

Ch. 3 COMMUNICATION AT WORKPLACE [channels of communication]

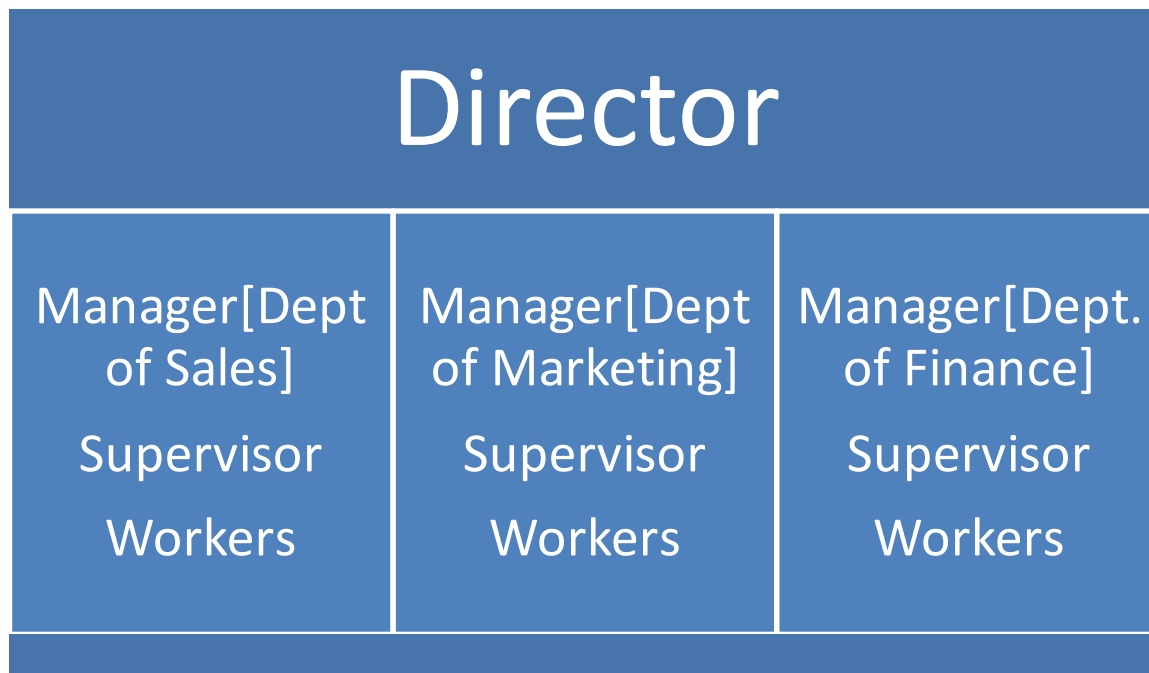
Communication transmits thoughts, ideas and various thoughts. The Communication is a very important activity in organization. The aim of the communication is to fulfill various organizational goals. The goals can be of various types. The Communication activities involves major two types. a) **Internal Communication** and b) **External Communication**.

Internal Communication is involved with Communication within the staff members. External Communication involves communication with the Government, other companies, investors, Shareholders, Customers etc.

Organisational Communication involves various goals. The main goal of the Organisational Communication is to achieve targets of the organization which can be sales, growth of the organisation. Most organization have hierarchy, levels of authority and power within ranks. Communication is a link which runs through the structure. There are various structures exist in every organisations. Formal and Informal Networks exists in the organisations. These channels are used as per the need.

Channels of Communication

Formal Communication: When messages are moved along the predefined and regulated pathways, Formal Channels of Communication are used. Formal Communication channels are used in the hierarchy of Communication. The Communication between Seniors and subordinates is done in Formal Channels.



Here is an example of formal communication between Director of a Company and Managers of various department. The messages move from Director, Managers, Supervisors and workers in a direction. These messages move in a certain direction. Modes of communication can be Oral or Written and may be in form of letters, telephone calls, emails or memo. It can be direct or indirect. The formal Communication is recorded, filed and becomes a part of organisation's record. The examples of formal communication include work orders, notices, accounting records, reports, sales reports, policy statements, letters issued etc. Formal Channels use formal network in the organisations.

Types of Formal Channels

1. Downward Communication



When messages are passed from Superiors to Subordinates or Seniors to the Junior, downward channels are used in Communication. Information, Orders, Instructions, Directives, Raising Morale and Warnings are the objectives of Communication follow downward channels of Communication. All the decisions passed by the top management are passed down the ladder of authority for their implementation. This communication is very advantageous for bringing discipline in work.

2. Upward Communication



Communication from lower level of organization to the top level is called Upward Communication. For bringing employees participation and getting reactions this is needed. Suggestion Schemes, complaints, Employee Grievances, Open Door policy and Exit Interviews are some common mode of this communication. It ensures employees feedback. This communication is advantageous because it brings employees participation and co-operation.

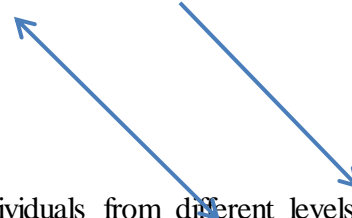
3. Horizontal Communication [Lateral Communication]



Horizontal Communication is communication that takes place between employees of same level or comparable status. Communication between two marketing managers or between two

directors is horizontal communication. This is needed to create understanding and team spirit among members. It develops co-operation. It is useful to solve difficulties.

4. Diagonal Communication [Crosswise Communication]



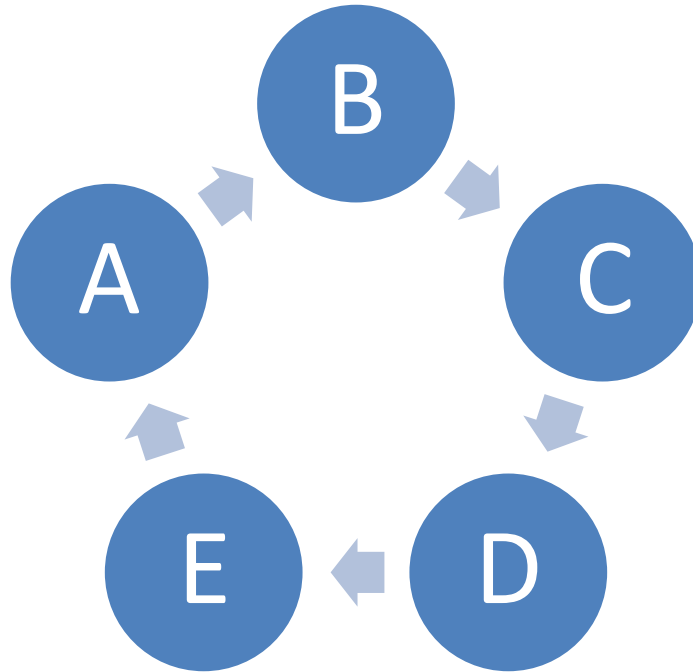
Diagonal or Crosswise Communication takes place when individuals from different levels interact with one another outside their reporting relationship. When the Sales Manager, instead of communicating with the assistant purchase manager, communicates with the Assistant

2. Informal Channels: In every organization along with the formal channels, informal channels exist which facilitate the communication between the staff members. Whenever the staff members meet during lunchbreak, tea-break or during free time, they share their opinions, news or some important messages. The discussion can be personal or about the office work. This kind of communication helps the employees to gain confidence or to solve the problems. The employees feel that they are part of organization. The gap between the formal channel system and requirements of personal communication is bridged in Informal communication. Without the informal communication system, it is difficult to work in the organization.

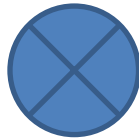
Patterns of Informal Channels of Communication

1. CHAIN PATTERN





2.WHEEL PATTERN



3.STAR PATTERN



Grapevine Channels of Communication: This is one of the channels of Informal network of communication exists in every organization. This is personal communication which exists among the individuals and groups. It comprises sharing opinions, news about the company or about the staff, gossips, hearsays, half-truths etc, It is unofficial communication that keeps on circulating in offices or organisations.

Grapevine channels are very fast and they can reach to many people easily. People take interest in others' lives so that they like to share many news about each others. But sometimes half-truths, false and negative information is shared among each others. It can affect the moral

[confidence]of the employees . It can harm the image of the companies. Negativity is spread through grapevine communication. So managing Grapevine can be a great challenge for he organisations. Good Managers always keep track of the people who are involved in passing out messages. They must use Grapevine for the betterment of the organisations. They can send the positive information about the companies which can strengthen the image of the companies. To avoid Grapevine channels , many measures can be implemented. To send positive messages and control the people who are engaged into the grapevine are some of the measures.