

Communication as Soft Power: Barriers and its Elements

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Abstract: The study describes communication as the tool of information exchange and a soft power. The use of communication in these aspects allows to provide an interpenetrating integral effect in an organization and a state. The study gives the communication description as a "Soft power" and its components are shown.

Key words: Communication, the informal communication between managers, the role of communication, modern communicative relationship, the effectiveness of modern communication, communication barriers, insufficient, excess, distorted communication, communication as the "soft power", "soft power" brand, "soft power" features, the integral effect of communication

INTRODUCTION

Communication as the exchange of information, intellectual or emotional messaging necessary for cooperation between business people, becomes an increasingly important. However, it is regarded as a soft power in the modern system of relations (Shestopal and Silanteva, 2012). An inadequate communication system and its bonds is a relatively expensive and it often leads to hardly restored losses. The organization of communication with the people planned for meeting and very important for large-scale cases needs to be prepared so that the business negotiations were held through the support of the cultural and spiritual values which allow to take decisions in the light of behavior rules proven by thousands of years during the process of life. This axiom can not be understood by the leaders who make a perfect order within the organization, ensuring a strict and precise execution of duties from employees, forgetting that an organization activity success is determined by the external environment to a greater extent, including the representatives of a state interests and its people with whom the communication relationship strengthening its unity and development stability must be maintained and cont.

During the communication process management receives the information necessary for decision-making and brings it to the organization employees. The more an organization is focused on people, the more important communication for it. Within a competitive market

economy public organizations have a distinct competitive advantage, compared with the closed structures as they have far greater chances for successful communication development (Grishanin, 2015).

The role of communication increases clearly with the development of market relations. Although, they are regulated by a state but in the conditions of management decision-making uncertainty, the additional support to the system of informal and communicative relationships is required. Unfortunately, there are no absolutely perfect communication systems therefore, there are no such solutions. The perception of a man by a man is conditioned by personal requirements, interests and values. At that the communication between them is weakened significantly by the virtue of organizational factors. The fact is every newly created group of people working together is transformed into a communicative one during the process of successive development stages passing: the coordination of goals, a shared decision-making, motivation and control.

Ideally, the communication effectiveness depends on its quality directly and above all on business communication skills and a manager. An important role in the effectiveness of these relations is played by such factors as information adequacy and reliability. However, the things are not so perfect in real life and communication is often an insufficient and sometimes an excessive or a distorted one. So some appropriate measures are required often in order to increase awareness of the management up to the level required.

COMMUNICATION AND SOFT POWER BARRIERS

Many barriers appear inevitably on the ways of communication in an organization (for the most part due to objective reasons). Therefore, although communication suggests that a recipient sees it exactly as it was intended by a sender, it is not always so in real life. First of all let's note that the meaning of a sent message being can be changed at any stage of communication as the result of its content noises and distortions to a greater or lesser extent. The main causes of distortion: the problems in interpersonal contacts; the semantic barriers; the organizational problems (Zhuravlev and Poznyakov, 2012).

These distortions may be so significant that a message changes its meaning so strongly during the communication process that it attains (unexpectedly for a sender) the features of six messages. This could be a message that they were going to send; the message which was really sent; the message that an other person gets; the interpretation of a received message by another person; the response of another person; the difference between an expected and a received response. The communication barriers appear in a sender's message at the mutual exchange of views between a sender and a recipient when a media was chosen and of course, in the form of interferences. Therefore, no wonder, that a message proposed for sending is not always perceived by a recipient as a reasonable one, so he often adds it by his own thoughts which leads to a message distortion. The situation is complicated by the fact that sometimes a sender assesses a situation incorrectly initially and thus he conveys a distorted or outdated information, discrediting the communication system.

INTERPERSONAL COMMUNICATION FEATURES

The distortions which appear in psychological differences, in the perception of a message are the most typical ones in interpersonal communication. Words can not convey the non-verbal symbols of feelings and emotions. Since each communication link has small and large obstacles, it is impossible to be sure that a sent messages is adequate to an obtained one. And, it is all the more so as each recipient interprets a message from his position within his understanding of its meaning. Sometimes a message is distorted beyond recognition because of rapidly spreading rumors about a particular incident that happened in an organization. These rumors are checked and certified by nobody (Solomatin, 2015).

Usually, the people spreading rumors, are guided by their own interests. Quite often, the rumors turn out to be not appropriate to the actual state of things to a large extent if not fully. Often, however, they are justified and sometimes the management allows the leak of information deliberately to assess the reaction of people before a final decision and to make the necessary adjustments in it in advance. Anyway, rumors can not be ignored: they must be examined carefully in order to understand why and in whose interests they are spread. The distortions in messages often involve semantic interferences, the errors in the interpretation of correctly presented signs, the use of verbal and graphic representation means. At the same time, the cause of noises may be the problems of an organizational nature.

The cases of some message aspect disappearance which are inherent mainly to an upward communication, where the number of messages originating at the lower levels of the hierarchy is great. In horizontal communication messages are distorted for the most part due to the differences of employee goals and values: the meaning of a message is changed as it passes within an organization. Often the cause of gaps and distortions is represented by filtering, the overload of communication channels, an inappropriate organizational structure (Ukolov and Lignovskaya, 2015).

Much in the development of contacts is determined by the extent of a manager development as a person, how much he is capable of being a communication member. In all circumstances, the efforts for an organization communication system improvement should be focused on more clear provision of a message reliability and authenticity. Often it is difficult to develop a communication as the participants do not have the sufficient knowledge of humanities. This is one of the most advanced interpersonal communication barriers that needs the improvement of getting philosophical, psychological, theological and other humanity knowledge by people.

COMMUNICATION AS SOFT POWER

The concept of communication should not be limited by the consideration only from an organization standpoint. It should be also considered as "soft power". It has broader aspects of the application (Ukolov *et al.*, 2015), as the derivative of such state resources as language, culture, foreign policy and ideology. Globally, the increase of information channels takes place as compared to those which are used at the level of an organization. The studies show that the country organizations with the strong brands of "soft power" tend

to receive a larger share of foreign direct investment. Besides, a well-known brand of “soft power” in the country as an external factor of investment development contributes to the solution of such organization problems as the attraction of foreign technologies, a highly skilled workforce – doctors, musicians, the representatives of other arts.

The following characteristics develop an integral concept of “soft power”: the age-old and multinational culture of a people; a special way of people life; the national identity; the autonomy and the independence of a State; the world fame of the country universities, a good environment; high security of citizens; popularity and the citizens respected throughout the world of global companies, known in the country and the world; the success at the Olympic Games; a positive image and an overall attractiveness of a country. These characteristics can be enhanced and may reflect a great specificity of a particular country (Savin and Ukolov, 2015). A broad understanding of communication and its use in the real world provides an interpenetrating integral effect for an organization and for a state as a whole.

CONCLUSION

A distinctive feature of modern communication among the representatives of various organizations and states is its use with the reference to the cultural and spiritual values which allow to take decisions according to the rules of people behavior proven by thousands of years in the process of life. This approach helps to ensure the implementation of society behavior national strategy in internal and external environment to save people and its state.

RECOMMENDATIONS

Thus, communication may be considered as “soft power”, promoting the fact that it can be used more

effectively to achieve strategic results on the basis of voluntary participation of partners in joint activities, based on the human values proven by ancient civilization, the likes and attraction as opposed to “hard power” which involves a forced participation.

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