It is an undeniable fact that in any firm or organisation—be it big or small, the sense of belonging, unity and success all depend upon communication. By definition, Albanese (1988:23) suggests that communication is information flow that transfers meaning from source to destination. Sandra Hybels (1998) asserts that communication is a process in which people share information, ideas, and feelings. Asha Kaul (2000) argues this by saying communication is a two-way process in which there is an exchange and progression of ideas towards a mutually accepted goal or direction. Shirley (2005:4) echoes this by saying communication is the giving, receiving or exchange of information, opinions or ideas by writing, speech or visual means so that the message communicated is completely understood by the recipient. Oxford Learners Dictionary (1982:190) simply defines communication as 'passing on news, information, feelings etc. to somebody.' Sillars (1993) adds flesh to say communication is the giving, receiving or exchange of information, opinion or ideas by writing, speech or visual means or any combination of the three so that the materials communicated is completely understood by everyone concerned. Woocott and Unwin (1983) shed more light on the definition of communication as an art, a science, a practical skill. Therefore, it can be noted that in all the efforts of trying explaining thorough what communication is, the author tried to explain the movement of information from the sender to the receiver.

To begin with, this essay will disclose thorough definitions of effective and efficient communication. It will thereafter postulate characteristics of effective and efficient communication in terms of oral, written, non-verbal without the exception in terms of organisation. Moreover, it will outline factors affecting the two concepts of communication, which may lead to ineffective and inefficient communication. Lastly, a summary will be given.

Sandra Hybels (1989) alludes that effective communication is when the message is perceived in the way it was intended. Kreitner (1995) says that effectiveness in communication is achieving the stated objectives. The Macmillan Dictionary (2002) defines effective as something or someone that works well and produces the results that was intended. Thus, effective communication is one which produces the intended results. (www.kingscalernder.com, v14/07/13) claims that effective communication is making sure that both the speakers understand the meaning of the other. Kyambalesa (1998:30) states that effectiveness is when the intended receivers or audience receives and correctly interprets the sender’s message. Shirley (2005) echoes this definition by saying effective communication is ensuring that your message is understood, stimulating the recipient to take appropriate action or affecting the way in which he or she thinks. Therefore, we can postulate that effective communication is the achieving of the intended goals upon communicating.

Here is an example of a situation in which effective communication was at play. Let say, there is a firm that has two branches; Kitwe and Ndola branches, specialised in the manufacturing of Candles but abruptly a serious problem or rather slowed down production in the firm in both branches. To that effect, Managers bring forth alternatives to engage in performing tasks performed by machines in the firm and calls for a workshop to explain to workers how to use the suggested alternative ways to produce Candles as they wait in anticipation for the firm to purchase new machines. Thereafter, what do we see? The rate of production at the Kitwe branch gains momentum and gets back to the prior state whilst the Ndola branch persists to record low rate of production. We would conclude that communication at the Kitwe branch was effective and that it was ineffective at the Ndola branch.

Woocott and Unwin (1983) explains that effective communication is the basis of success in any task. Hatch Richard (1997) adds to this by saying ‘for a business message, effectiveness is the most important evaluate criterion; this simply shows us how important effective communication is. Effective communication comprises effective thought, reasoning, analysis and planning—the sated are essential for successful communication. Nevertheless, there are
elements that entitles to effective communication, Hatch Richard (1977) shoots out good grammar, spellings and punctuation as some of the elements that help make communication effective. Moreover, Reid J.M. (1997) highlights eight of the elements needed to make written communication effective as follows; clear concise, forceful, well organised, natural, friendly, courteous, and personal. The mentioned adds a good tone to the communication.

On the contrary, efficient defined by the Macmillan English dictionary (2002) is the ability to work well and produce good results by using available time, money, supplies and many more. Furthermore, the Oxford Advanced Learners Dictionary (2002) asserts that efficient is doing something well and thoroughly with no waste of time or energy. In other words, it can said to be the use of few resources to accomplish the desired goal. Thus, effective communication is when a person perceives the message in the shortest amount of time with least amount of energy. (www.educationask.com, 15/07/13) that efficiency deals with time. For instance, a secretary who is asked to organise a meeting by the manager for the company would simply send the other workers whom it may concern emails instead of writing notes to them. By sending emails instead of letters he will be efficient in the sense that he will serve the energy he would have used to write and walk to their offices, the time he would have used, and resources such ink, papers and a few to mention, and imagine he had to write to hundreds of people, well, using email, he would only need to compose one mail and forwards to all the people concerned.

On the same token, for organisational effort to develop, implement and maintain a quality program that yields high productivity, effective communication is essential. Prior elaborating much on effective communication, it is important to understand what an organisation is and the impact of effective communication on it. Asha Kaul (2000) claims that an organisation as a composite of many individuals working together towards growth. The Macmillan School dictionary (2007:518) argues that an organisation is an officially organised group of people who work together or have the same aims. Neeham Dransfield () postulates that organisations are social units that pursue specific goals, which are structured to serve under some social circumstances. Therefore, we can sum up that an organisation is a group of people whose efforts are organised to achieve one particular goal.

To say much, organisations and business have a group of the people who co-ordinate towards its goal or objective. These people are constantly interacting with each other and also with people outside the organisation creating networks. There are two types of networks in an organisation namely; internal and external. Network by definition is ‘interconnecting lines of communication used to pass information from one person or one section to another.’ (Michael Fielding 2005). The Oxford Dictionary (2006) states that network are group of people who keep in contact with each other to exchange information. These networks provide a uniform ways of giving people information and an opportunity to put their ideas across it avoids misunderstanding, saves time, resolves conflicts and provides all employees with a tool to express as clearly as possible what they really mean. To extend understanding, networks maybe be termed as formal or informal.

Formal communications within an organisation are those that take place through well-known channels. For instance, the expansion of policy at the Copperbelt University comes from formal procedures where it is dictated from the members upwards. Members discuss policy issues in their branches. Delegates from the branches then meet at the annual conference and debate and agree policy. This type of communication is used when managers want to plan, organise, control, delegate to subordinates and also when interacting with other employees for advice. It is this type of communication network in which official message, policies, procedures, directions and job instruction are transmitted through three parts;

Downward communication, this refers to the flow of messages concerning plans and decisions that translate into orders from managers in directing their subordinates. Most messages are conveyed downwards through channels like face-to-face meetings, conferences and in written materials. For the information communicated to be effective, managers should consider the urgency of the information, purpose and the need for a quick feedback.
Upward communication, this refers to the flow of messages from subordinates to their superiors. It is grounded on information given through upward communication. Alexander Button (2002:8) confirms this view by suggesting that ‘communication flow of this communication aids in motivating office workers to perform their job in the most efficient manner possible. Moreover, this mode of communication is vital in any organisation for it provides feedback to the information sent by managers. It also transmits information needed for higher-level decision-making, suggesting for improvements and also changes in policies as well as giving office employees an opportunity to view their thoughts.

Horizontal communication refers to the internal exchange of messages among people on the same level of authority. It also enables employee’s to plain joint when establishing policies and procedures that affect several departments so that they share information and resolve conflicts. It allows for direct exchange of exchange of messages more quickly and with less distortion.

On the contrary, (www.businesscasestudies.co.uk/unison, 17/07/13) suggests that informal communications are those that are not based upon any set measures. This does mean that such relations are outside the networks of the organisation. This mode of communication allows office workers to take the initiative into their own hands. In other words, it refers to the transmitting of many messages that do not flow through a formal network the message are served by the grapevine. The grapevine is defined as the spread of information at a fast pace from one person to another through conversation. It is mostly associated with subordinates, as they feel free to express their through among each other. The systematic flow of information in an manager must be capable of communicating affectively to their subordinate as it ensures motivated staffs to dedicate their efforts towards reaching production standards set by the organisation.

Effective communication is important to managers since it shoots out threads for the management process of planning, organising, leading and controlling. Planning is a process of setting goals and choosing means to achieve them. Without plans, disorganisation and ineffective use of resources would be not an exception to managers. These plans are developed by communicating with others at their organisation and thereafter taken to the employees by communicating effectively among its employees. Employees can be motivated and there teamwork can be enhanced. In addition, teamwork brings employees to focus upon objective to be achieved. Stoner, Freeman and Gilbert (2006), argued that management controls the process of ensuring that actual activities conform to planned activities. Thus, the control process enables managers to monitor employee’s progress and take alternative causes of action on the feedback.

Moreover, an effective communication skill enables managers to be aware of talents available in the multicultural world of organisation. This helps managers to encounter custom, expression and meaning that probably seem very foreign to them as they come on contact with the subordinates, stakeholders and the most importantly their customers. The shared experience from different cultural background find it not difficult to communicate and also cultural values be acknowledged. Fielding (2005) calls the things from the one cultural point of view as ethnocentrism and emphasis that each group should strive to understand the cultural background of the other group for an organisation to prosper.

On the same, most businesses and organisations are profit oriented and would not need to reduce profit through the purchase of irrelevant materials. So they use efficient communication which require no wastage of time or resources and which also involves the usage of cheapest methods and means. Effectiveness requires achieving its intended results. Therefore, it is entail to ensure that people involved work willingly together and do tasks. Fielding (1997) states that effective communication ensures that products and services are the best, help generate new ideas and adopt to change to ensure that staff work well together, understand the organisation objective and work to achieve them.
Albert (1996:66) claims that efficiency is the degree to which the organisations serve the specific purpose of its members and emphasises the achievement of material goods. Well, increasing the effectiveness of communicating within a firm also contributes to the efficiency of its operations and in some cases highly effective communication can increase productivity and eventually health profitability of the firm. This would further lead to efficiency as they would perform a task once and does it right the first time minimizing the use of more resources to perform a one task. Managers and researchers have recognised that business must maintain at least an adequate level of communication within a firm contributes to the efficiency of its operation. Communication can be transmitted through oral, written or non-verbal Oral communication such as speeches, telephone conversation presentation or face-to-face is direct and have a personal impact hence, there is need to choose words and expressions before being communicated to someone. Otherwise there can be no misunderstandings, which can lead to ineffective communication. This mode of communication is cheap and feedback is instant making it efficient.

Kreitner (1995) asserts that body language such as gestures and facial expressions can be used to show feeling and emphasis. Non-verbal can be used to show feelings or emphasis. Apart from the mentioned, non-verbal communication can be used to communicate effectively because the sender is able to tell the listener level of concentration and attractiveness. And the receiver is able to interpret the message by seeing the sender’s actions. Face-to-face conversations are more effective and efficient than the telephones because you do not only hear what someone says but also see their expressions and gestures enabling you to know if they are being sincere. And the fact that there are charges involved in telephone communication qualifies the fact that face-to-face.

The medium in which the message is communicated can make the message ineffective even if it was effective. This may be due to the inability of the sender or receiver. For example the receiver gives a speech which is confusing in the sense that he keeps changing the topic hence loosing the receiver, use of difficult language or rather his/her message is full of ambiguity the receiver will have difficulties to interpret it. Or when the sender sends a long and incomplete message, a long message can bore the receiver and as an old adage goes “the longer the speech the more difficult it is to interest an audience” and that the receiver is too bored to pick the message or easily forgets it hence being ineffective.

Written communication is accurate and hence effective, but it can be ineffective if it is poorly phrased that is if paraphrasing and punctuation is not done properly. It can be ineffective because the receiver is not able to clarify in case they are not clear somewhere due to the fact the receiver may be far away from the sender and is unable to reach them easily. Written communication has no feedback so one cannot know if someone is interested in the conveyed message or not.

Reid (1973:180) every sales man knows that the first impression he makes on a potential customer is extremely important. Everything that follows from the opening in the same way is crucial to the success of your business letter because its opening sets the stage of what is to follow. Because of his natural curiosity the reader will read your first sentence with interest but if you are opening is clumsy and ineffective his/her interest may be dissipated. One of the best ways to loose a reader right away is to ease into the letter with a cliché warm up. Many business writers find it hard to get started so they perform a sort of verbal exercise before they let their reader what they are writing about.

Reid (1973) further shoots out the factors that can make written communication ineffective and its validity. Written communication is effective in the sense that it can be retained for future use. Elements like lack of sound objectives or better still voice projection; that comprise words that are vague, euphemism and omission of necessary information can usually lead to efficient communication being ineffective. In addition, no matter how carefully tabulated information may be, a faulty organisation can often distort the message and make communication either efficient or ineffective. On the same, the assumption made by the receiver who is too quick in
evaluating meaning because of his or her inability to listen carefully for instance, use of jargons and slangs may have a negative impact of communication, since the receiver will pick the alternative meaning contrary to the sender’s meaning. Thus, this can lead to effective communication becoming ineffective and this usually happens during oral communication. There are also incidences where the speaker is communicating a message then to due distractions such as noise, network problems, mention it, would cause the receiver to make irrelevant conclusions from the speech.

Moreover, personality barriers add to the factors that lead to effective communication becoming ineffective. The employees process information differently. Some learn through hands-on activities, while others need precise explanation. When your employees’ teaching and learning style clash, they encounter a personality barrier. Some employees operate analytically while others react intuitively. An employee would prefer hard data might have trouble working with an employee who draws from personal experience and observation. To add on that, wrong timing is another cause, for instance, in case of the message being sent too early the receiver may forget that such a message was passed. On the contrary, the message would be given within the short period and that the sender expects the receiver to comprehend the conveyed message within the stipulated time. This is referred to as information overload and it can lead to effective communication becoming ineffective. Asha Kaul (2000) asserts that information overload is where the sender releases too much information at a given time for the receiver to assimilate. Furthermore, the receiver should be in such a condition that they are calm enough to assimilate the message being passed. The place where communication is taking place should be convenient, for instance, placing a church near a bar where loud music is the talk of the day and night would be inconvenient for communication to take place between the Bishop and the people. The media in which it shall be communicated should be relevant, otherwise the message transmitted will fall on deaf ears.

To that end, we can say that for communication to be profoundly appreciated, vital and relevant it must be efficient and effective. This is achieved by employing measures that ensure that work gets done accordingly, implying that the intended result is achieved and no resource or time is wasted. All persons in an organisation must be effective especially managers because it helps them sincerely to co-ordinate and control the effort of subordinate so that the organisational goals are collectively met and that they must be efficient so as to maximise profit by reducing costs. Apart from this the message sent should be clear and precise so that the receiver understands at once and does as asked.

Thank you. For more, Catch me @Dabbyson116.