



AUTHORITY

DELEGATION OF AUTHORITY

Definition



- ▶ Authority is the power to take decision .
- ▶ Responsibility is the obligation to complete the job.
- ▶ Delegation of authority is the process of sharing of responsibilities between superior and subordinates.
- ▶ A process of entrusting responsibility and accountability to the subordinates and creating accountability on those employees who are entrusted responsibility and authority .

COMMUNICATION



1. It is a process of transmitting information, thoughts, opinions, messages, facts, ideas or emotions and understanding from one person , place or thing to another person, place or thing .
2. By communication we mean the flow of material, information, perception and understanding between various parts and members of an organisation .
3. It includes all aspects of communication : up, down, lateral, speaking, writing, listening, reading, methods, media, modes, channels, networks , flow , inter-personal and inter-personal .

ELEMENTS OF COMMUNICATION

- ▶ It is a process:- it means it is not an isolated event or occurrence but it exists as a flow through a sequence or a series of steps . The steps may include the generation of an idea , putting it into a logical sequence and transmitting it through some media.
- ▶ It involves transmitting information and understanding . Communication must be a two way process to be effective. The idea is that the information must not only be transmitted and received but also understood accurately .
- ▶ The information senders and receivers are either human or non human.
- ▶ Communication may consist of three interlocking circuits transmitting information . It may be upward downward or cross contact.

PROCESS OF COMMUNICATION

- ▶ Communication process is made up of seven steps
- ▶ 1. Information source or Ideation : under this step some idea or information has to be created.
- ▶ 2. Encoding : the source initiates a message by encoding a thought. The sender puts the ideas and thoughts into some form of logical and coded message which may be oral or written . The four conditions that affect the encoding are skill, attitudes, knowledge and socio cultural system .
- ▶ 3. Transmission : for sending the message some channel or medium has to be selected. It may be a face to face message or it may be written or may be in form of gestures . The channel bridges the gap between the source and the receiver.

PROCESS OF COMMUNICATION ...

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- ▶ 4. Reception of the message : it is the next step, when it is received, heard or read by the person for whom it was meant.
- ▶ 5. Decoding : the receiver must be skillful in listening or reading and must be able to reason. He takes the message and attempts to discover its meaning by analysing the sender and his intent by looking at the sender's role, knowledge, experience and authority.
- ▶ 6. Action : under it the receiver acts or reacts to the message he has interpreted. It may be ignored or the task may be performed or the message may be filed for future reference.
- ▶ 7. Feedback : feedback is the check on how much successful one has been in transmitting his message as originally intended.

TYPES OF COMMUNICATION

- ▶ Communication can broadly be decided into four types .
- ▶ **On the basis of relationship element:**
 - a. Interpersonal – alone thinking
 - b. Interpersonal – with another person
 - c. Group communication – conversation in group
 - d. Mass communication – indirectly with a large number
- ▶ **On the basis of channels :**
 - a. Verbal
 - b. Non verbal

There are again several types of non verbal conversation .

TYPES OF COMMUNICATION CONTD...

- ▶ On the basis of purpose and style :
 - a. Formal
 - b. Non formal

- ▶ On the basis of direction :
 - a. Vertical
 - b. Horizontal

TYPES OF NON VERBAL COMMUNICATION

- ▶ 1. Chronemics: It reflects the personality of the sender / receiver, punctuality speed of speech etc.
- ▶ 2. Vocalics : volume tone of the voice pitch of voice
- ▶ 3. Haptics : by use of touch in communication. A person can understand about feelings of the sender.
- ▶ 4. Kinesics : Body Language, we can understand whether the person is angry or passionate by his body language . He is active lazy intelligent dull etc.
- ▶ 5. Proxemics : distance maintained between the sender and receiver. This depends upon the position or relation between them
- ▶ 6. Artifacts : appearance of the person , clothing lifestyle

ELEMENTS OF EFFECTIVE COMMUNICATION

- ▶ There are seven C's of an effective Communication
 - a. CLARITY
 - b. CONCISENESS
 - c. CONCRETENESS
 - d. CORRECTNESS
 - e. CONSIDERATION
 - f. COMPLETENESS and
 - g. COURTIOS

BARRIERS TO COMMUNICATION

- ▶ Barriers to communication implies any form of hindrance in the flow of communication . i.e. When one party is not able to get the message conveyed by another party accurately , clearly and intendedly.
 - a. Physical barriers : these are related to the environment like noise , distance between sender and receiver, climatic disturbance etc.
 - b. Semantic : language related barriers if the sender and the receiver don't understand the same language .
 - c. Organisational : this arises due the disruption in the process of flow in the orhanizational structure . Distance or relation between the superior and subordinates .
 - d. Personal : the lifestyle , experience , behaviour etc affect communication . This is because of lack of listening lack of vocabulary .

BARRIERS TO COMMUNICATION

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- ▶ e. Psychological : related to mental status , perception , emotions .
- ▶ f. Cultural : this happens as sometimes different words or signal have different meanings due to cultural reasons . The accurate message may be distorted due to misunderstanding .
- ▶ g. Attitude : an effective subordinate may be very efficient in communicating with his superiors but a lazy or unsuccessful subordinate will fumble . So the attitude of the person becomes a barrier .
- ▶ h. Technological : due to advanced technologies like mobile laptop internet the communication has become very easy and effective but any disturbance in these technological appliance will affect proper communication.

BARRIERS TO COMMUNICATION

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- ▶ i. Physiological : as the name suggests any physical disability may affect the understanding of the message correctly . If a person has stammering problem , or low vision or hearing inefficiency these disorders may disturb proper communication
- ▶ Gender : there are some basic difference between a male and female speaking . The women talk too much and male speak less the standard and the interest of there topic differs. The knowledge level also varies among them so Communication is affected .



THANK YOU