Research Paper Efficient Communication Strategies

Some Premises of Efficient Communication Strategies

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ABSTRACT

Efficient communication strategies must use all types of communication and means that can streamline communication. When designing efficient communication strategies one must use all types of communication, communication effectiveness actually represents the correlation between planned and actually achieved outcome

KEYWORDS communication individual, group and organizational strategies, language functions, levels of understanding, neuro-linguistic programming

Summary

From the perspective of efficient communication strategies, we are not merely interested in the exchange of individual messages, in the way they trigger changes, restructuring individual and/or its group on a cognitive, affective, motivational, attitudinal and behavioral level. The context must be analyzed deeply, especially at organizational communication strategies. In addition, solving tensions, overcome conflict situation is done through efficient communication strategies, without which the organization can reach blockages or Crisis. Moreover, crisis management does not allow improvisation, but must be based on scientific communication components developed and implemented through communication specialists who have mastered these strategies through appropriate methods and techniques of organizational response, prepared and tested before the onset of the crisis. To sum it up, when designing efficient communication strategies one must use all types of communication, they are means that can streamline communication; communication effectiveness actually representing the correlation between planned and actually achieved outcome

Communication is so important that it is often called the lubricant of individual and social life. Its roles are mostly highlighted by its achieved purposes. De Vito emphasized five core aims of communication:

a. Self-discovery(while communicating we are learning about us and other people, especially through social communication, by self-evaluation in relation to others);

b. Discovery of the external world (communication gives a better understanding of external reality, objects and events);
c. Meaningful relationships (through communication we acquire the ability to establish and maintain close relationships with others, because we like to feel loved and please others);
d. Changing attitudes together with our and other people behaviors;
e. Games and entertainment (communication is a means of relaxation, of feeling better).

The author shows that they are not only, but the most important communication goals. Likewise, not only does each single purpose play a key role, but especially their combination; furthermore, these goals do affect both self and other people's identity.

In the debate on efficient individual, group, community or organizational communication strategies, domain experts must start from the premise that communication is primarily "a perception involving intentional or unintentional transmission of information intended to clarify a topic or to influence an individual or group of individuals." Likewise, while information is transmitted, its retroactive effect influences the transmitters.

Language is the very primary means by which communication strategies can be devised, developed, implemented and evaluated. From both the perspective of individual, and from group-oriented communication strategies as well, a classification of communication and language functions conducted by Gerard Wackenheim in "Communication et Devenir Personnel' is worth mentioning. The author shows the individual communication and language have the following functions:

- The Integration function of the individual in his environment (allows the individual to live together and with others, stand others, adapt to new situations, take into account the experience of others, and absorb some of it);
- The function of Disclosure and Self-disclosure (through communication, the individual knows oneself and others, correcting some erroneous perceptions and attitudes and introspecting oneself to a better understanding);
- The Value function (communication meets the need of the individual to be appreciated, thus catching, and asserting oneself);
- The function of Adjusting the Conduct of others (communicating with others, an individual can achieve position in the hierarchy of the group, and may cause group members to change their attitudes, and behavior toward the individual);
- The Therapeutic function (communication counts for a therapeutic way).

Gerard Wackenheim makes a difference in highlighting the group-related communication functions as follows:

- The Productive - Efficient Function (It enables achieving tasks, especially when they involve a high degree of cooperation among group members, it helps group locomotion to achieve the set goals);
- The Facilitator function of group cohesion (through communication, a group is born and remains so, as its termination or disruption leads either to the dissolution of the group, or to the emergence of serious disruptions);
- The Valuation function of the group (through communication a group asserts its presence, it is emphasized, reveals its importance and justifies its existence);
- The Function of group problem resolution (communication saves group honour, and when degrading through difficult times, communication can be used as a therapeutic tool;

Socio drama is perhaps the best example to support this function).

Communication and language functions, classified by reference to the group, suggest that beyond lexicon words and meanings, one can produce derived meanings rippling multiple effects, due to group dynamics.

Beyond the many classifications of the communication and language functions, based on various sociological or psychological criteria relating to either the predominant mental process (Karl Buhler 1933), and one or another communication elements(R. Jacobson 1960) or produced effects (Abavanel and Ackerman 1973), we do consider regulatory function of communication and language as a landmark.

As specified in the cited work above, Gerard Wackenheim, personal communication regulates the process of becoming a person the exogenous factor intervenes in personality development, producing sustainable changes in the conduct of persons.

From the perspective of efficient communication strategies, in human activity we are not merely interested in the exchange of individual messages, but rather in the way they also trigger changes in an individual, restructuring individual and/or its group on a cognitive, affective, motivational, attitudinal and behavioral level.

In such a complex manner, Mielu Zlate highlighted the need to relate communication not only to the individual but also to its group, and to what it is worth in relation to these two essential social life entities.

The individual and / or group often overlook this regulatory function of language, dwelling only what they say, not on the consequences of motivational or affective attitudes and behaviors deriving from their manner of expression.

In this paper 'Levels of understanding' Merima Petrovici draws attention to this problem that affects communication efficiency. The author shows that people have always an average attention to what they say or hear and they usually neglect almost entirely the way they say it or understand the message. One cannot explain this circumvention of reality as the followed procedure is considered very important. In general, people feel that talking is one thing, and the doing it is another, trying thereby to justify neglect and even indifference to the language one uses.

Likewise, in the same work Merima Petrovici, in a very proper psychosocial manner refers to the importance of context, (accounting for the framework in which communication occurs) as a factor of success or, conversely, of communication failure. Starting from the idea that the relationship between the message and the context in which communication occurs plays a key role, as it determines, as we have already stated, the success or failure of communication; in other words, depending on the content of the handed message, the transmitter can obtain recipient acceptance or refusal, therefore communication context is bounded by at least three interrelated dimensions, namely:

- The physical dimension consisting of all environmental elements that contribute to the communication process;
- The psychosocial dimension that includes the roles of participants in various environments - family, education, membership groups, so on and so forth;
- The temporal dimension with reference to the historical time, the day and why not, even personal time.

Often, being so natural, even professionals forget to indicate significant data related to contextualizing communication. Not incidentally De Vito says that: 'sometimes subtle and unconstructive seems so natural that it is ignorant, sometimes context must be direct and evident through ways that favor or restrict communication'.

The context must be analyzed deeply, especially at organizational communication strategies. For an organization existence, development and efficiency, communication is fundamental. We can mention some coordinates to support this idea:

a) Relational - communication maintains and develops relations between employees, giving them the information needed to guide within the organization, to individual, and group self-evaluation of efforts
b) Operational - fulfill the organization's mission, goals and objectives, harmonize actions to the initial objectives, overcoming weaknesses, staff training, reassessment means of action and evaluation are processes based on message receiving and transmitting;
c) Motivational- communication enables management needs, incentives and coercive tools for the building and maintaining the staff behavior at the optimum performance and quality of life;
d) Ethical and professional - professional communication facilitates the proper and moral relations, of understanding and harmony among employees at all levels of the organization and among its members and people from outside the organizational context (regardless of the quality they have);
e) Managerial–management can be efficient only in a climate of optimal communication, the manager's responsibility in this respect is fundamental.

In addition, solving tensions, overcome conflict situation is done through efficient communication strategies, without which the organization can reach blockages or Crisis.

Moreover, crisis management does not allow improvisation, but must be based on scientific communication components developed and implemented through communication specialists who have mastered these strategies through appropriate methods and techniques of organizational response, prepared and tested before the onset of the crisis.

Both in terms of improving communication in general, and optimizing individual and organizational performance, a vector to be analyzed very carefully is neuro-linguistic programming, a concept with many uses for self-development and improving organizational communication. Being designed in the 1970s 'as a set of techniques for rapid and efficient behavioral change and as an operational philosophy to guide their use, neuro-linguistic programming (NLP) improves understanding in all communications.'

NLP enables life changing experience for many people, and its techniques offer important advantages for persons performing most roles by imposing a new thinking in organizations as: managers at all levels, administrators, technical staff and specialist trainers, public relations, human resources and personnel counseling.

Specific neuro-linguistic programming techniques help setting goals and designing strategies, improve interpersonal relationships, strengthening personal skills, and the considerable increase in satisfaction related to their efforts.

In the context of this work, we approach NLP in terms of communication and personal development, not from the widely used psychotherapy perspective, mostly from specifically behavioral patterns that have been learned through experience, and through programming. Thus, we believe that, while the initial objectives of neuro-linguistic programming were therapeutic models have been adapted for use outside psychotherapy, examples having interpersonal and persuasive communications, management training, business communication, in public, negotiation in sports (especially in training), team building, etc.

To streamline the communication process, it is necessary to take into account the important role of nonverbal communication that can replace, supplement or enhance the message conveyed through words. Of all non-verbal expressions of communication, called meta communication that accompanies any message that provides us the information the caller does not want to express as following: the language of silence, space language, body language and communication through gestures. Thus there are a few arguments worth mentioning:

- The Language of silence is loaded with meanings of communication, silence is related to listening and receiving accurate messages; if used skillfully, we can foster communication, give the caller the opportunity to express ideas or feelings that otherwise might be blocked;
- The Language of space refers to the educational properties of space and optimal ways to use these properties, acting on the adequate intimate, private, social and public area;
- The Body language, making the connection between the subconscious and physical movements, reveals some hidden information in verbal expression;
- Gestures have great communicative value

To sum it up, when designing efficient communication strategies one must use all types of communication, they are means that can streamline communication; communication effectiveness actually representing the correlation between planned and actually achieved outcome.

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