

# **Flows of Communication**

**EXTERNAL and INTERNAL**

**Professional  
Communication**

# External and Internal

- **External Communication takes place outside the organization between the manager and the supplier/ Manager & Vendor/ Manager & Agency**

**Ex: Purchase Order,  
Invoice, Quotation,  
Letter, email**

- **Internal Communication takes place within the organization.**

**Ex: Memo, Notice,  
Agenda, Circular &  
Minutes**

# **Formal and Informal Communication**

**Formal Comm refers to interchange of information officially. It can be ORAL/WRITTEN. Routine works are done through oral comm but the Policy matters require written comm. Hierarchy is maintained through it**

**Informal Comm refers to interchange of information unofficially. It is ORAL. It is free from all the organizational formalities. Body Language is part of it. It is based on informal relations**

# **Examples of Internal Formal Communication (Comm Network)**

- **Upward/ Downward (Vertical)**
- **Lateral/ Horizontal**
- **Diagonal**

**Downward  
Communication  
flows from higher  
level to lower  
level:**

**Feedback,  
Instruction and  
Order**

**Upward  
Communication  
flows from lower  
level to higher  
level:  
Grievance Redress**

# **Advantages of Upward Comm**

- **Allows the employees to share their opinions with the boss**
- **Subordinates send feedback**
- **Calls for creative and democratic environment**
- **Promotes good relations**

# **Advantages of Downward Comm**

- **Chain of Command is maintained**
- **Discipline is maintained**
- **Beneficial to increase functional relation among all the employees**

**Lateral**

**communication:**

**It takes place  
between peers or  
between managers.**

**Ex: Meeting**

**Diagonal**

**Communication:**

**When everybody  
participates in  
the process of  
communication  
(there's no power  
structure)**



# **Advantages of Lateral Communication**

- **Facilitates coordination of the task**
- **Helps in solving departmental problem**
- **Provides social assistance**
- **Means of sharing information between peers**

# **Advantages of Diagonal Comm**

- **Direct Method**
- **Fastest Method**
- **Helpful in Critical Situation**
- **Promotes Democracy**

**Excessive Diagonal  
Communication destroys  
the Chain of Command  
and authority**

# **External Communication**

**It takes place between  
Managers and External groups  
like Suppliers, Vendors, Bank  
and so on**

# **Turn-Taking System**

**According to Ethnomethodologists,  
“Communication is  
Situation-Bound”. Every speaker  
tries to turn the  
discussion/conversation  
according to his/her desired  
direction to achieve the goal.**

# **Questions**

- 1. What is Communication?**
- 2. What is Business Communication?**
- 3. What is feedback?**
- 4. What is message?**
- 5. What are the different types of Communication?**
- 6. What is Communication Network?**
- 7. What are the different channels of communication?**

- 8. What are the 7Cs of communication?**
- 9. What are the 4 Ss of communication?**
- 10. What are the differences between oral and written communication?**
- 11. Write a short note on non-verbal communication?**
- 12. Compare and contrast verbal and non-verbal communication?**
- 13. What is the relevance of Turn-Taking system in Professional Communication?**