its basic concepts, and a variety of different models of communication and mass communication, are discussed.

Its book of Anthropology, doctor Mahdi Mohsenian Rad, in the interpersonal communication, group, collective, as well as the communication of meaning, of evolution, the theory of human communication is addressed. General management book written by doctor Seyed Mahdi Alvani that, in its

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communications and communications components, is investigated.

Definitions and Overview

Organization

To set social, targeted and task-oriented shed, set each of its members have individual goals, and the entire collection as a system, with organizational goals. This is set to achieve its goals, the kind of coordination in the framework needs an organizational structure. No organization can exist in a vacuum, or it's sort of activity, but also by the social organizations all around, that also affects them, and both of them are surrounded affected.

Connections

Community in recent years, especially after 1390, great attention from scholars and practitioners in the West a variety of disciplines, including psychology, sociology and computer science to scholars in the field of management, and any one of the pioneers of the field and, for a different view from others that it is on them, in a different way to look at communication. Communications include: the process of sending information from a person to another, and understood by the recipient, the transfer and sharing of ideas and opinions, and facts so that recipients receive and understand them. In other words, communication is a process, whereby people are trying to come over, so in the shadow of symbolic exchange of messages reach common concepts. It is communicated that the message sender or recipient to properly deliver your order. Communication is not necessarily a relationship that, by creating an incentive for the transmitting and receiving replies.

Corporate Communications

A combination of the two terms of communication and organization, can be achieved in the modern sense, is the relationship or corporate communications. In organizational communication, human communication is one of the four features targeted, structured, task-oriented and Inscribed in an organization, compared to other types of communication is of most interest. The flow of information on how to send and receive corporate communications, vertically horizontal in organizations, and individuals in the organization's relationship.

Components and elements of communication

- 1) source, which sends the message, the sender of the message he actually is.
- 2) message, something that should be transferred to another, or to give him information, or to influence his or her persuasion.
- 3) conduit or channel, or a device that a message should be sent.
- 4) the recipient of the message is sent to a recipient, who is generally someone else, the message is, of course, in the communication between other components as well. Which can be used as encoder, decoder and pointed disturbance or noise and feedback. Which can be as direct and indirect impact on Process communicate.

Types of communication networks in organizations

Official communication most common type of communication, is in hierarchical organizations.

Informal communication

The existence of informal communication in organizations is inevitable. What organization for oral and

normal, and happens and happens spontaneously, communicate informally Like rumor, which is a type of informal communication, which if not managed could be very damaging effects, and incomparable back in the organizations.

Types of Communication

Verbal communication, which is communication through words and talk and talk, there is like, speeches and talking with each other that, it enjoys a good speed communications.

Non-verbal communication, communication via text, symbols, signs, symbols or eye movements, physical and tactile, hands, etc., and of course can transfer any message that, where there is no dialogue in the country.

Communication barriers

Each type of message is on its way interfere with understanding, communication barriers name.

External physical, noise and

Internal feelings, emotions, understanding, prejudice.

Communications Process Manager

Managing the communication process in organizations, as a result of achieving corporate objectives, the phenomenon is very important. That in many organizations and societies throughout history, there have been variously.

What formal and informal leaders and organizations to consider what can be achieved. And can guide the process of communication and information flow in organizations, the formation of public opinion desired, in order to achieve organizational goals, or objectives of society.

Flow model Communication Management

Organization

Jamming

Destination >> Decoder >> Channel duct >> Message >>
Encoder >> Transmitter

Feedback

Conclusion

The topic of corporate communications and its positive and negative effects, the organization has always been discussed. Happen. Manage and control communications and the use of these tools, in order to move toward organizational goals can be one of the reasons for the growth and survival of organizations in today's environment is turbulent and changeable.

And threats that exist in the Community and can not afford these threats, the opportunities for growth, survival and success more and more, used his day.

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