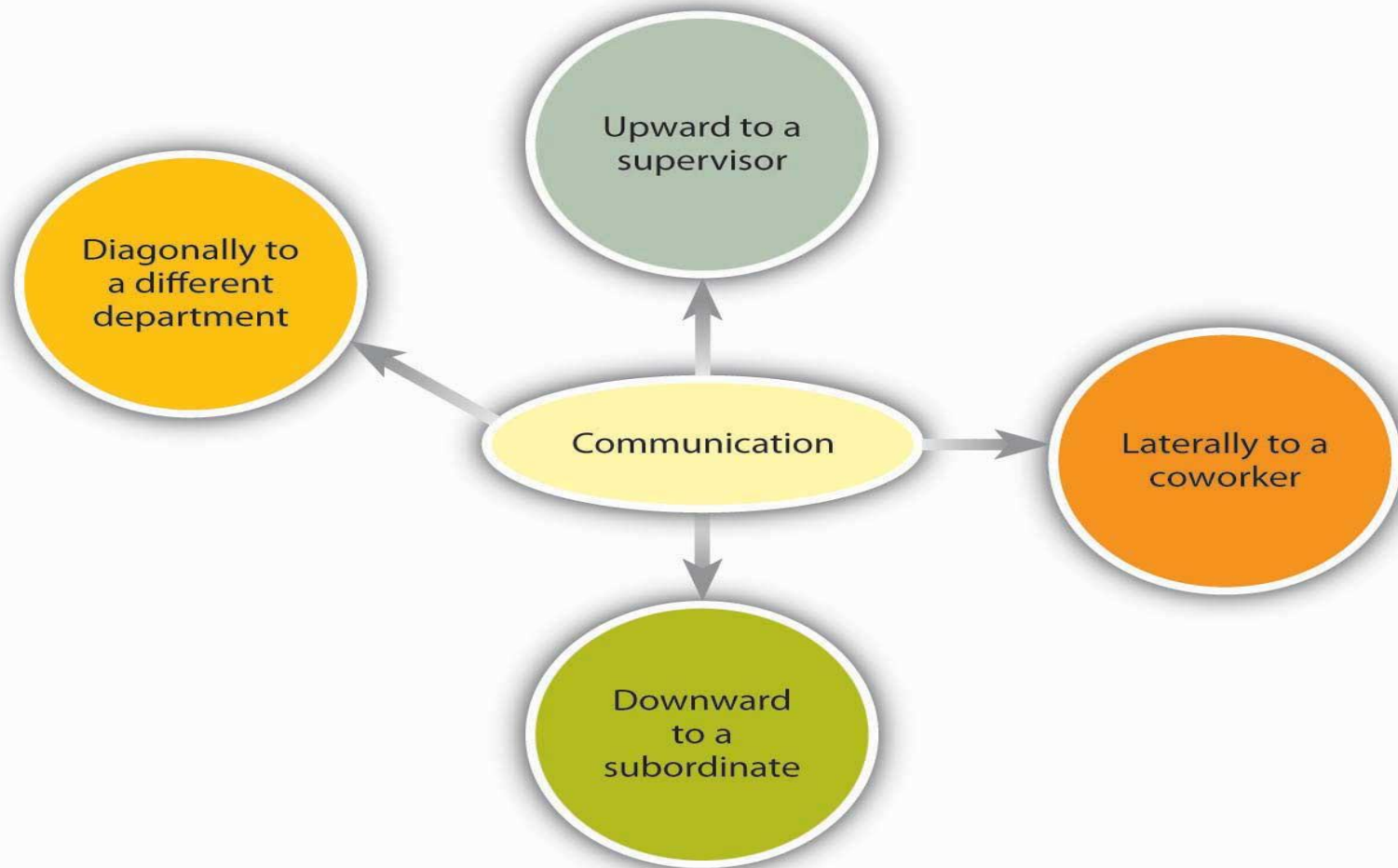


# Channels/ Flow of Communication

Communication between/among the individuals working in an organization takes place through the following channels:



# **Channels/ Flow of Communication**

- 1. Downward Communication**
- 2. Upward Communication**
- 3. Lateral/ Horizontal Communication**
- 4. Diagonal/Cross-wise Communication**

# Downward Communication

- Communication from the higher level in managerial hierarchy to the lower ones.
- Provides direction and control.

For example: annual confidential report, performance appraisals, notices, project feedback, announcements of company policies, and official instructions etc.

# Upward Communication

- Communication from the lower level in managerial hierarchy to the higher ones.
- Communication from subordinates to superiors.
- Provides feedback on several areas of organizational functioning.

For example: Business proposals, a business report form the branch manager of a company to the managing director of the company, suggestion box, exit interviews, grievance committee and so forth.

# Lateral/Horizontal Communication

- Communication among professional peer groups or people working on the same level of hierarchy
- Develops teamwork and promotes group coordination within an organization.

For example: Informal discussions, management gossip, telephone calls, teleconferencing, videoconferencing, memos, routines and meetings and so forth.

# Diagonal/Cross-wise Communication

- No rigid norms of communication protocols as it flows in all directions.
- Advancement in science & technology, flexibility in system, fraternity and equality in the corporate sectors to reach the customers results in Diagonal communication.

For example: In printing company, all the functional divisions of a printing company like sales production and executives of higher levels work together to enhance business, and produce quality products.

# Grapevine Communication

- It is an informal network of communication, active almost in every organization.
- Sometimes, some organizations undertake it consciously as it develops human resources which results in productivity.

For example: The chairman of Walt Disney, Michael Eisner moves among his employees to observe and talk to them to get an insight to change some strategies.