Organizational Communication

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Organizational Communication

Communication within the organization is central to make people know and understand the same thing. Within the organization there are many parts, although within the organization itself there are many subdivisions. Having a good organizational culture and communication behavior can create stability and stickiness like the glue that holds the organization alive. Most of the problems encountered by Thai people Often attached to the values at the level of superiors and subordinates. via vertical command causing a lack of good interaction within the organization Therefore, good executives should use two-way communication with personnel within the organization (Two -Way Communication).

In communication within that organization There are many levels of communication, whether it is interpersonal communication, meetings, training, seminars, clarifications, clarifications of documents, journals, or Internet and E – mail systems within the organization, informal communications, etc. These people Management should be involved. It's not only executive-level communication. Must make all levels, both operations and management, receive consistent information in order to create an image or recognize the organization's problems as a whole. which is an organizational culture that should be given priority

It can be concluded that communication is understanding machine and creating a culture as well as being able to create stability for that organization is a center for that organization Collaborate productively The user must understand and access the communication process well.
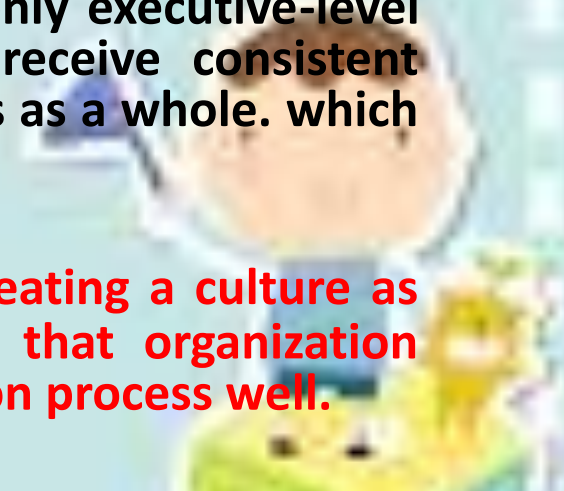
Purpose of communication

 1) **To notify** is to receive and send various news. story presentation feelings, thoughts, knowledge, or anything else who want the audience to know and understand that information by educating and creating correct understanding

2) **For entertainment** , is to send good feelings. and focus on maintaining friendships with each other It is a presentation of stories or anything else that will make the audience satisfied.

 3) **To persuade** is to present a story or anything else to induce cooperation, create encouragement, so that the recipients will think accordingly. or act as the messenger wants and lead to improvements

The importance of communication within the organization

1 It is a tool for executives in managing work. Because communication within the organization will help to make it work successfully. Because the work requires many parties. Many departments come to help build the potential of the organization.

2 It is a tool that helps build relationships between executives and personnel within the same organization. to achieve the same understanding and build mutual trust In particular, the opportunity for personnel at various levels to participate in the management of the executives.

3 Helping each other in the mission of the organization and there is a coordination between them. along with working consistently even though they are different but for the same organization Executives can use communication as communication to create unity within the organization

4 Facilitating development and working efficiency From the above factors, when combined together can help to develop the organization Especially the driving force led by executives. who knows how to communicate within the organization very well
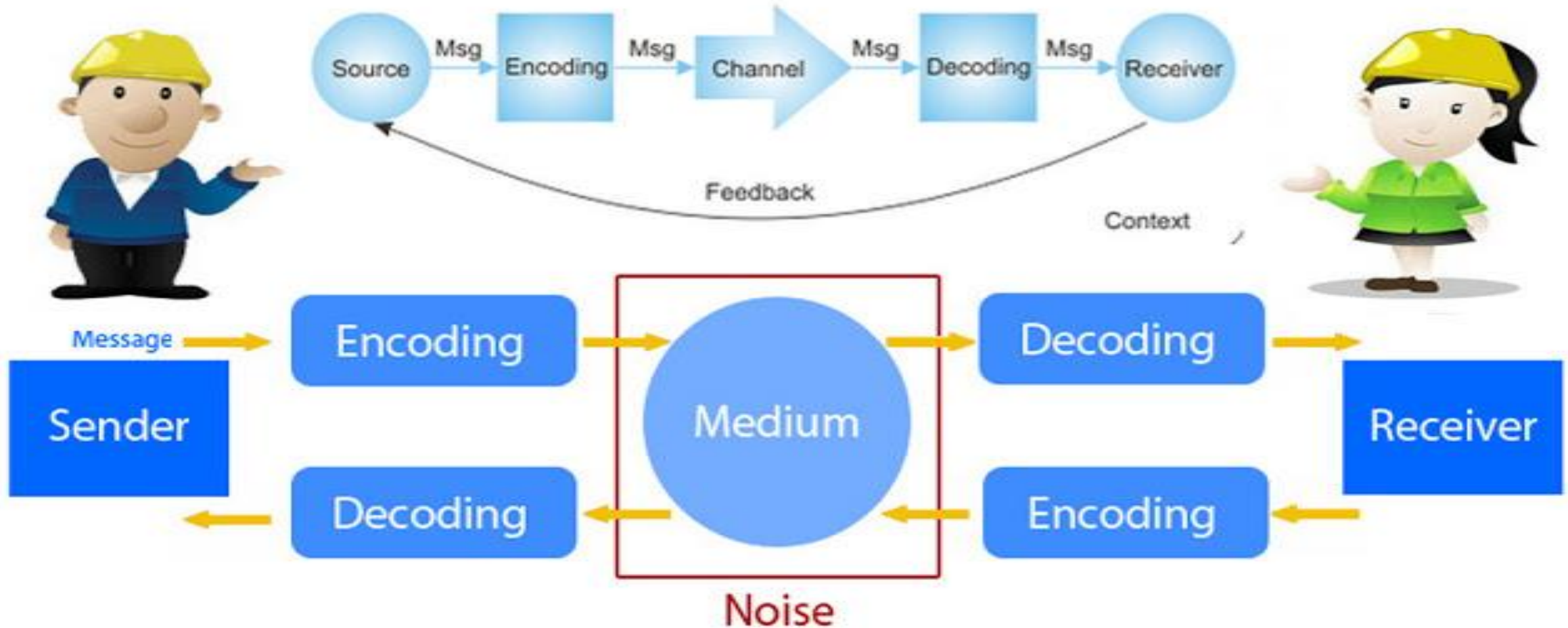
Communication Process

1. Message
2. Sources
3. Encoding
4. Message Channel
5. Decoding
6. Receiver
7. Feedback
8. Noise

Communication Process
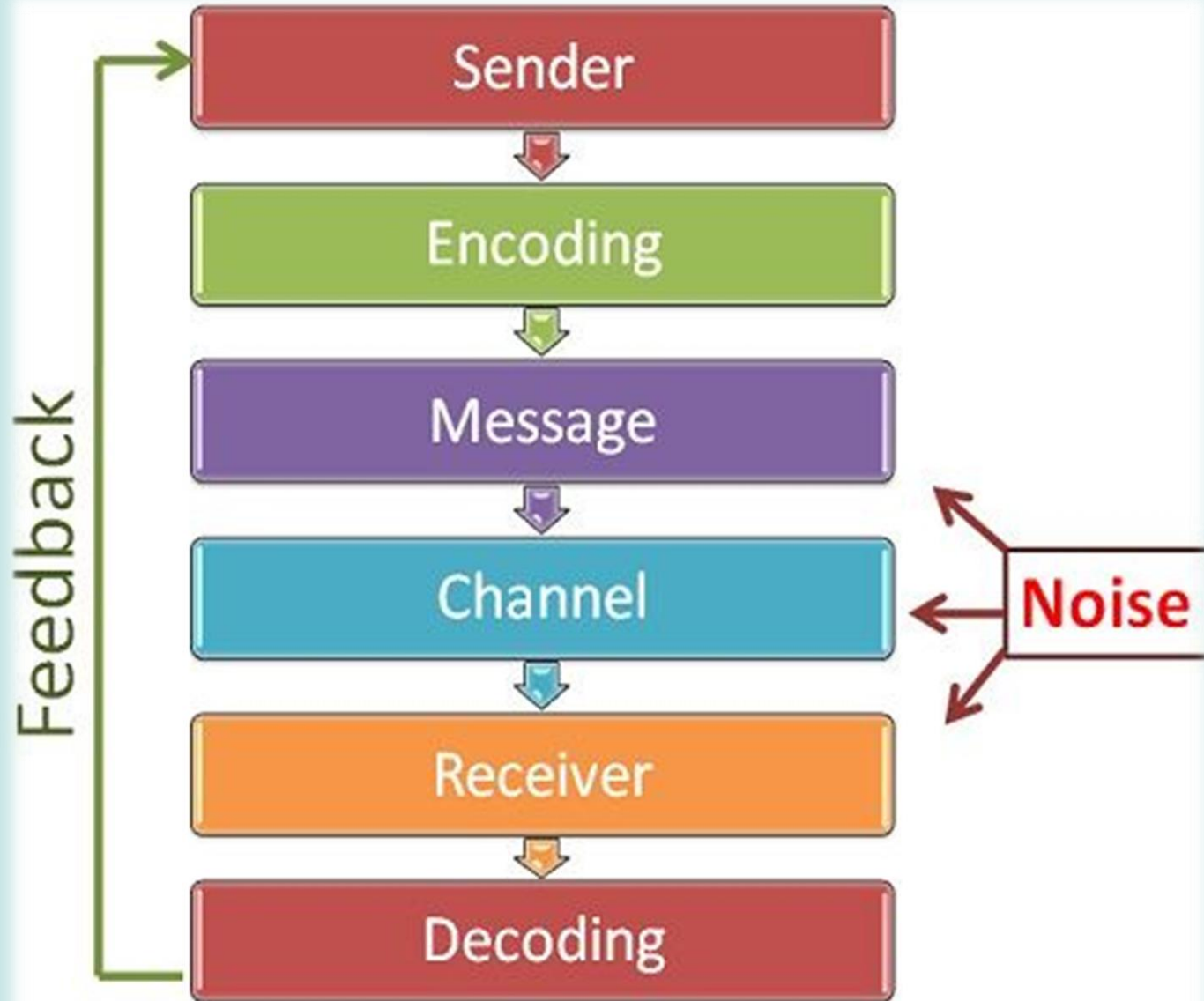
Communication Process

Communication Process

1. Sender: The sender or the communicator is the person who initiates the conversation and has conceptualized the idea that he intends to convey it to others.

2. Encoding: The sender begins with the encoding process wherein he uses certain words or non-verbal methods such as symbols, signs, body gestures, etc. to translate the information into a message. The sender's knowledge, skills, perception, background, competencies, etc. has a great impact on the success of the message.

3. Message: Once the encoding is finished, the sender gets the message that he intends to convey. The message can be written, oral, symbolic or non-verbal such as body gestures, silence, sighs, sounds, etc. or any other signal that triggers the response of a receiver.

4. Communication Channel: The Sender chooses the medium through which he wants to convey his message to the recipient. It must be selected carefully in order to make the message effective and correctly interpreted by the recipient. The choice of medium depends on the interpersonal relationships between the sender and the receiver and also on the urgency of the message being sent.

5. Receiver: The receiver is the person for whom the message is intended or targeted. He tries to comprehend it in the best possible manner such that the communication objective is attained. The degree to which the receiver decodes the message depends on his knowledge of the subject matter, experience, trust and relationship with the sender.

6. Decoding: Here, the receiver interprets the sender's message and tries to understand it in the best possible manner. An effective communication occurs only if the receiver understands the message in exactly the same way as it was intended by the sender.

7. Feedback: The Feedback is the final step of the process that ensures the receiver has received the message and interpreted it correctly as it was intended by the sender. It increases the effectiveness of the communication as it permits the sender to know the efficacy of his message. The response of the receiver can be verbal or non-verbal.

Communication Style in the Organization

1. **Vertical Communication**

     1.1 **Downward Communication**

     1.2 **Upward Communication**

2. **Lateral or Horizontal Communication**

3. **Diagonal Communication**

Communication Channels

1. **formal communication channels**
2. Informal communication channels

Organizational Communication Structure

1. Chain Network

2. Wheel Network

3. Y Network

4. Circle Network

5. Star Network

Application and the Development of Communication throughout the Organization

1) Support for informal communication

2) Two-way communication is used.

3) Focus on face-to-face communication.

4) Network use

5) Support without boundaries

6) Use of electronic networks

7) news formatting to suit the audience