

A STUDY ON IMPORTANCE OF EFFECTIVE COMMUNICATION IN SMALL SCALE INDUSTRIES:**Anisha Khandelwal**

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ABSTRACT: Communication is the act of giving, receiving and sharing information. Communication is an important tool in both professional and personal life. Effective communication is a core strength for a business. Communication not only includes exchanging information, but also their attitude, body language, and mannerisms. Many researches have been taken up in communication with varying methodologies. This is performed for the want of clear understanding of the values of communication and to zone in on the most efficient way to effectively communicate. At present, in schools and colleges, communication is schooled as a subject for students, for their development and growth. This is very useful for them in their future. There are some classification in communication. Types of communication includes verbal communication, that is through a language, non-verbal communication, which includes sign language, facial expressions, body posturing etc. verbal communication can be further classified into written and oral communication. Written communication can be further classified into formal and informal. Oral communication will always include verbal communication and non-verbal communication. Hence, will be more effective in addressing a gathering. Written communication, though devoid of the non-verbal cues of oral communication is more suited for formal communication, since it is permanent in nature and is recorded for future reference.

There are various research methodologies used to analyse the effectiveness of a mode/ medium of communication in various situations they include, quantitative research, qualitative research, rhetorical research. In Quantitative research, it is further classified as experiments, surveys, content analysis and meta analysis. Everything here represents the numbers and measurements. Qualitative research is about the intellectuality, their likes and dislikes as it is related with communication. It is further classified into focus group, interviews and participant observation. At this present study, we also discuss about the mixed methodology, where it is a combination of quantitative, qualitative and rhetorical communication. Rhetorical research (or rhetorical criticism) is a textual analysis. Rhetorical research completely depends on the analysis, interpretation and pasting everything within a single text. Communication not only depends on the speaking skills. It also involves with the listening skills. A person, who is good at listening will develop knowledge and good communication skills. This in turn helps in effective communication.

INTRODUCTION: Communication is the way to express one's thought. Inability to communicate properly, will lead to inability to pass on their intended information efficiently. In business, success and failure depends upon the communication skill of the entrepreneur. This is more so in a small scale industry¹, since the works are mostly semi-skilled, and less receptive to communication. The only effective way to effectively communicate with such people is to use not only verbal but also nonverbal

communication. Even talented entrepreneurs, who are not able to communicate well end up with failures.

¹ "small scale industries include the micro enterprise, where costs upto say 20 lakhs, but the micro enterprise costs upto 4crores.so, comparing with both the industries small scale industries is more benefited [No.S.O.1722\(E\) dated October 5, 2006](#) ".

On the other side, people with limited knowledge but good communication skills² are successful because of their good communication skills. Since in Small scale industries the advertisement for the company relies on word of mouth

Communication and the personality of the proprietor, the ability of the proprietor to communicate properly becomes an absolute necessity. Long term customer relationship and trust is sacrosanct for a successful small scale business, the stronger the communication skill of the proprietor³, the connect with the customer will be deeper, resulting in higher value addition to the customer and success of the business. So, communication forms the corner stone of Small Scale businesses.

LITERATURE REVIEW:

1) Communication and Strategic Management Defined: Communication is present everywhere. If we want to express our views and ideologies, the way of speech (communication) is mandatory. **Anugwom (2007)** defines communication as use of signs, emotions, facts and information. **Nwokeneme (2008)** defines communication as transmission of message or information through a channel from a sender to a receiver. **Imaga (2003:75)** Strategic management, mean the strategic approach to organizing, staffing, directing etc.

2) Communication as Essential Tool for Achievement of Strategic Goals in Organization:

Strategic Management (**Ezeh,1999:91**) is a prerequisite for organisational success. To be able to attain organizational objectives, the manager must be able to transmit information, ideas, attitudes, and feelings through the process communication (**Etuk, 1991**). **Ohmae (1982)**, comments that "what business strategy is all about is, in a word, competitive advantage. According to **Lawson,(2006:67)**, he posits that the actual word used in communication conveys 7 percent of the meaning, the tone 38 percent, while the body language conveys 55 percent of the meaning.

RESEARCH METHODOLOGY:

Three main research methodologies are included in communication. It is classified as quantitative, qualitative, and rhetorical.

Quantitative research: Quantitative research is done with the use of number, measurements etc. The commonly used methodologies are **Experiments, surveys, content analysis and meta- analysis**.

2 "Communication should in an effective manner, both the oral and written, the oral and the written includes both verbal and non-verbal communication. - British Council (UNESCO 2013)".

3 "the person having the control over the present use is exclusive of rights- merriam-webster2012".

Experiments: Experiments⁴ is a type of research, where the researcher studies the effect of communication in a controlled environment. An experiment creates two types of environment- a test and a hypothesis, this type of research will be time consuming.

Surveys: Surveys are the information collected from larger group of people. Usually, surveys are taken for the better understanding of communication. It depends upon two factors. It includes validity and reliability. Validity depends on time- basis with which surveys are taken. Reliability is involved in the stability and consistency of the results.

Content Analysis: Content analysis is a type of research, where the research is based on media. Media includes books, magazines etc. In this type of research, the researcher lists out the number of persons, participating in media. And the persons of the same races are involved in media. And the people belong to other races are also participating. This content analysis is mainly done during prime time.

Meta-Analysis: Meta- analysis⁵ is a type of study, where the analysis done in the entire quantitative research is taken as the whole and studied by a researcher for better understanding. Secondly, this analysis done is compared with the present statistical representation for understanding these two variables, this phenomenon is called meta- analysis.

Qualitative research: Qualitative research is based on the perception, intellectual quality of the students. This is the other type in communication. For example: Two researchers takes analyses in small scale industries, the first researcher, tests about the intellectual quality, perceptions of the entrepreneur's. the second researcher , tests about the likes and dislikes of the entrepreneur. They concentrate in entrepreneur's wish.

Qualitative research is further divided into 3 groups. It includes interviews, focus groups, participant observation.

4 "The experiments in communication concentrated on understanding the propaganda during the Second World War. From that time, communication experiments has bursted out from primarily focused on assessing media effects in environments to a broadly used set of strategies exploring factors as diverse as racial attitudes, voter turnout".

5 "This meta-analytic review examines the connection between communication apprehension (CA) and communication behaviors. The results indicate a consistent negative relationship between the level of communication apprehension and communication skills ($r = -.220$) using a total of 36 studies involving 3742 participants. This relationship indicates that as a person becomes more apprehensive both the quantity and quality of communication behavior diminishes. – University of Wisconsin".

Interviews: Interviews is a type of qualitative research, where it consists of a researcher interviews the participant. For example, the questions raised by the researcher are answered by the participant. Consider in a college, the interview takes place, the researchers discusses with the student about their future dreams and asks about how their parents exert the lives of their children.

Focus Groups: Focus groups⁶ gathers more useful information than interviews. More sensitive groups are dealt with these kind of communication. For example: if a person asks for his secrets, it is very difficult for him to express his thoughts. But in focus groups it can be known easily. On the other hand, interviews are asked in a different way.

Participant Observation: Participant observation indicates the researcher observes the participant, without the knowledge of the participant. He/ she is being watched in their natural environment. For example: if we take in a provisional store, the shop owner is watched by the researcher with all his daily routine, the behaviour of the owner with the customer etc. this is been analysed by the researcher.

Rhetorical Research

Rhetorical research is otherwise called as rhetorical criticism. It is a type of research where the persuasive quality of the messages collected are represented in the form of single text. It is done systematically. It involves various methods including collecting the data, rhetorical representation or criticisms and converting into a single text.

For example, the researcher is interested to take a survey on the small-scale industries and their profit in the business. To know this, the researcher takes a literature review based on their interests. and writes rhetorical essay about the criteria used and its core message.

6 "Focus group discussion is frequently used as a qualitative approach to gain an in-depth understanding of social issues. The method aims to obtain data from a purposely selected group of individuals rather than from a statistically representative sample of a broader population. - Tobias O.Nyumba, Kerrie Wilson, Christina J. Derrick, Nibedita Mukherj".

Another example, is taken in the management roles. How people are treated in the management. It is taken and analysed. The data is been rhetorical analysed. And written in the form of essay, how the behaviour of the people are characterized. The way of portrayal are also done in rhetorical research.

As a final example, it is taken from a corporate company, and analysis is done with different corporate companies. The higher officials in the companies and their speeches are compared and a essay is written in the form of rhetorical research.

Mixed Methodology


In Mixed methodology, from the name, it is revealed that the researchers combines two methods discussed above for examination. Researchers often perform this to compare the methodologies are from the same phenomenon. From the quantitative research, surveys are taken and compared with the focus groups from qualitative research.

The benefit of mixed methods, is clearly pictured in the following examples. Various methodologies of communication are mentioned above, but the strength of mixed methodology will be understood by the following examples taken from above.

Example 1: Surveys belongs to the group of quantitative analysis, where the researcher takes the survey from a group of people, which gives the closer insights of communication. Surveys gives the complete idealogy of the self- disclosure of the customer.

Example 2: Content analysis, deals with the people belong to different races are being shown in the prime time television. And not only this, but also about their portrayal in television. This is generally compared with the general population. But in content analysis, we will not able to get the clear picture. So, on the other hand, the rheotorical research of communication is analysed and it is written in the form of essay and explained, how the criticism is done in and converted into a single text of information.

Example 3: Coming to interviews⁷, we have seen a researcher who identified the power shown by the parents over their college children, who are away from school. These are the tactics used by the parents. Researcher determines this tactics, and used this in communication. This tactics is been compared with the scales to measure other tactics, which is constructed in other communication. One could argue, for example, that student anxiety would increase as a parent exerts greater power over that student. A researcher could conduct a hierarchical regression to see how each power tactic effects the levels of stress experienced by a student.


⁷ “Researchers often begin investigations with assumptions or multiple results in mind logically that should lead to mixed methods. However, quantitative assumption always contradict qualitative assumptions, and scholars have found it easier and quicker to deliver results adopting only one methodology. Additionally, researchers may be hesitant because making high quality inferences from mixed methods is very demanding.- The Use of Mixed Methods in Organizational Communication Research, Philip J. Salem (Texas State University, USA)”.

As we discussed, there are different methodologies, and it worked in its own way. All these are discussed for better understanding of the communication. If the students are well versed in communication, they can study their interested subjects and well verse in it. The discussed methodologies are for understanding of effect of communication.

Conclusion:

Firstly, it's very clear that communication skills play a vital role in small scale industries. The semi-skilled audience, the lack of specialised roles, the multitasking proprietor, all lead to a situation where the effective transmission of informations, ideas, and instructions by the proprietor, and vice versa plays a crucial role in deciding the success or failure of the enterprise.

Secondly, nonverbal communication will play a more pronounced role in small scale industries, because of the physical nature of the work and demographics of the workers. Thus the proprietor should not only be a good orator but also good with his body language and sign language and emotions to effectively communicate with workers in a small scale industry.

Thirdly, the receptive capability of the audience have to be taken into account while choosing the mode and medium of communication, this is crucial to the success / failure of any communication.

Thus we may conclude that communication plays in the effective functioning of small scale industries is paramount. Effective communication will be the difference between success and failure since the decisions have to be taken quickly and executed with precision.

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