

Serghei Cubreacov

State Agrarian University of Moldova

Vicol Iulia

Cahul State University "B.P. Hasdeu",
Republic of Moldova

COMMUNICATION AND COMMUNICATION BARRIERS IN BUSINESS MANAGEMENT

A communication activity in achieving management objectives occupies a definite place in the work of manager and has a primary character. Without organization in the company of an effective system for receiving and transmitting information both formally (in particular) and informal, can not be discussed about a management effectiveness art.

Approached in a simplistic form, the act of communication meets several elements and processes, each with its role and functions.

First, for organizing the process of communication is necessary the existence of at least two partners interested in receiving and transmitting information. One of these partners transmits (in the literature of specialty is called Transmitter/Issuer) and the other receiving the information (called Receiver). Among these forms, depending on the expectations of each on the communication process, interrelated.

Another prerequisite of the communication relationship is the channel to deliver the message, through which the communication act is carried out. In organizations (the time will we understand the notion of formal organizations) there are two types of channels¹:

- Formal channels formed by the organizational structure, with respecting staff functionalities, hierarchical structure, culture and ethics organization internal rules of conduct;
- informal channels formed due to informal relations, from the organization. These arise from personal relationships in the community.

Next item on which it is addressed is the code used by both partners that means their ability to transmit and receive signals representing certain message.

The existence of the code is itself and some decoding processes. That means award from the transmitter and receiver of signals transmitted and received. For effective communication it is necessary that directions given by the issuer and receiver coincide.

There can be no act of communication in the absence of a message that is specific information that is intended to be transmitted. It should be noted that the message can be formulated in different languages: verbal language (using words), non-verbal language (transmission of information via gestures, facial gestures, body position) and paralinguistic (expressed by certain characteristics of voice, pauses between words, separators vocal, speech rate, etc.). Regarding paralinguistic can be said that some experts see it as a form of non-verbal language, while others regard it as a separate concept of language in communication.

¹ Carp Iurie, Budevici Anatolie „Comunicarea managerială”, p. 13

Any act of communication asks itself to see the act of transfer -receive of the message was produced a reaction, called feedback. Within the organization this reaction can be expressed both through verbal language or paraverbal nonverbal and through the actions made by the receiver after the message: the fulfillment of assignments, taking some decisions, execution of orders, etc. taking attitude.

A role no less important is the communication medium, which is the physical and psychological framework in which communication occurs.

Making a generalization, not listing all the processes taking place, even abstracting us from them, including from the intrapersonal one of the issuer and the receiver, we present the act of communication as follows:

1. development by the receiver of the message that you want to be sent;
2. elaboration of the code used in the message which is formed, based on the receiver decode capabilities;
3. channel selection and the environment that can be transmitted message and execution of transmission;
4. receiving and decoding the message by the receiver of;
5. transmission by a transmitter side response, the organization of the feedback process.

Given algorithm allows foreseeing the possible existence of barriers or disruptions in the communication. They can keep issuing, receiving environment.

Some authors² identified as generators of communication disturbances in managerial work four sources: the issuer, receptor, couple of them two and environment.

In terms of the transmitter, communication disturbances appear by launching messages inconsistent, lack of credibility which is represented for the receiver, choosing the wrong codes or reluctance to disseminate information.

Lack of inconsistency is manifested in the transmission of contradictory messages. This can take place both at the behavioral level (the difference between words and deeds), but also at a form of the message (a message is transmitted orally and nonverbal - other).

Lack of credibility of the sender to the receiver is due to the fact that the issuer is not considered a reliable source of information. This fact is due both to objective conditions, such as the existence of previous allegations unsubstantiated and subjective, not depending on the issuer. For example can be mentioned the act when the receiver does not like the issuer.

Deficiencies in the choice of encodings understood by all participants in the act of communication also seriously distort communication process. It is the responsibility of the sender to choose those meanings of words and other signs that will convey the message and you will understand the receiver. He should not use ambiguous words with meaning, which can be interpreted differently (ex. the notion of biologist and frog carpenter can have different meanings). The message must be made according to qualifications, views, perceptions and receiver general.

Reluctance to disseminate information occurs when the issuer is forced to send some bad information that affects the one who receives the message.

In terms of receptor, interference may occur due to poor communication of information flow concentration due to the granting of different meanings of words or other signals, preconceived attitudes towards the transmitter, the subject under discussion or to post.

² Nica Panaite C., Prodan Adriana, Iftimescu Aurelian „Management”, p. 371

I МІЖНАРОДНА НАУКОВО-ПРАКТИЧНА ІНТЕРНЕТ-КОНФЕРЕНЦІЯ
«Проблеми та перспективи інноваційного соціально-економічного розвитку
в умовах глобалізації: регіональний вектор», Ізмаїл - 2012

Biased attitude is a cause of poor concentration of receiver, here it may be mentioned the lack of listening skills, hearing disturbances due to personal problems, or, according to the receiver, there are major problems, lack of interest in the subject, etc.

Barriers torque generated by the issuer and receiver most often focuses on issues of semantics, differences in status (including hierarchical), perceptual differences.

Often expressions, as semantic meaning, cause different reactions at different specialists. An attitude has a businessman to the expression "exchange" and is completely different reaction to the same expression of a teacher or engineer.

Serious problems raise differences in status. Often the underlings inhibit before the head, and can not properly make the message or even refusing to transmit. Also the head can take an attitude of disregard for the message sent by the subordinate.

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