

COMMUNICATION BARRIERS IN SPORT MANAGEMENT

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Annotation. This scientific paper investigates communication barriers in sport management. It analyzes concept of communication, the basic purpose of communication process and different types of communication barriers. Also it describes how to overcome communication barriers in sport management and improve communication skill.

Topicality of the Scientific Paper. Communication is a general phenomenon. It occurs everywhere in the universe, where life exists. We cannot survive without communication. It influences every person of social group. The basic purpose of communication process is to create mutual understanding.

Communication is an inter-disciplinary science. Knowledge derived from different fields and sciences (anthropology, psychology, sociology, linguistics and political science) is used in communication.

Nowadays communication skill is essential for success in any job. Teachers, advocates, managers, doctors, receptionists, journalists need high degree of communication skill. Society expects more and more from sport managers. To carry out sport management, we have to interact with a large number of people. Communication is the force that leads the people of a sport organization. It builds up team work and morale.

Managers are required to write documents, deliver speeches and conduct interviews. The ability to communicate effectively is equally essential for promotion in their career.

Objective of the Scientific Paper is to investigate various communication barriers in sport management, describe ways how to improve business communication in sport management and overcome barriers in communication. Unless we learn to communicate effectively, we cannot achieve the goals of business.

Concept of Communication Barriers. Communication is much more than words. It consists not only of facts, but ideas and emotions. Certain communication barriers exist in sport management. They tend to distort the message and as a result sport managers can't perform their tasks. Poorly transmitted message leads to misunderstanding and dissatisfaction and affect subordinates morale adversely. A large number of managerial problems are the result of communication barriers.

Types of Communication Barriers in Sport Management.

Distortion Caused by Superior-Subordinate Relationship. Inability and impatience of the superior listens to what subordinate is saying also results in failure to understand the true feelings and emotions of the subordinate concerning a particular problem. Also any prejudices create a barrier to proper understanding in

sport organization. Unfortunately, the subordinates often tend to communicate to the senior what the latter likes.

Problem of Semantic Distortion. Messages communicated through words may be distorted. Some words often mean different things to different people. The sender selects words according to his own frame and reference. On the other hand, the receiver reads or listens to the message and interprets it within his own frame and reference. But all people are different and unique. They differ from their motivation, experience, education, cultural horizon, and knowledge. Therefore, there is no wonder if communication transmitted through words is distorted. Thus, some words mean different things to sport expert, sport manager and athlete[2].

Barrier Arising on Account of Premature Evaluation. Listening is very important for business communication in sport management. But premature evaluation before listening tends to stop the transfer of communication.

Barriers due to Perfunctory Attention. Communication will fail if the receiver pays little or no attention to the message.

Barriers due to Failure to Communicate. There are sport managers and experts who fail to communicate correct information at the right time. But to everything there is a season.

Barrier Arising on Account of Resistance to Change. Because of convenience, security and other reasons people frequently tend to resist the change. They prefer old patterns.

Other Distortions of Information. Communication is distorted if the message is not properly expressed. Information is sometimes worded in a manner not understandable to the average receiver. It is likely to be misunderstood. Moreover, if sport manager is not trusted by his subordinates, communication will be blocked.

How to overcome communication barriers in sport management. Effective communication always contributes to the success in sport management. There are various ways to overcome communication barriers: right orientation of subordinates; developing properly intrapersonal relations; protective listening; using proper language; communication through actions and deeds; strategic use of the grapevine; feedback [1].

Sport organization should provide its subordinates with information relating to objectives, policies, and relations. In this case we may avoid conflicts and misunderstandings. Sport management requires joint efforts for accomplishing its goals. Therefore, we need to develop proper relations between people working in the sport organization.

Sport manager should respect the dignity and the authority of his subordinates and be kind to them. Subordinates should also trust their manager and keep him informed. Sport manager and subordinate should develop a feeling of mutual trust and confidence.

We should evaluate the information when it has been communicated. People can't live and work without empathetic listening. Without it there is no free and frank response. During the listening, listener tries to understand the communicator's viewpoint without prejudging, disapproving or approving what he says.

Grapevine is an essential part of the communication network in every sport organization. Feedback is also very important in improving communication in sport management. A simple way to ensure that communication has resulted in mutual understanding is to observe behavior of the subordinate. When message is communicated through face-to-face personal contact, the subordinates' facial expression may provide a useful feedback. Question clarifications and empathetic listening are also very useful in providing the necessary feedback [1].

Conclusion. We should learn to communicate efficiently. For a student of Volga region state academy of physical culture, sport and tourism, it is very useful to acquire the skills of effective writing and speaking. Lack of these may result in loss of opportunities in sport, business, professional promotion and career. Therefore, curriculums of Volga region state academy should cover this subject.

References

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Заявка

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