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Strategies for Effective Oral Communication

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Abstract

Communication is very imperative to business operations. People who can communicate effectively are very much in demand in the business and are very scarcely present. Improving the communication process across the organization would eventually increase the value of the business and hence requires more attention. The importance of effective communication in very much required in this fast-growing technological world. The communication should be apt to the point and unambiguous towards the reader. No one has enough time to go through a detailed description to understand any part of instruction. So, the communication should be short and apt to the point. This paper focuses on the various strategies to be practiced for an effective communication.

Key words: Communication, types of communication, technology.

Communication is the transmission of mutual understanding and information through the use of agreed upon symbols. In the organizational context, as defined by Myers and Myers (1982), organizational communication is “the central binding force that permits coordination among people and thus allows for organized behavior”. It is the processing of data in message form into, though, and out of channels formally designed within defined organizations, including the study of all the non-informational matters that shape messages.

Breakdown in communication

Organizational communication breaks down when any of the elements of communication – Source, Encoding, Message, Medium, Decoding, Receiver, Noise, and Feedback – suffers from a defect. Based on these elements, there are various reasons for the organizational communication to break down, like, Information Overload, Embellished message, lack of trust and openness of the employee, inadequate communication structure, delays in the formal communication process, differing status and the environmental factors such as noise of the electronic devices used in the communication process.

General strategies for effective communication

The breakdown of the communication process due to the barriers can be restored by taking adequate precautionary steps by all those involved in the communication process. The managers have to improve the messages they convey and equip them to better understand the messages that are being conveyed by the others. Listening to others with understanding will help in restoring the broken-down communication process. A proper follow up to determine if the message received is actually the message intended to be conveyed will help in improving the process. Feedbacks can be utilized for this purpose. The flow of information has to be regulated. The messages have to be encoded in ways that are more meaningful to the receiver. The sender should always walk the receiver's mile. This will aid in assuming the viewpoints and emotions of the receiver and thereby communicating the message clearly. All these practices will help in improving the existing communication processes and patterns of the organization. To better enhance the relationships with the clients, narratives can be used rather than technical arguments.

The messages and the various mediums used by the organization are clear indication of the organization culture existing in the organization. Hence proper care has to be taken in the languages that are used across the organization, both for the formal and informal communications. The best way to align the various dimensions of communications and overcoming the various challenges is through adaptation. The two most threatening factors for communication process are the differences in the perceptions of each person and the compelling need to fit the messages to the culture of the organization. The finest way to overcome these threatening factors is the adaptation strategy. Every aspect of the communication process has to be carefully analyzed and aligned with the culture of the organization and has to be directed to the prospective receivers in such a way that they receive the message in the way it is intended to.

The best way to develop effective communications in any organization is to share the responsibility, wherein each person involved in the process avows when the message is unclear to them and suggest the ways to communicate the messages to them in a better way.

Strategies for Internal communication

Internal communication means all the communication that occurs in conducting work within a business, and this helps in the business's operating plan, whereas the work-related communicating that a business does with people and groups outside the business is external communication. Internal communication can be both personal as well as impersonal. When bosses meet with their teams to communicate progress, statuses and action plans, personal communication is used whereas if it is to communicate some routine message, then more impersonal methods such as electronic mail and intranet chat systems are used.

For an effective internal communication to exist within the firm, the firm must identify the internal communication needs such as creating an understanding among the employees of their roles and responsibilities, the issues and experiences, informing the higher officials of the obstacles and discrepancies in the project, areas of internal collaboration and enhancement of communication with the clients and the customers. Once the needs are identified, the internal employees have to be made aware of the needs and their duties in discharging those needs effectively. To aid the employees in internal communication, the communication tools like the internal email, internal shared network, personalized email addresses for each and every employee for both internal and external communication, and the schedule for daily, weekly and monthly meetings has to be put in place. Creating awareness among the employees regarding the needs for effective communication and tools put in place to assist them in the same is very essential. Tracking of the system, collecting regular feedbacks and incorporating the suggestions back into the system enhances the effectiveness of the entire internal communication process.

Strategies for External Communication:

External communication involves all the communication between the organization and its stakeholders – other organizations, groups and individuals – outside its formal structure. (QAFINANCE, 2009). The main rationale for an effective external communication is to enable the cooperation between the organization and its stakeholders and to project a constructive image of the organization to the general public.

External communication addresses a large number of audiences in a variety of contexts. For an effective internal communication to exist between the firm and its stakeholders, clear identification of the messages to be communicated to the stakeholders is imperative. Once the message is identified, the tool to be used for effectively engaging the targeted audience has to be selected. A large number of tools are available for the firms to choose from, for communicating with the external audience, like the face-to-meeting, print media, broadcast media, internet etc. the external communication of the firm is carried out by the departments of public relations, media relations, advertising and marketing. Building awareness among the audience is very essential. As with internal communication, tracking of the system, collecting regular feedbacks and incorporating the suggestions back into the system is very crucial. Two-way communication enhances the effectiveness of the external communication.

The management has to comprehend and wholly support the fact that high degree of communications is essential for the organization, without which the organization will remain contrived. Effective communication practices have to be followed in the organization as a driving strategy and not as a solution for the problems that arise due to the lack of it.

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