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Envisioning Effective Management Communication

Edited by Manpreet Arora  
Roshan Lal Sharma



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## Envisioning Effective Management Communication in the Age of Post-Truth

*Roshan Lal Sharma & Manpreet Arora*

We are living in an age of post-truth politics and fake news wherein subjectivity has precedence over objective facts, and truth does not actually matter. The inevitable chaos caused by fake/false news has been further complicated by digital media technologies, which has profoundly affected the way businesses are run. Communication being the core of any business, the choice of communication strategies today plays critical role as the communication norms have undergone tremendous changes in the recent past. Passing on of false information in the garb of truth and thereby succeeding in spreading misinformation, has caused too serious damage to undo it in any possible way. This, in fact, calls for an antidote of genuine, effective and authentic communication strategies that can uproot/substitute falsehood in the crisis-ridden world of today: “[P]ost-truth phenomenon has gradually galvanized the whole world in one way or the other. There is scarcely any arena of human activity that has remained untouched due to oppressive sweep of post-truth be it politics, media, education, or business” (Sharma 11).

Business organizations take strategically decisions to devise communication activities. This is done with a purpose. Activities such as publication of formal reports, advertisements, and crucial policy decisions that have direct bearing on different stakeholders are deliberately carried out so as to build the reputation of transparent financial, managerial and administrative functioning of the organization. Besides formal/written communication, informal/verbal communication too is preferred by the business organizations to ensure smooth

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Chapter-18

## Role of Communication in Personal and Professional Life

*Priti Paul and Roshan Lal Sharma*

Human relations and interaction serve as the foundation of a happy, successful and satisfied life, and in this science of dealing with people, communication is an important tool. Communication is an essential for the survival of human beings as well of any organization. In fact, our success in any field of life is determined by our communication skills. A simple interview for a job, daily chores of life, our relations with friends, colleagues and family members, and several ladders that we have to climb in personal and professional life, are all dependent on communication skills. Lack of communication skills acts as a huge barrier in our success. It is an established fact that best communicators get the best things in life—be that job, friends or even life partners. Their mere presence lights up the place/ environment they are in. They are the centre of both attraction as well as envy of their peers. They know the secret of sharing their views without irritating any one, persuade effectively, and resolve conflicts pretty effortlessly. They also know when to bite their tongue and when and how to express freely. Alsako aptly observes that “speaking well and choosing the right words at the right time, is perhaps the greatest accomplishment to which we can aspire” (77).

In fact, communication is a dynamic, two-way process and has been present since man’s existence on this earth. It is the act of “transmitting and receiving information” (Barker 1). Being social animals, we prosper only when we are among such people who boost our self-esteem by accepting us and make us feel happy and contented. Long before language came into existence, signs and

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