THE ROLE OF THE COMMUNICATION PROCESS WITHIN THE MANAGEMENT ACTIONS IN THE POLITICAL AND BUSINESS WORLD

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Abstract: The model of communication aims to improve the internal perception of the employees about their working institutions, and improve the external perception of the institution in the eyes of co-workers and the general population.

The analysis of the model of communication in the political world and the business world has its common aspects and some differences. Namely, it is a process that is the basis of creating good relationships and accomplishment in the institution of the working process at a high level.

Any gap in communication directly reflects the quality of decision making and creating inappropriate image of the institution. Political institutions are exposed to further analysis by government institutions and the media, based on that, the flow of information it is required to be at a high level and made the basis of preset parameters of successful communication.

Business world, on the other hand, is also necessary to take care of selecting the appropriate model of communication because it is subject to regular monitoring by the target groups according to their interest.

The success of communication indicates the successful realization of the mission and vision of the institutions (political and business).

Keywords: communication, leadership, political institution, business world

Introduction

Communication involves sending and receiving information. Leaders become recipients during the process of communication, which is needed to master the art of listening. Leaders allow others to take the initiative when they become listeners. Managers find this project especially difficult because they have to accept a secondary role in the discussion.

Regardless of whether it is economic or political aspect of analysis, science of the institutions in the last twenty years experiencing significant increases.

In organization there are more types of communication, internal and external. Internal communication is sending information to the employees. Some organizations have internal way of communicating by each other.

1. Model of communication - and essentially features for creation of institutional leaders

Communication is the activity of conveying information. The word communication is derived from the Latin word "communis", meaning "to share". Consequently, according to Pepperberg, "to share" is one the most important characteristic of any communication success. More precisely,
this is the main characteristic of all of the leaders in the communication (Pepperberg, 2002: 34)

**Picture 1: Exploring the communications process**


According to Wood, the most consistent model for representing communication is (Wood, 2002: 78):

Source - Message - Channel - Receiver

The success of the application of the model of communication aims to create a successful leader in the communication process.

Communication involves sending and receiving information. Leaders become recipients during the process of communication, which is needed to master the art of listening. Leaders allow others to take the initiative when they become listeners. Managers find this project especially difficult because they have to accept a secondary role in the discussion. Leaders accepted this role when needed because they know that listening has increased leadership in the organization. Leaders solve the problem of marginal listening, which involves little more than an occasional listening. Leaders also solve the problem of assessing listening, which means listening with the reason not agree with, refuse or cut the communicator speech. Effective leaders put themselves in the frame of the speaker accomplishes the following suggestions.

During the performance of the communication process, according to Richmond and McCroskey the person may experience some communication barriers (Richmond, McCroskey, 2005: 156):

- Individual differences
- Gender differences
- Generation gap
- Lack of trust
- Past experience
- Differences in education
- Cultural differences
- Personal beliefs
- Language
- Pronunciation and tone
- Perception

Leaders reject superficial layers of the communication process and hear the meaning contained in the words and gestures to reach the main target of the message. Leaders focus on whether communication is intellectual or emotional in bringing attention to expressions such as "I think" in terms of "I feel" or "I know that this is true" in terms of "I have a hunch about this." Leaders listen for words that convey a hidden message. One of the most important characteristics of a leader's the ability to follow the gestures and non-verbal elements of the speaker (Jolić, 2003: 35).

The exchange of the communication process serves both sides best, when it is need to learn. The skilled listener can learn a lot about its partner in the communication process. Leaders know that whenever listen something from someone, they are revealed to them. Leaders also can learn something by looking at their reactions to attack, criticize, etc. Finally, leaders can learn a lot about the relationship between them and the other person how they are honest with one another, whether and to

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what extent the other person feels the need to defend and which are sensitive areas that other person avoids and why (Richmond, McCroskey, 2005: 162):

2. Communications within the management/leadership of the political institutions

Regardless of whether it is economic or political aspect of analysis, science of the institutions in the last twenty years experiencing significant increases. In fact, it is a reference to the needs of members of the internal organization and external stakeholders in the process of communication within the organization.

An especially interesting aspect of the analysis the communication process is within the political institutions. It is a set of management which need to be focused on leadership staff within the team. The process of communication is particularly important indicator of the level rating of the institution in terms of its obligations accomplishment (Fox, 2006: 48).

Political institutions are different from other business institutions due to the need to import additional thread management, due to the sensitivity of the message conveyed. It is the institutional field of action that is associated with several aspects of daily life: social, political and economic. Moreover, it is followed by media attention. From this point of view, the communication within the political institutions, it is needed to be shown at a higher level, ie as a synchronization process of the entire workflow.

The model of communication which includes features of a good listener, sharing information, and monitoring the status of interlocutor aims to create a consistent process of performing work duties. In this context, the spirit of management leadership within political institutions will allow the creation of a state within which each employee is free to express an opinion, to create a view based on different perceptions and to see that his attitude is appreciated.

According Rahn, ther greatest sensitivity to the political institutions in terms of their management is finding appropriate model of communication to provide a consistent flow of sensitive information, that will allow the information to flow to the appreciation of each person in the communication and thus will highlight the information that is in favor of the institutional image (Rahn, 2000: 37).

Leaders of the political institutions, as and the other employers in these institutions interact with other relevant institutions at national level, especially with the government institutions. This has an influence on the transmission of the sensitivity of the message, and the need to create a unique communication approach with respect to the specific needs of the institution.

What is important and what points Reese is that the form of political institutions varies greatly, and requires constant adjustment model of communication and proper training of staff within the institutions about the new approaches of the communicating process and sharing information (Reese, et al, 2001: 98)

3. Communications within the corporate business management

To have a success in business important is to be a good communicator. Everyone especially manager has a different way to communicate in work and everyday life. Sometimes is preferably to use a consulting service to advance the business. In communication is important to understand the message which is send from sender to the receiver.
In organization there are more types of communication, internal and external. Internal communication is sending information to the employees. Some organizations have internal way of communicating by each other. External communication is used for formal and informal meetings with clients, suppliers or with new partners in the business. The most important step in communication is to decide what we what to say and who we want to reach. (Lehman, C., DuFrene D., 2008:38).

Managers are involving some different project for communication and if some of it is successful that will be implemented in every department of the organization.

Managers are communicating by telephone, mail, e-mail or business café and meetings. Meeting is efficient way to complete work. (Gjorgjovski, 2011: 126).

The culture of the partner country is important too. For example: Americans will want to “get down to business” within 10 minutes of the meeting without any rapport. Body language or non-verbal communication could help for easier understanding the speaker. (Spiers, C., 2011:13)

**Conclusion**

Exchanging information and common understanding between speakers is the key of successful communication process. Sending information and receiving it depends from quality of the information.

Leaders allow others to take the initiative when they become listeners. Managers find this project especially difficult because they have to accept a secondary role in the discussion.

Some managers meet their co-workers ones a week or ones a month to delegate its duties. On the meetings communication could be formal or non-formal. Each manager has own still to communicate with others especially with their co-workers. A good and genuine skill is the key to delegate in the right way.

Effective communication depends from difference between speakers. Desirable is to has no barriers between them.

If we could learn to understand the other people style for communication we could find a way to understand their message.

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