

Course Code: HSC102B
**Course Title: Business Communication and
Presentation Skills**

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Lecture No: 9

At the end of **Lecture** students should be able to:

- Explain different directions of Business Communication Flow
- Explain objectives of directions of Business Communication
- Identify limitations to directions of communication

Content

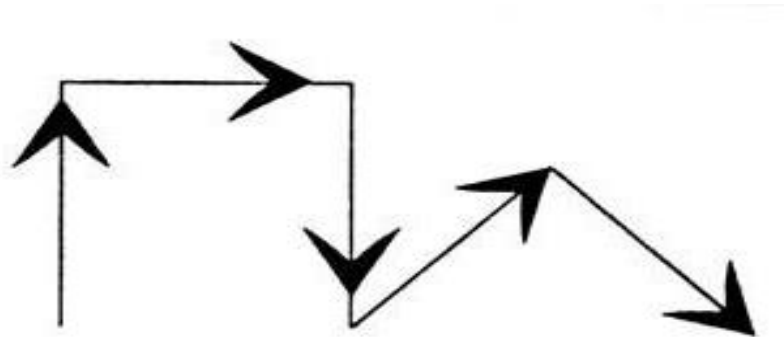
- Directions of Business Communication Flow
- Downward Communication
- Upward Communication
- Horizontal Communication
- Diagonal Communication

Directions Of Business Communication Flow

Every organization has a multidirectional communication.

Four directions of business communication are:

1. Downward Communication
2. Upward Communication
3. Lateral or Horizontal Communication
4. Diagonal or Crosswise Communication



Downward Communication

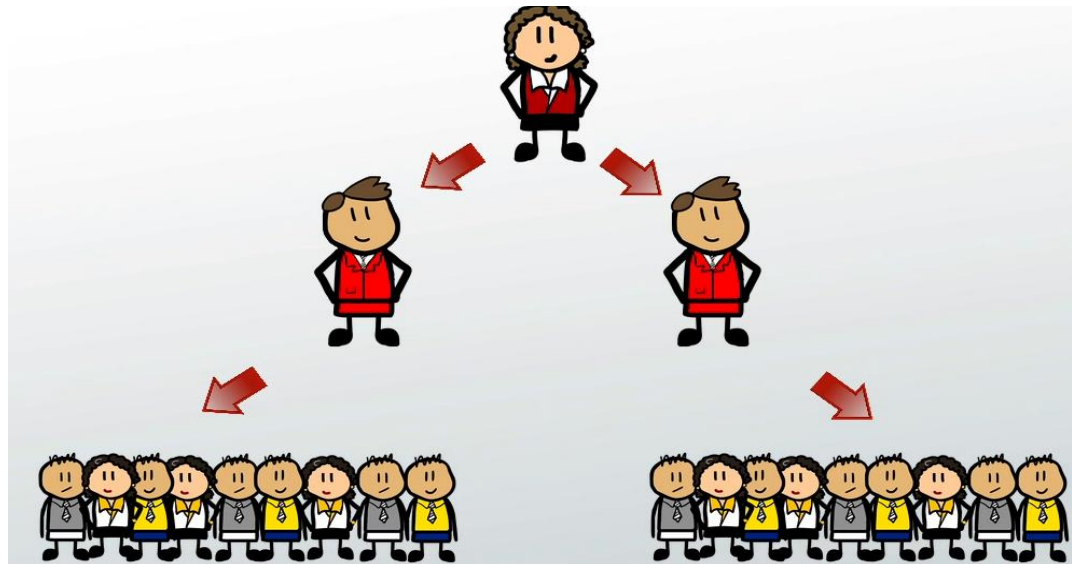
- Traditionally, the emphasis in business organizations has been on downward communication. This is because of the hierarchical nature of organizations most of the communication flows from top to bottom.
- Downward communication can be written as well as oral.
 - ✓ The oral communication is mostly through information channels.
 - ✓ The written downward communication takes the form of orders, circulars, policy statements, memos and procedural documents.

Example, a CEO (Chief Executive Officer) or a General Manager issuing instructions or sending letters to various departmental heads.

Downward Communication (Contd.)

Objectives of downward communication:

1. To give specific directions about a job
2. To explain procedures
3. To apprise subordinates of their performance
4. To explain the significance of a job given to a subordinate with respect to the organization's goals



Limitations of Downward Communication

1. Distortion
2. Loss of information
3. Delay
4. Under-Communication and Over-Communication
5. Built-in-Resistance

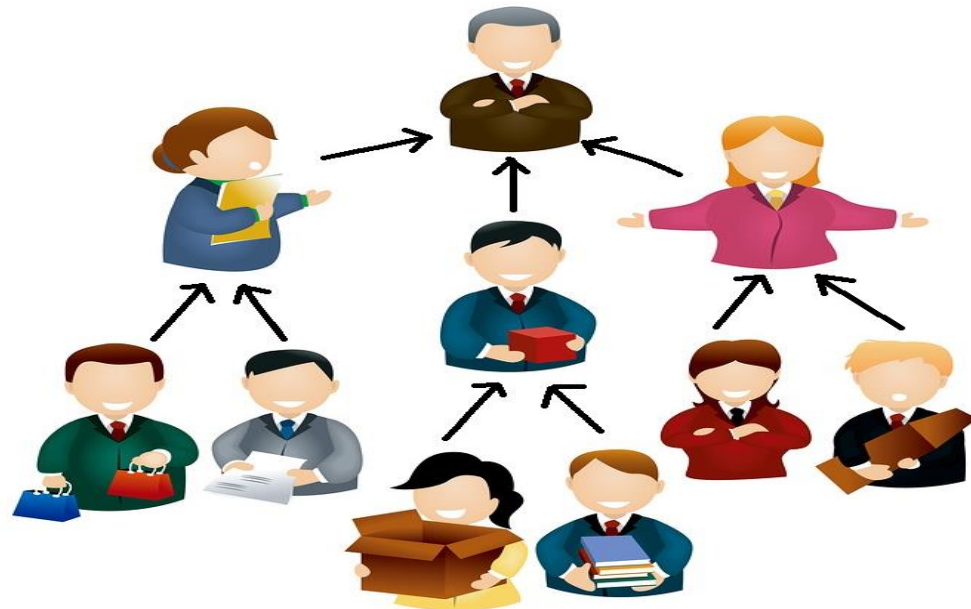
Upward Communication

- Communication pushes information upwards. It starts from the people at the lowest level of an organization and reaches the top.
- Social gatherings, reports, direct correspondence, listening to grievances, etc. are some common methods of upward communication
- Managers have now recognized the importance of this channel of organizational communication
- Methods of upward communication are-
 - Periodical meetings
 - Written representations
 - Informal gatherings
 - Suggestion schemes

Upward Communication (Contd.)

Objectives of upward communication:

- Feedback
- Positive suggestions
- Outlet for held-up Emotions
- Harmony



Limitations of Upward Communication

- Most problems in upward communication are psychological in nature. Most higher-ups still do not like to be 'told' anything about or against their own decisions or wishes.
- The employees are also hesitant to walk up to managers and initiate upward communication
- Sometimes managers may not accept certain unpleasant facts. This may lead to the distortion of this channel of communication.
- Subordinates may become too bold and directly approach the top authority with their complaints. This proves harmful as the relations between the workers and their immediate superior get strained.

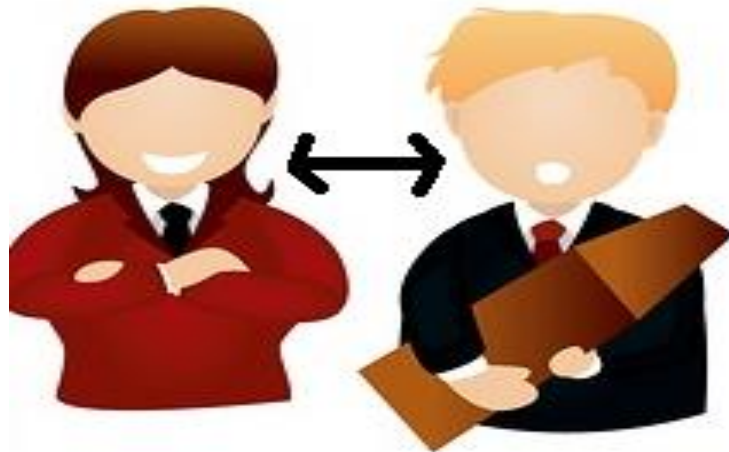
Lateral or Horizontal Communication

- Lateral communication takes place between departments or people on the same level in an organizational structure. It is one of the most frequently used channels of communication.
- Face-to-face discussions, telephonic talks, periodical meetings, memos, etc. are the ways of carrying out this type of communication.
- It is very important for the smooth functioning of every organization as it promotes understanding and coordination between various departments.

Lateral or Horizontal Communication (Contd.)

Objectives of Lateral communication:

- To create a friendly atmosphere in an organization
- To cut across departmental barriers
- To ensure quick feedback
- To gain appreciation of the viewpoints of others



Limitations of Lateral Communication

- Lateral communication may give birth to gossip. It can be used for spreading rumors or false information.
- Good ideas may get suppressed because such communication often comes without authority or sanction for implementation.
- Lateral communication can be effective only if there is proper coordination.

Diagonal or Crosswise Communication

- Diagonal or crosswise communication envisages a horizontal flow of information as well as interaction across different levels of an organization's hierarchy
- Communication flows across different levels in an organization among people who may not have direct reporting relationships
- Diagonal communication is used to speed up the flow of information
- Examples of Diagonal communication are general notices, informal meetings, formal conferences, lunch hour meetings, etc

Diagonal or Crosswise Communication (Contd.)

Objectives:

- To help in proper coordination
- To communicate effectively whether laterally, horizontally and diagonally
- To improve mutual understanding
- To boost the morale of lower level staff through interaction across all the levels in the organization



Limitations of Diagonal Communication

Limitations:

- There is a fear of encroachment in diagonal communication. The superiors may feel bad when their subordinates are given importance, and may even end up feeling bypassed.
- The superiors may resist suggestions just because these have come from subordinates. This comes out of a subconscious feeling of not having been part of the consultation process.
- Diagonal communication can lead to a network that is extremely complex. An absence of accepted procedures may lead to internal chaos. The fallout can then be external displeasure

Summary

- The basic purpose of designing different directions of communication is to connect various sub-systems of organization and coordinating their functioning for achieving organizational goals
- Four directions of business communication are:
 1. Downward Communication
 2. Upward Communication
 3. Lateral or Horizontal Communication
 4. Diagonal or Crosswise Communication
- **Horizontal communication** is the transmission of information between people, divisions, departments or units within the same level of organizational hierarchy. You can distinguish it from **vertical communication**, which is the transmission of information between different levels of the organizational hierarchy

References

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