

COMMUNICATING EFFECTIVELY IN THE PUBLIC SECTOR

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ABSTRACT

Effective communication is important for the development of an organization. It is something which helps the managers to perform the basic functions of management. Communication is simply the exchange of thoughts, messages or information. Effective communication means the exchange of messages by speech that make expected effects. As a feature of socially defined people, everyone is in communication with the others in the social context. In this regard, especially in organizations where formal and informal communication exists, “communication within organization” plays a vital role in structuring the organizational activities, objectives, company policies and strategies.

KEYWORDS: Strategies, Business Communication, Channel Of Communication.

INTRODUCTION

Communication is simply the exchange of thoughts, messages or information. Effective communication means the exchange of messages by speech that make expected effects. When dealing with the public the Sender who intends to send the message across has to bear in Mind that the Audience will carter different people, these can be of different age, language, cultural and religion , its therefore the duty of every individual who is in this sector to consider the following simple ways that this writer managed to Gather.

When we talk about effective ways of communicating with the General public its the responsibility of the people who deal with people who come from different walks of life to consider creating an open and equal friendly commutative environment, this means that the Sender has to find the right way of communicating which is simply known as;

THE CHANNEL OF COMMUNICATION

This can vary from using the Media (Electronic devices, newspapers etc), Verbal (Speech) or Nonverbal (Sign language in other words body language). This channel is the platform that the sender uses to communicate with the clients to inform the people of services being offered or informing the general public on certain things that they need to be aware of.

The receiver of this message after hearing or reading now converts this message in their mind and afterwards gets back to the sender, this is what is called Feedback. However not everyone gets the message as the sender expects to be understood, this brings about;

BARRIERS OF EFFECTIVE COMMUNICATING

- Attitude, this simply means using emotions and feelings when interacting with a client

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this puts the client in uneasy state, it increases more uncertainties other than bringing ratification.

- Information overload, just because someone says or write something more doesn't mean people will remember all the content, Short and Sweet is key, precise to the point.
- Jumping to conclusions, a lot of people who work in the public sector jump to conclusions before they even find out as to why a person even walked into the firm, so long as a person carries a brown envelope it means they are looking for employment when they are not
- Language Barrier, this is when a client can't fully speak the language pretty well and they are restricted to yes and no. This brings about confusion which later on restricts the free flow of interacting effectively.

Since this document focuses on the effective ways of communicating we won't focus too much on the barriers rather on how this sector can be improved.

What people in the public sector should understand when it comes to effective communicating is that the audience they target is more important, as all the material put up and published is for the good of the customers and clients. It's therefore important as important for these senders to consider the following;

EFFECTIVE COMMUNICATION

Institutions, societal and religious affiliations should train their personals on good effective ways of communicating with clients despite of their social, economic, political, cultural, racial etc status. By doing so they will create a safe and friendly environment, clients will feel more comfortable on any given platform thus either at a Group or interpersonal level.

ACTIVE LISTENING

They say that a good listener makes the speaker at ease and they air out their views comfortably,

when attending to different types of people the sender must put it in their minds that people are different and that they communicate differently even understanding is also another issue. Nodding of the head or telling someone "Please continue, really? Then what happened next?" these and other gestures will always give the client the hints that their views are heard and that their feedback is valued.

CORRECT BODY LANGUAGE

Leaning back in the chair with eyes shut shows a lack of care and uninterested, the correct was is to lean over and put your elbows on the desk and continuous nodding will make the client/receiver happy knowing that they are being heard.

Finally for the effective flow of communication to continue without interactions it's important for every media house, firm or organization to have;

AN INTERPRETOR

This is a person who looks at the affairs of those that can't speak or from a foreign state, they are to be honest and should never twist the story to please any of the two parties. They must set confidentiality as their first priority.

CONCLUSION

Effective communication is key to development. It's a powerful instrument that can be used to spread information to a large audience without leaving any doubts and it gives both the sender and the receiver chance to listen and speak back. Communication can be anything but effective communication is the best way for the easy flow of interacting

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