

Effective Communication: Catholicon for Accomplishment of Goals in Society

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Abstract

Communication by its very nature signifies life and facilitates every facet of life but it has to be managed in the manner that enhances its effectiveness with the sole aim of achieving set personal and organizational goals. Everyone needs to communicate and does so but it does not mean that all are capable of effective communication. While effective communication has immeasurable benefits including the promotion of trust, unity and progress, ineffective communication portends disastrous consequences including unproductivity, misinterpretation and distrust. The aim of this paper is to expound on effective communication for the achievement of goals with the objective to talk over the concepts of communication and effective communication with how it aids the achievement of goals since effective communication is needed everywhere and every time. The conclusion is that as difficult as effective communication may seem to acquire, the benefits are worthwhile for societal development since it aids the achievement of goals, the building of trust, self-esteem, the facilitation of teamwork and for sustainable relationships among people. Some of the hints provided to aid effective communication include not interrupting the other person by cutting him off in the middle of a speech or idea, dominating a discussion with another person so that the person has no room to contribute to it or over flogging an idea being discussed and repeating ideas about it.

1. Introduction

Communication means very many things to different people but summarily, it is any purposeful activity of exchange between participants in order to convey and receive the intended meanings through a shared system of sounds, gestures, signs and symbols by engaging some basic steps which include the intentional or unintentional decision to communicate, message encoding, transmission of signal,

reception of signal, message decoding, interpretation of the message and the provision of a feedback by the recipient (Douglas, 2007). Communication involves more than just exchanging information; as an act, it is difficult to understand and execute because it is not usually played out in the same manner but is situational and all-inclusive of very many variables which play out to ensure its success or otherwise (Sinickas, 2004).

Communication is synonymous with living as it depicts life and facilitates it in every ramification; without communication, the achievement of societal goals, whether for individuals or groups would be impossible because there would not be enablement. Even with enablement, the parties involved should be aware of the need to achieve effective communication.

Effective communication goes beyond the words we express and combines a set of skills including nonverbal communication, engaged listening, managing stress in the moment, the ability to communicate assertively, and the capacity to recognize and understand one's own emotions and those of the person being communicated with (Baskin, 2015). Effective communication is an elaborate two-way process of how a message is generated, packaged and conveyed so that it is received and understood by someone in exactly the way it was intended as well as the provision of feedback by the receiver to the one who has sent the message.

Effective communication is efficacious as the glue that aids one deepen connections with others in order to improve teamwork, productivity, a balanced emotional climate, decision making, and problem solving as well as all that a human heart can conceive. It enables one to communicate even negative or difficult messages without creating conflict or destroying trust. In fact, it is not merely about exchanging information between one and another but making what one says interpreted exactly as was intended (Robinson, Segal and Smith, 2016).

Effective communication is a learned skill which is not easy to acquire but learning it is desirable since it is what facilitates the achievement of goals. For instance, Nimmons (2014, p.4) asserts that "Regardless of how perfectly outlined and well thought-out your goals are, if they are not

effectively communicated, they almost assuredly will fail.” Put in other words, Baskin (2015) as cited by Robinson, Segal & Smith (n.d.) opines that without effective communication it would prove difficult to achieve even the simplest things and being unable to communicate effectively means getting farther from the achievement of goals and objectives. Hence, there is no doubt that the achievement of societal goals is tied to effective communication.

2. Aim of Effective Communication

The aim of effective communication is to create a mutual understanding that is received in a positive manner, which enables the sender in a communication activity and the receiver agree on a further action or decision, even if that just means a receiver granting consent to a sender to continue speaking so that even when the response is negative or when it is a disagreement, for instance, both can agree to disagree towards the achievement of goals (Osasona & Onjewu, 2007) as well as the enablement of getting the best from our relationships both at work and home (Hason, 2012).

3. The roles of participants in effective communication

Achieving effective communication involves the combined efforts of both parties in a communication activity. Interestingly, the roles are reciprocal and interchangeable, for instance, when one is asking another person a question, one is the sender of the message while the other person is the receiver but when the receiver is answering, he becomes the sender while the former becomes the receiver. Nevertheless, the parties have definite roles to perform in order to actualize the effective communication that is capable of achieving set goals as follows:

Sender roles

A sender ought to endeavor to speak or write in a language of mutual understanding with the receiver,

While encoding any message, the capability of the intended receiver should be of priority in the decision to speak, write or engage signs and symbols in the communication,

The medium of communication should be carefully selected by duly considering the best option from all available ones,

Should ensure clarity of expression regardless of whether the communication is to be carried out verbally or otherwise,

Make sure that a feedback is received for all communication.

Receiver roles:

A receiver should be attentive to all incoming messages by always listening with attention, reading and looking with concentration,

Endeavor to understand the communication thoroughly by asking for further clarification or reading up additional information,

Be objective in the interpretation of what is being communicated,

Provide a feed back to the sender whether it is positive or negative.

4. Effective communication for achieving goals

Most people in society realise the need for communication but not all are capable of effective communication (Onjewu, 2011). People operate at two levels in society; in organizations or groups and as individuals. On the part of the organizations, these days, a lot of them have already learned to appreciate the importance of effective communication and are striving to bring down the communication barriers that they encounter since being unable to do so means getting farther from the achievement of the goals and objectives for their establishment. Consequently, many organizations make it a point to help employees learn more about techniques and strategies that can improve communication in the workplace since that is what can help them take a step closer to the achievement of their goals. In this regard, Nimmons (2014, p.2) enquires pertinently that: How can you move your organization forward if your team does not know in which direction you're headed?" believing the notion that it is effective goal communication that makes organizations work coherently and efficiently by eliminating confusion, streamlining the efforts which includes every member of an organization. To further

strengthen the point being made, (Sinickas. 1997) suggests encouraging employee behaviors that take us measurably closer to reaching set goals to which Adair (2003) adds that strong communication Skills are arguably the most important attribute that managers of organizations can possess.

On the other hand, people operate as individuals, with very many goals, information, emotions, aspirations, and many more to be communicated and should also be able to do so adequately to be successful and happy in life. In fact, the more people realise the importance of effective communication and are able to achieve it as individuals, the easier it is to achieve group or organization communication success.

As people in society our goal is to fully understand and connect with others by listening in an engaged way which often comes naturally but if not the following tips offered by (Sinickas, 2004) may be helpful. The more you practice them, the more satisfying and rewarding your interactions with others will become, so:

- Focus fully on the speaker, his or her body language, tone of voice, and other nonverbal cues in order to grasp the totality of the communication.
- Try keeping your posture straight, your chin down, and tilting your right ear towards the speaker to make it easier to pick up on the higher frequencies of human speech that contain the emotional content of what is being said.
- Avoid interrupting or trying to redirect the conversation to your concerns, as, you can't concentrate on what someone is saying if you are forming what to say next. Also, the speaker can read your facial expressions and know that your mind's elsewhere.
- Show your interest in what is being said: Nod occasionally, smile at the person, and make sure your posture is open and inviting. Encourage the speaker to continue with small verbal comments like "yes", "okay" or "uh huh."
- Try to set aside judgment: In order to communicate effectively with someone, you don't have to like them or agree with their ideas, values,

or opinions. So, set aside your judgment and withhold blame and criticism in order to fully understand a person. The most difficult communication, when successfully executed, can lead to the most unlikely and profound connection with someone.

- Provide feedback: If there seems to be a disconnect, reflect what has been said by paraphrasing. For instance remarks like: "What I am hearing is," or "Sounds like you are saying," are great ways to reflect back. Don't simply repeat what the speaker has said verbatim, though—you will sound insincere or unintelligent. Instead, express what the speaker's words mean to you. Also, ask questions to clarify certain points, such as: "What do you mean when you say..." or "Is this ... what you mean?"

Improving your communication skills can make a world of a difference in your relationships with others and help you achieve your personal goals in life. We are, of course, social beings, and improving the way we relate to others can only benefit us and make our thoughts clear (Collins, 2009).

5. Benefits of Effective Communication

- Effective communication reduces misunderstanding because both parties in any communication are able to clearly understand what is communicated, succinctly.
- Effective communication saves time as further communication is progressed into once an earlier one is concluded successfully.
- Effective communication saves the sender of a message from any potential embarrassment resulting from the receiver assuming things that are incorrect.
- Effective communication lessens the possibility of overlooking important information.
- Effective communication enhances unity because it enables many people of diverse backgrounds share their thoughts, feelings, and ideas; feel respected and understood so that they can work together to solve conflicts and make decisions because it facilitates mutual understanding.

- Effective communication reduces any negative emotions that can get in the way of clear thinking as a result of misunderstanding. Effective communication is important because it allows the people involved to build trust which promotes the desire to work towards a common goal.
- Improving your effective communication skills also increases self-esteem: it feels great when you are able to deliver your message confidently, watch others embrace it and receive the outcome you had hoped for.
- Moreover, the biggest benefit could result from using effective communication is possibly that it improves relationships with others.

6. Recommendations

The following hints volunteered by Robinson, Segal & Smith (n.d.) may further enhance your effective communication skills and prove useful in preventing a receiver from understanding differently what you have said if you make it a principle never to:

- o Interrupt the other person by cutting him off in the middle of a speech or idea,
- o Take over a discussion between you and another,
- o Dominate a discussion with another person so that the person has no room to contribute to it,
- o Divert the focus of a discussion from an original subject matter to yourself,
- o Over flog an idea being discussed and repeating ideas about it.
- o Sticking to an unproductive opinion,
- o Advancing too many questions to be answered by your fellow discussant,
- o Changing the idea of discussion suddenly.

7. Conclusion

Effective communication is needed everywhere and every time. Therefore, one must strive towards achieving it always. Difficult as it may seem to acquire (Onjewu, 2011), the benefits are worthwhile for societal development because it aids the achievement of goals, the building of trust and the increase of self-esteem as well as the facilitation of teamwork and for sustainable relationships among people.

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