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The role of leadership communication in organization

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ABSTRACT

Communication in an organization is aimed to convey correct and accurate information at the right time to people within the organization in order to enhance the organization's performances. In an organization, the down-top communication is required by the managers as suggestions from the subordinates can help them in making decisions and planning organization. The correct and accurate information from the subordinates can also assist the managers to resolve the conflict of organization and make an informed decision in the organization. The top-down communication which is also known as downward communication is also required by subordinates in order to get right and clear information about the tasks which to carry out effectively. The effectiveness of leadership communication is also proposed to be enhanced by either modifying factors of situation to become more comfortable or changing leadership style for leaders

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Introduction

The leadership of top level management in the organization must also indicate good attitude and serve as positive role model which will make a strong impression to the workers. As a result, workers will look high and respect the top managements when the effective leadership communication are performed and positive values indirectly formed, as well as helping toward stability and the achievement of the goal of an organization. The effectiveness of communication and organizational effectiveness has a close relationship and mutual influences.

Problem Statement

Communications authorities for example, are focusing on the importance of techniques and qualities of conveying formal messages from managers to subordinates. This dimension will be ineffectively conducted if problems such as the differences of perception, methods of information dissemination, information filtering, and compliance reckless are not prevented [1].

The difference perceptions between subordinates and managers may cause the messages wrongly interpreted. The messages are also uncertain if the organization depended too much on the transmission of the writing messages. In addition, negative nonverbal messages such as extant face, bad intonation etc also estranged the manager-subordinate relationship. These factors contributed to the discontent among the accomplices and directly affected the whole communication aspects of the organization.

Literature

The Definition of Communication

Communication is a process of conveying information from the sender to the receiver. Effective communication takes place when a sender's message is fully understood by the receiver. Communication can also be regarded as a system and process used to connect and how to convey information [2]

The Function of Communication

Communication has a wide function and very important in human life. Without communication, there will be no organizations [3]. The process of communication found at any stages of the organization and it effected positively and

negatively to each job or task, as well as individuals and organizations. The effectiveness of the communication system portrays the effectiveness of the organization.

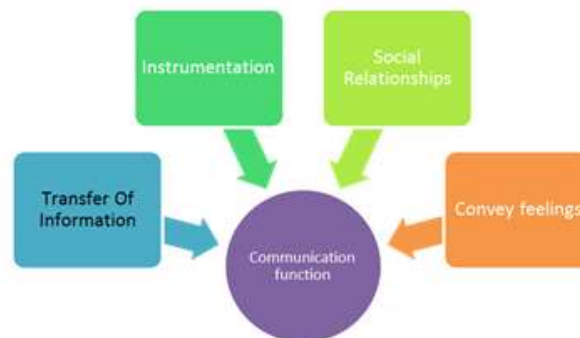


Figure 1. The Functions of Communication [4]

Definition of Organization

According to [5], organization is a thorough restructuring of humans to achieve certain goal. And each organisation has its own goals. The goals and objectives are set as a target or more to be achieved by a group that formed an organization.

The organization is defined as a group of employees who work for the same purposes. The cooperation of the employees will produce a reaction system that is one individual behaviour patterns and relationships between them through the work, duties and responsibilities [6].

Leadership Communication

According to [7], leadership communication directly and indirectly not giving reflection between the top leadership and subordinate only. Individuals can be affected by direct communication in the organization. The use of feedback and the clear and proper expectation from the public can influence leaders.

Giving a good idea [2] during the meeting, indicating a person's ability to influence and to be a leader for a new policy, and continuing feedback is good to determine whether they will accepted or not. Meanwhile, leadership communication indirectly can be displayed through their hard work, in order to achieve the objectives of the organizational changes.

The function of leadership

Leadership according to [8], will involve the use of influence, communication, and goal. Leadership is an attempt to influence-influence between individuals, directed through a process of communication, towards the achievement of a goal or few goals. Leadership is also defined as activities which influence individuals to work voluntarily to achieve the objectives of a group [9] [10] states there are five leadership functions, namely, (1) Conducting Groups, (2) Showing Direction, (3) Handling Teamwork, (4) Developing members of the group, (5) Completing Assessment



Figure 2. The Function of Leadership [10]

The Concept of Leadership Communication

The first task that should be done by an executive in the organisation is developing and maintaining a good formal communication system. It should also strive to create a climate of good communication in the organisation as well as encourage the growth of a system of informal communication.

Conclusions and recommendations

Among the most important elements in practicing leadership communication are must have a variety of communication skills, use strategies and styles of communication wisely, and the success of a leader depends many on the organizational situation.

In order to overcome the communications problems among the organization staff, [11] states that setting up a leadership communication concept is needed to lead public managers and private managers who wish to build and learn how to communicate more effectively. On the other hand, through leadership communication, leadership skills can be developed, and improves the management to be more effective and efficient in organizations.

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