Channels of Communication







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Communication to begin with.



- The word communication gets its origin from the Latin word "communis".
- It literally means "to make common".
- So when we communicate, we create a common bridge to exchange our thoughts, ideas, feelings, etc.
- "Communication is the transmission and reception of ideas, feelings and attitudes both verbally and non-verbally eliciting a response. It is a dynamic concept underlying all kinds of living systems"
 Norman B Sigband.

FORMAL AND INFORMAL CHANNELS OF COMMUNICATION



- There are precisely these two forms of communications in every organisation.
- Formal communications are those which are bound with all rules and regulations, Ex. Orders, notices, etc.
- Informal communication includes the non official or un-regulated communications, Ex. Rumours, un-verified information
- They both exist simultaneously in an organisation.

FORMAL CHANNELS OF COMMUNICATIONS

- Every organisation has a formal set-up which they follow.
- The actual and valid information to be passed on.

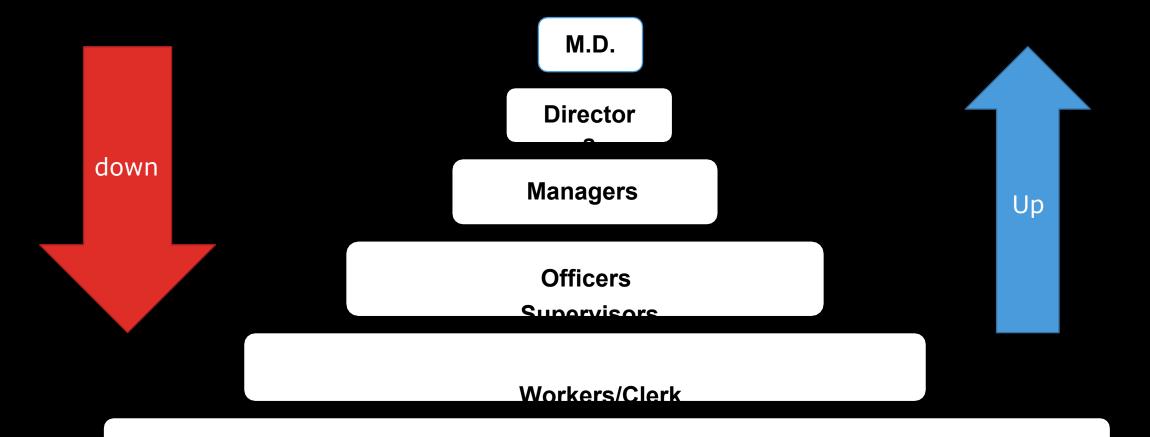
- All formal communications are broadly classified as: 1)Horizontal communication.
 - 2) Vertical communication:
 - (a)Downward communication.
 - (b)Upward communication.





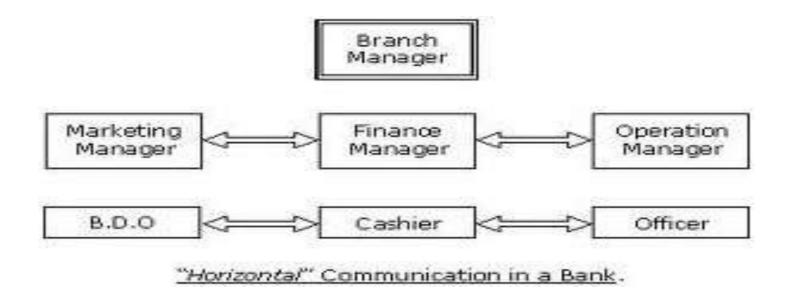
COMMUNICATION CHANNELS





HORIZONTAL COMMUNICATION

☐ The communication of same level.



Uses both oral and written.



Advantages of horizontal communication:

- 1. Horizontal communication improves the quality of team work.
- 2. Since horizontal communication means better co-ordination of individual effort, it ensures greater efficiency and better results.
- 3. Effective horizontal communication helps to eliminate misunderstanding, envy, and petty jealousies among people of equal status.

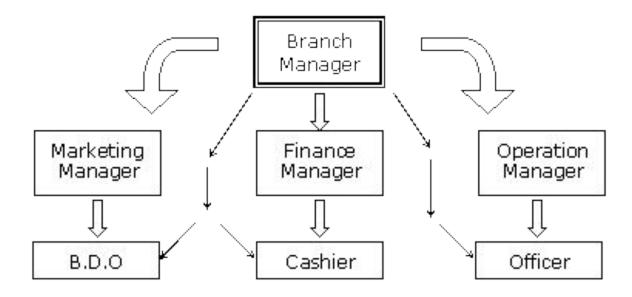
Disadvantages of horizontal communication:

- 1. There may be a conflict between horizontal and vertical communication. Horizontal communication takes place more frequently than communication between seniors and juniors. So, a decision taken horizontally may go against some instructions given by senior.
- 2. At higher managerial levels horizontal communication becomes difficult when people engaged in specialised jobs use technical languages (Jargons).
- 3. Unless horizontal communication is tightly controlled and each person is made actually aware of his responsibilities, a great deal of time may be wasted



VERTICAL COMMUNICATION

Communication among different levels on the line of authority.



"Downward" Communication in a Bank.

Ex. A sectional manager speaking to general manager.



Downward communication:

- 1. Traditional type of corporate communication.
- 2. Downward communication takes place whenever a person belonging to a higher position om=n the line of authority communicates with a person belonging to the lower levels of the hierarchy.
- 3. Ex. Staff meetings, interviews, circular or notices, etc.





Advantages of downward communication:

- It helps to maintain discipline within an organisation. Since the levels of authority are determined and clear-cut, each person knows that he is accountable to his immediate senior.
- 1. The seniors also know exactly the amount of authority they wield, and so they are confident while issuing instructions and orders to juniors.

Disadvantages of downward communication:

- 1. In downward communication the lines of communication are often too long.
- Message gets distorted sometimes.
- 1. Some information is confidential and cannot be communicated downwards.



Upward communication:

- 1. Flow of communication from lower levels to higher levels.
- 2. Upward communication is essential to managers informed about the progress of the work.
- 3. Ex. Supervisors advising officers.
- 4. In some organisations 'open door' policy is followed.



M.D.

Director

Managers

Officers

Supervisors

Workers

Advantages of upward communication:

- 1. It is a part of a two-way process which promotes better understanding between management and employees.
- 2. Upward communication develops 'employer-employee' relations.
- Disadvantages of upward communication:
- 1. Only agreeable information is communicated upwards.
- 1. Upwards communication tends to travel slowly as it is diluted or edited at each level before it is sent.



INFORMAL COMMUNICATION



☐ Operates in every organisation and	carries communication which	doesn't arise out of the
formal channels of communication.		

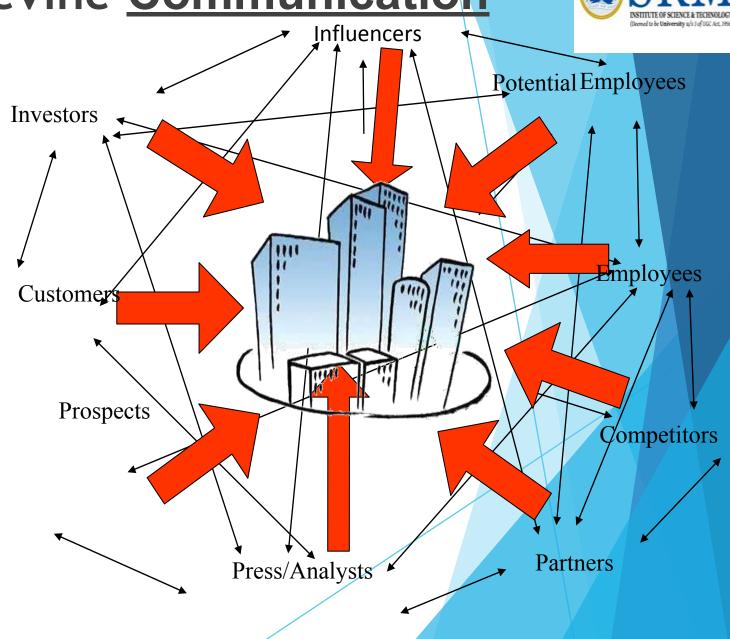
□Informal discussion about rumours an un-verified information.

☐Recognized as integral part of the communication structure of every organization.

☐This is known as grapevine communication.

Diagonal or Grapevine Communication

- Here the information flows in any order i.e., no horizontal or vertical flow of communication.
- 2. Spreads very rapidly in all channels of Communications.
- 3. It provides feedback to the organisation, reaches everyone.
- It can be harmful as information can be baseless.
- 5. It is mostly incomplete.





THANK YOU FOR WATCHING