THE ROLE OF COMMUNICATION IN PROMOTING ORGANIZATION EFFICIENCY.

KABIRUADAMU UMAR
Department of Mass Communication, School of Communication and Information Sciences, A.D. Rufa’i College for Legal And Islamic Studies, Misau, Bauchi State.

Abstract
Effective communication at all levels of the organization improves organizational success and employee relations. This paper aims at examining the role of Communication in the Organizational Efficiency. It is basically a library research, hence the views of many authors on the subject were consulted in order to elucidate the basic issues. The paper will particularly look into conceptual meaning of communication as defined by communication scholars, the levels of communication, role of communication in

Keywords: Role, Communication, Promoting, Organization, Efficiency

INTRODUCTION
Communication has been defined by several scholars at several instances. It is a process through which information is passed between individuals with the sole aim of creating awareness and understanding. It is the system of passing information, idea, message, feeling etc. between two or more people through an agreed language, sign or symbol. Communication has as many definitions as the number of Communication works across the globe. But, there are some definitions that are all encompassing as we can see in our subsequent discussions. Alexander Ode (2009) defines Communication as “a process by which an individual (the sender) transmits stimuli to modify the
promoting the objectives of organization, barriers to effective communication. The paper will further suggest ways to effective communication as applied to organization. Finally, the paper recommends that, organization should ensure that, Public Relations unit is well equipped with facilities that can give room for professionalism in the organization.

behavior of other individual (the receiver). This simply means that every Communication is aimed at influencing the receiver of the message contained in the process of Communication. Whether intra-personal, inter personal or mass Communication. Therefore, this definition clearly indicates that, for every effective communication the purpose is to influence the targeted receiver of the message.

Jika and Bashir (2002) were of the view that, communication refers to the conscious effort at transmitting meaningful signal to a person otherwise called receiver for the sole purpose of affecting a particular kind of behavior in the receiver.

Looking at the above definitions, we came to understand for every human communication must have specific purposes, which in essence signifies at changing or persuading the targeted behavior of the receiver. Therefore, all effective and efficient communication whether interpersonal, organizational, written or verbal has specific purposes or objectives. In a nutshell, any noise without a purpose or objective is therefore technically speaking not a communication or simply termed it as miss communication. Jika and Bashir (2002).

This definition implies that, communication is a process through which information is passed between individuals with the sole aim of creating awareness and understanding. It is the system of passing information, idea, message, feeling etc. between two or more people through an agreed language, sign or symbol.

For organization as a body to promote as well as to achieve its goals and objective, there must be efficient standard communication within its internal and external public. Therefore, communication serves as the viable tool for achievement and sustenance of any organization.

The central objective of this paper is to look at the essential roles of communication in organizational efficiency. In doing so, the researcher deems it
imperative to shed light on the concept and definition of communication, which was discussed above, levels of communication, types of communication in an organization, roles of communication in an organization. Lastly followed by conclusion and recommendation.

Levels of communication
Sambe (2008) was of the opinion that, human communication takes place at different levels such as intrapersonal, interpersonal, group communication, mass communication. At this point in time, I will restrict my discussions to only two levels of communication, considering the nature of communication in the organizational pattern as well as the types of public involve in the organizational settings. The levels are:

Interpersonal level
This is a form of communication in which there is an interaction between two persons in such a way that there is transmission or exchange of ideas, opinions, between them. Philip e tal (2003) sees interpersonal as communication that occur between two or more persons that are present at a time in one place. Having seen the definition of interpersonal communication, we can generally refer to this type as the most fundamental and effective means of communicating information to the public within any organizational cycle based on the fact that it involves communication between two or more people. Mostly, the messages and information of organizations nowadays commonly communicate it through this processes, especially between the superior and the subordinate and likewise between the subordinate and the superior officers in an organization.

Mass communication
Mass communication is a process of sending messages from a source to a large and heterogeneous audience through the use of technological devices like radio, newspapers magazines, books, etc. Philip e tal (2003) sees mass communication as the process of disseminating information by the use of mass media to a targeted audience who are scattered and have different demographic characteristics. This type of communication also is very vital and important for an organization with a wide external public, as it would help enormously in passing messages, opinion and information for the successful running of organizational activities.
Having seen the levels of communication, it will be of immense importance to explain the processes through which we transfer the message at the various level of communication within the organizational context.

**Type of Communication in Organizational Settings**

Communications takes place in organization depending on the nature of the organization. Organizational communication is prompted by the responsibilities of the members of organization and their lines of authority. There are specific patterns in which superiors communicate to subordinates and vice versa. The clerk in an organization for example does not communicate or write directly to the Director or General Manager, he does that through the Head of his Department.

The organization communication is a system of network linking the three hierarchical levels that is management, unions and staff. This is to ensure effectiveness and efficiency.

The following are the two major types of communication pattern in every organization as identified by Philip et al (2003).

1. **Formal Communication**
2. **Informal Communication**

Sambe (2008) sees formal communication in an organization as the process through which information and messages flows in the organization. This definition implies that; the formal pattern of communication is the official pattern recognized by the management. It follows the established chain of command or line of authority. It could be in form of reports, letters, memos, presentation. etc. It can also be transmitted internally or externally.

**Internal Communication**

Philip et al (2003) was of the opinion that, internal communication involves communication within the internal staffs of an organization, such as between employers and employees and between the organizations and its shareholders. This type of communication takes place within an organizational framework. It conveys information through letters, memos, circulars etc. to employees. The internal communication may be horizontal (lateral) communication. For example, the communication between team members of the same level. It may also be vertical, that is from ‘up down’ and from ‘down up’ along organizational hierarchy. It is downward and upward communication flow.
The internal communication may be inform of a semi vertical, that is where the organized body of employees call labour unions to serve as an intermediary between management and employees.

i. **External Communication:** This implies the process of transmitting information between the organization and its general public. Philip et al (2003).

It has to do with disseminating information and interaction with the immediate environmental elements such as opinion leaders, investors, potential employees, customers etc the effectiveness of external communication depends on how perfectly the internal communication is handled.

ii. **Informal Pattern:**

Informal way of communications in the organization refer to unofficial channels through communication exists in an organization. Sambe (2008). The informal pattern of communication is unofficial form of communication which flows in any direction. The informal pattern is used when there is a gap or barriers to formal communication. The gap or barrier usually disturbs the employees from getting the required or desired information.

The informal Communication has source such as rumor (unofficial) and unreliable information) grapevine (some reliable and valuable information which may include gossip).

**Barriers to Effective Communication**

In the words of Aduopunna (2014) the elements of communication as the sender, the encoding, the message, the medium, the decoding, the receiver, and the feedback. If barriers exist in these elements in any way, complete clarity of meaning and understanding does not occur.

Therefore, as vividly explained, the aim of every communication is to effectively communicate and receive a desired intent from the receiver(s) of message. This could only be possible if the communicator knows how to design his message and avoid the barriers that will affect the process of communication. Several forms of barriers can impede the communication process. these barriers are classified into two categories: environmental and personal. Both barriers can block, filter, or distort the message as it is encoded and sent, as well as when it is decoded and received. Aduopunna (2014).

Sambe (2008) mentioned noise as one of the difficulty that impedes free flow of information for understanding the messages sent to the receiver. Noise may come
in different ways as identified by Sambe to include: complex language use, flickering image, selectivity and bias, emotional overtone, information overload, information withholding among others. At this point it is essential to mention some of the remedies to the aforementioned communication barriers that mostly occurred in the communication process of an organization.

**Remedies to Communication Barriers**

a. The senders of the message should prepare adequately before passing their message.

b. The Management should have a clear define organizational chart.

c. It is the responsibility of Organization to manage the amount of information that will reach organization target audience.

d. The information should be well structured and constructed for easy understanding of the audience.

e. There must be adequate training of employees to acquire effective skills in communication process.

**Role of Communication in an Organization**

Organization needs communication in undertaking their tasks. Communication. Communication in the organization involves the process of sending and receiving all the organization’s message in the formal and informal way of communicating in the organization. Hardani (2012)

In the words of Philip et al (2003) there is no way an organization in its activates can achieve its aim and purposes if does not fully interact and communicate with its public (internal or external) within the cycle of the organization. He further maintained that organization cannot function well without decision making; invariably decision making is not possible at all without communication.

The above view clearly specified the basic role enormously played by the communication process to the extent that, communication was regarded as the vehicle that sustained every organizational growth and development.

Asemah (2011:2) was of the opinion that, communication plays utmost role in the sustenance of any given organization. With communication, workers can be oriented in business, companies, etc. so as to make them familiar about their businesses and to create perceptions.

In the words of Aduopunna (2014) Communication is a major challenge for administrators because they are responsible for providing information, which results in efficient and effective performance in organizations. He further identifies the following as the basic roles plays by communication in promoting the values, image and objectives of an organization/workplace. They are
1) Efficient communication creates satisfaction in an organization
2) It reduces conflict among the organizational public
3) It further increases productivity
4) Communication leads to the formation of good relationship among the organizational public
5) Lastly, communication proper utilization of resources.

Philip et al (2003) was of the opinion that, communication plays significant roles in achieving goals and objectives, making and implementing, measuring results and developing staff. He further maintained that, communication to all the key aspect of any organization. Lastly, he identified the following as essential roles communication do play in almost functional organization in the society. They are:

1) Communication decides on objectives and provides information among the hierarchical levels of the employees in an organization.
2) Through effective communication, organization could be able to interact, and evaluate the performance of their employees.
3) It yields the growth of the production process.
4) Communication helps managers in an organization to make decision by collecting all necessary information with the help and contributions of the lower staffs in the organization.
5) The organization prestige is increased due to efficient communication.
6) Effective communication yields understanding between employer and employee and provide the ground for sound management.

Conclusion
In conclusion, it is evident that communication is the backbone of achieving the goals and objectives of organization, and it is what sustains any organization and by extension any society. It is a fabric to the relationship between human beings. Through effective communication, we share experiences, ideas, thoughts and knowledge with our fellow human beings.

We do our business, our managerial works and command or receive directives from the superior in an organization through efficient communication. Be it formal or informal, internal or external, communication plays enormous role in the organizational efficiency. The effectiveness and efficiency of every organization depends largely on how the organization plans, designs and organizes its communication channeled to its targets audience.

Therefore, for effective and efficient organization performances, the management of every organization must know how to communicate and through what channel. It is important for management to prepare beforehand what they intend to communicate before they embark on the act of communication.
Management must embrace more clarity of idea before communicating, better understanding of the physical environment and know the purpose of communication. When communicating they should make consultations from “top down” and bottom up.

**Recommendation**

The paper recommends the following as vital in promoting the communication system of organization.

1) It is hoped and recommended that organization should ensure that communication units or Public Relations units are well equipped with facilities that can give room for professionalism in the process of communication so long as they want yield good results and ensure efficiency and productivity in their day to day management of organization

2) More staff should be employed in the public relation unit of every organization

3) Workshops, seminars and conferences should be carried out in order to create awareness among the public of the organization

4) The organization must relate well with the media stations available to them for the quick passage of information especially when relating to the external public.

5) There is need for proper and adequate planning of any information before communicating the message to the target audience. The public relation office in any organization must avoid the use of vague words and as well use appropriate media in the transmissions of messages to the public.

**Reference**


Ode,A.(2009) Fundamentals of media communications. ziklag educational publishers,
