The Importance of Business Communication in an Organization

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ABSTRACT

The contemporary world bears the mark of a great development process that triggers new challenges and opportunities. In order to evolve, organizations and their members must constantly adapt to this ever-changing environment and, in this regard, communication and feedback play a major role. This article is focused on a study analyzing the answers to a questionnaire administered to the employees of an insurance company, in order to assess its internal communication and to find correlations between the satisfaction degrees resulted from the communication process and the way of viewing the organization’s efficiency.

KEYWORDS

Challenges, Communication, Digital Economy, Employees

INTRODUCTION

We are living in a rapidly changing era, characterized by a great development process, especially at technological and scientific level, where organizations must constantly adapt themselves to these new challenges and opportunities. Within organizations, members must also change: acquire new knowledge, address new tasks, improve their level of competence and, very often, change their work habits, values, and attitudes. All these changes and updates are essential and depend largely on the communication process within the respective organizations, and implicitly on the existing feedback at all hierarchical levels (Rayl, 2002).

In our opinion, understanding the way communication functions in an organization relies on knowledge of what communication is, the types of communication e.g. verbal (words, speech, utterance, dialect, register), nonverbal (proxemics, orientation-posture, haptics/touch, body movements, gestures, facial expressions, oculesics, physical appearance), paralanguage; intrapersonal (communication within and to the self), interpersonal, group communication and mass communication; formal and informal; barriers to communication, quality of feedback, communication effectiveness measured in connection to motivation and feedback.

One of the general objectives of our study is to discuss the role of different types of communication in general, and in business and decision-making in particular. Another general objective, directly connected to the first one, is to demonstrate and underline the importance of interdisciplinary in approaching business communication issues, such as theories of communication (types of communication, feedback), linguistics (words, phrases, sentences), psychology (people’s psychological
traits, their needs and expectations), economics (factors leading to high productivity, efficiency), organization’s structure, culture and policy.

For the purpose of our general objectives, we carried out an assessment of the internal communication and feedback within an insurance company, having in view several goals, such as the identification of the procedures that provide an efficient communication within the company, of the level of feedback among employees and of opportunities to improve communication. We also had in view the evaluation of staff in terms of their integration within the personnel, of feedback and how it affects individual performances and expectations. Another goal consisted in the evaluation of the manner in which the management harmonizes the activities of departments, ways to create a feedback favorable to conducting business. Last, but not least, we tackled the permanent development of communication in general, and especially the feedback between team members and verification of the quality of the company’s performance. This process brings competitive power resources to the company, leading to future employment vacancies.

**Communication and Feedback in Business Communication**

In terms of the means used for the transmission of the message, several communication types can be distinguished, such as verbal communication, nonverbal communication, paralanguage, written communication, interpersonal communication, etc.

Communication is primarily verbal and it is completed by the other acts. Verbal or spoken communication uses verbal symbols in order to create messages (Tubbs and Moss, 2008). Vocal elements (such as voice inflections, rate of speech, volume and tone) add interest and meaning in the message that the person transmits and can empower one’s discourse (Horan and Butterfield 2010). Moreover, according to Key (1980), language as a tool of communication is mostly used in order to establish relationships, verbal skills (including such acts as bluffing, satire, irony, sarcasm, debating techniques, gossip, etc.) playing in this regard a very important role. It is also noteworthy that not all information can be conveyed by verbal means; additionally, communication would be inefficient if only the verbal channel were used (Key, 1980; Remland, 2009).

As far as nonverbal communication is concerned, Tubbs and Moss (2008, p. 12) define it as including “all the non-verbal aspects of our behavior: facial expression, posture, tone of voice, hand movements, manner of dress, and so on”, the message being transmitted beyond words. On the one hand, nonverbal communication completes verbal communication; on the other hand, it can contradict, replace or reinforce a verbal message, which, often, raises message interpretation problems (Tubbs and Moss, 2008). Any culture provides the human with a set of expressions and gestures, which can equate to some verbal messages. Non-verbal messages are more likely to be believed by the audience than verbal messages because nonverbal cues give the emotions and intentions of the speaker. This is the reason why in business meetings the employer prefers to talk directly with the employee. There are so many things that can be seen through gestures and facial expressions and the employer can take a better decision.

In Fiske’s opinion (2006, p. 67), “non-verbal communication (or NVC) is carried on through presentational codes such as gestures, eye movements, or qualities of voice. These codes can give messages only about the here and now”. On the other hand, Argyle (1972) lists ten categories or codes: bodily contact, proximity, orientation, appearance, head nods, facial expression, gestures, posture, eye movement and eye contact, non-verbal aspects of speech (the prosodic codes – pitch, stress; the paralinguistic codes – tone, volume, accent).

In written communication, writing is much more than a graphic-motor activity because it involves thinking processes (reflection) before, during and after the act of writing (Tynjala et al., 2001). Moreover, scholars agree that written communication (which has different forms, for example letters, memos, responses to information requests, e-mails) is enhanced by good written communication skills, such as correct use of grammar, spelling, punctuation, use of concise words (Rayl, 2002). In his turn, Moran (2010, p. 299) states that writing is “the great preserver of information”, as it allows
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