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PROJECT COMMUNICATION & NEGOTIATION

Communication in Project Management- Process, Roles and Responsibilities

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Communication in Project Management- Process, Roles and Responsibilities

- **Aims**

- To analyse process of communication in project management
- To explain roles and responsibilities for effective communication in project management

- **Expected Outcomes**

- Goals of communication can be understood
- Process of communication in project management can be understood
- Different roles in communication can be understood
- Responsibilities of different personnel involved in project management regarding communication can be understood and analysed.

- **Other related Information**

- Characteristics of communication can be understood.
- Measures to be taken for effective communication can be understood and analysed.

- **References**

- Panda, S. (2017), Managing Performance for Excelling Organization- A Practical Approach, Penerbit, Universiti Malaysia Pahang.
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Process of Communication

- Communication has been playing an important role since the earliest times.
- The term 'Communication' has been derived from the Latin word 'Communicare'. The meaning of this term is to share or convey.
- The purpose of communication is for transmitting facts, figures, ideas, concepts, thoughts, philosophies, expressions etc.
- It is essential to understand the purpose of communication before proceeding to its process.
- Communication is the means of reaching and also understanding people in general and project personnel in particular.
- It is the ability of an individual person to convey the thoughts and ideas to others. Better the ability to convey others, it is expected to have better response.
- It is expected to have desired response. And it is required to convey in such a way that one can involve and evolve a desired response.
- Successful convey of thoughts, ideas or information is the objective of communication which is done through the process of communication.
- Project communication is the exchange of information in a project among the project team members and also with different stakeholders.
- If the process of communication is understood properly, one can do effective communication. An effective communication is helpful in increasing productivity and also in minimising conflicts arising in a project.



Communication Process continues..

- Communication should be done in a systematic and structured way. Careful planning has to be done before communication.
- In a communication process, sender sends information, idea or thoughts to receiver. The receiver has to respond according to the requirement. The sender has to encode the idea and the encoded message has to be transmitted to the receiver. The encoded message is conveyed or transmitted through a channel. The channel is known as communication channel. The receiver has to decode the message or information and to work as per the instruction being conveyed. The feedback mechanism is also there in communication process.
- There should not be any misunderstanding in communication. The responsibilities of sender and receiver have been discussed along with feedback mechanism in communication.

Sender

- The process of communication has to be initiated by the sender who has to take more responsibilities for effective communication.
- The sender should be very clear about what s/he communicates and to whom communicates.
- The idea has to be encoded into the requisite message by the use of proper language, symbols etc.
- The process of transferring message to the receiver using the proper language, symbol is encoding which has to be understood by receiver.

Receiver

- The receiver is also known as 'Decoder'.
- The message is intended to receiver.
- It is the responsibility of the receiver to decode and to assimilate the idea being sent to him/her.
- Knowledge of the receiver and the extent of his/her response determines the success of communication.
- Communication channel like oral, face-to-face, video conferencing, e-mail or non-verbal channel has to be properly understood.



Communication Process continues...

Communication Channel

- Proper channel for communication should be used by the sender. It has to be assessed from the receiver's level of understanding and technology takes an important role in communication.
- Both sender and receiver should know the communication channel to have complete understanding of communication message.

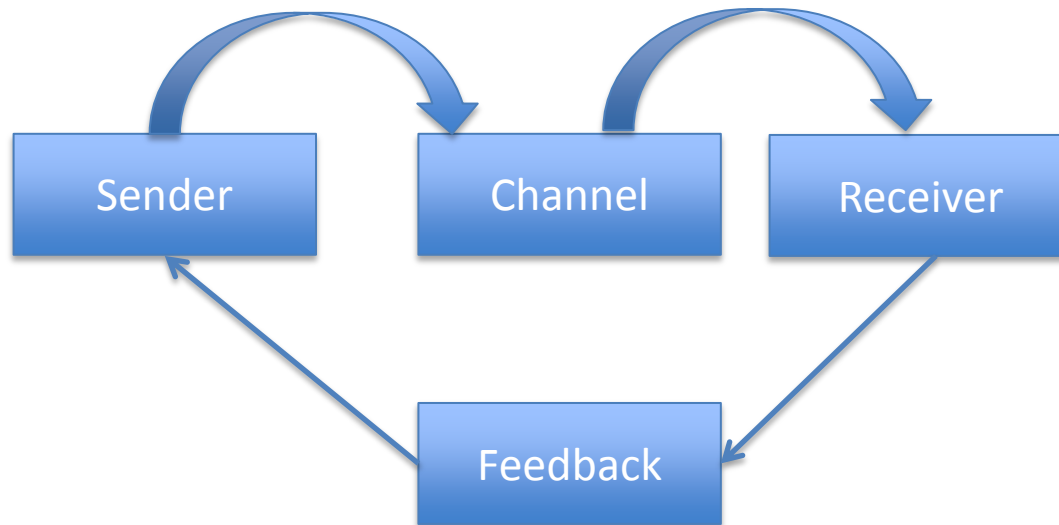
Feedback

- It is considered as an important component of communication process.
- It helps the receiver to analyse the efficiency of communicated message.
- Feedback may be in verbal or non-verbal form.
- Any successful communication has a positive and desired feedback to the receiver.
- The feedback should be clear and impartial. The feedback can enhance or improve communication.



Communication Process continues...

- The process of communication is as follows:



COMPONENTS OF COMMUNICATION PROCESS

Sender

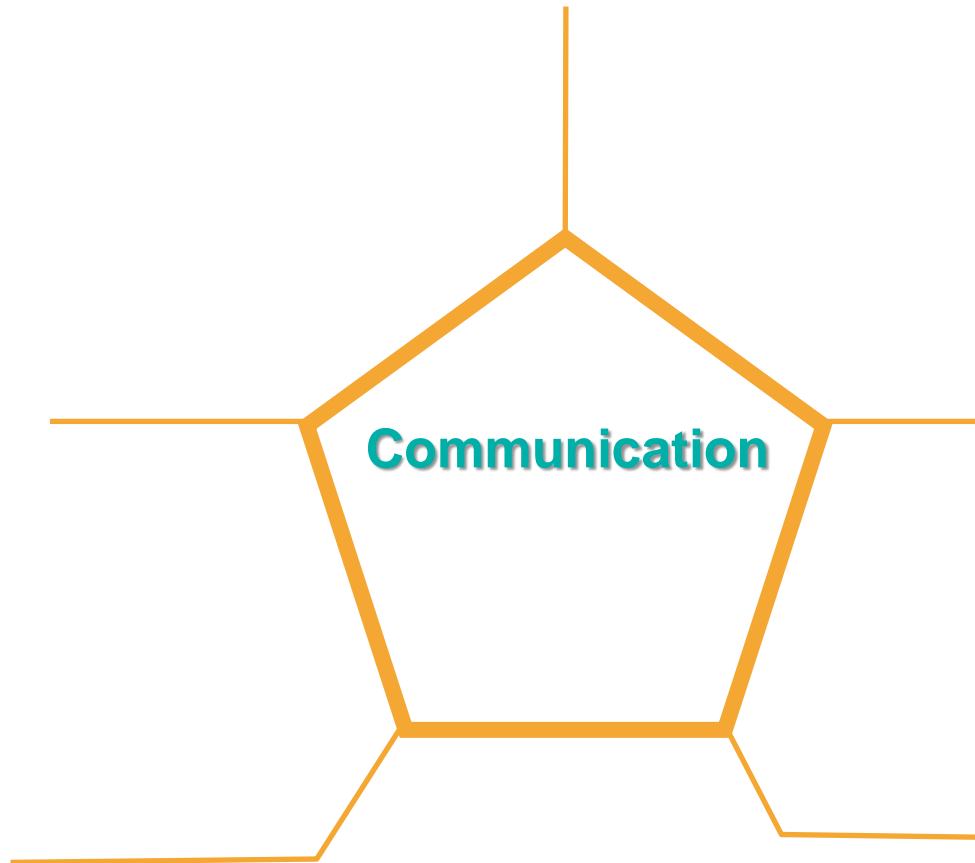
Technology

Receiver

Communication

Feedback

Channel



Goals of Communication ...

- Proper understanding of the message or information being sent by sender to the receiver.
- The purpose of communication should be fulfilled.
- The follow-up action should be done properly when required based on communication.
- The message should reach the receiver properly
- The receiver should not misunderstand the content and context of the message or information being sent to him/her.
- Reaching, enriching or enhancing the effectiveness of work, activity or task being given is one of the key purposes of communication.
- Generally communication is done in all spheres of social, community and organizational settings either formally or informally.



Roles and Responsibilities in Project Communication . . .

- The sender has to play a leading role in communication.
- The receiver has to follow the instruction or message being communicated to him/her as a follower. However, s/he has to respond properly.
- The use of proper language, syntax, semantics, pause, body language, technology etc. has to be taken care of by the sender. S/he has to assess the receiver's level of understanding. It is also the responsibility to have a basic knowledge of time management as it is important that purpose of communication is fulfilled by economic use of words and their values attached.
- The receiver has the responsibility to give proper feedback which is helpful in improving communication.
- The roles and responsibilities of different parties involved in communication have to be properly exhibited to enhance effective communication.
- In a project, the leader, manager, employees, team members have to do their work as per the instruction. The communication by different project personnel has to be done as required meeting to the needs and demands of the project.
- Different phases of a project require communication for different project members in different ways which need to be followed properly for the success of the project.



Conclusion of The Chapter

- Conclusion #1
 - Communication is a cyclic process.
- Conclusion #2
 - There are different types of goals in communication.
 - The role and responsibilities in project communication have to be properly taken and the concerned personnel have to work for fulfilling the goals of the project.
- Conclusion #3
 - Proper use of technology and channel should be done to enhance the effectiveness of communication.
 - It is the responsibility of sender as well as the receiver to fulfil the purpose of communication.



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