**Modes of Communication**

Desmond Hughes

Purdue University Global

MT140 Introduction to Management

Joyce Boone

June 13, 2022

Communication is the process of transmitting information from one person to another, whether it is a group or just another individual. “There are different types of communication verbal, non-verbal, written, listening, and visual.” ("16 Types of Modes of Communication", 2022) For the examples down low, I will be focusing on describing different modes of communication. A mode of communication is used to deliver information and message. Using modes of communication, I will pick one mode and for each scenario example why the mode of communication chosen is a great way to communicate the information.

|  |  |  |
| --- | --- | --- |
| **Scenario** | **Mode Choice** | **Justification for Choice** |
| Your company is going through a reorganization, and you have been tasked with reducing your team by three members. | Face-to-Face Conversation | Having a face-to-face conversation seems like the one that would make sense because it is personal information that is being told. When telling the individuals, they didn’t make the team it will be better to sit them do independently, and tell them. Telling them in a group may cause a big ruckus, and stir up trouble, but when telling one person at a time you can sit down with the person and tell them whether or not they made the team, to explain why or why not without any interruptions. |
| You have a last-minute change to a meeting agenda and need to let meeting attendees know about it quickly. | Telephone | Using a telephone is a great mode to use in this scenario, because the fastest way to contact a person to give them information is a telephone call. By calling the attendees it will be faster than sending an email, because with the meeting being last minute the attendees may not check their emails often as others. With the phone being one of the quickest ways to contact and communicate with someone it is the best choice of mode to pick from. |
| Your company is running a special limited-time promotional offer for customers. | Printed Mediums | Printed Medium would the best way to go when trying to inform customers about promotions and deals. For example, printed medium is a newspaper, magazines, or even weeklies. When I think of special deals and promotions I think of coupons and advertisements, which will lead to the newspapers, because every time you get a newspaper there will be stores advertising their merchandise and would give you how long until the deals of that store end, which means the deal is a limited time deal and promotion. Printed Medium will get the information about the promotional offer out to the customers at a reasonable time and date. Store ad usually come in before the deals start so it will be best to send the promotion offer in the advertisement out before the date starts. |
| You are negotiating a new contract with a supplier and need to discuss several terms of the agreement that require clarification. | Adobe Connect | Adobe Connect is a great way to share documents, since you will need clarification and discuss agreement terms, which will require file sharing and access to files. Adobe Connect can also hold live meetings so that they can discuss the contract in real time. They can agree to the terms by electrically signing them and returning them to the sender. Do this will help discuss them by giving the access of the document to the other party, so that they can read over the document to make sure everything is in check and correct. Adobe Connect is an easy way to have live meetings and at the same time share documents. |
| You are inviting several subordinates to an impromptu business lunch to build team camaraderie. | Email | An email will be the best way to contact several subordinates for a business lunch. It will be easy to just forward the message to all of the people that are expected to join the business lunch. To show that it is important that they attend the meeting it should be stated in the email, that the subordinates will receive. Emails are also one of the primary ways to stay connected to others outside of the organization. With the email the it can include documents, text, photos, and multimedia, so with an email the sender and even make a flyer. |

In conclusion there are multiple modes of communication and multiple ways to use them. With speaking, listening, reading, and writing, being very important in communication, it won’t make a difference if the information it’s clear and understandable. Modes of communication helps deliver your message from one person to another, or even from one person to a group. Mode’s help transferring data and information so that you can connect with others and get the work done effectively.

**Reference List**

16 Types of Modes of Communication. (2022). Retrieved 14 June 2022, from <https://leverageedu.com/blog/modes-of-communication/>

Bateman, T. S., Snell, S., & Konopaske, R. (2020). *Management*. McGraw-Hill Education.

Sanders, T. (2015). *Getting email right: When email is the wrong choice*. Redirect to the login

page. https://purdueglobal.skillport.com/skillportfe/assetSummaryPage.action?assetid=

RW%246569%3A\_ss\_video%3A96442#summary/VIDEOS/RW$6569:\_ss\_video:96442.

Sanders, T. (2016). *Professional texting etiquette*.

https://purdueglobal.skillport.com/skillportfe/assetSummaryPage.action?assetid=RW%246570%3A\_ss\_video%3A112285#summary/VIDEOS/RW$6570:\_ss\_video:112285.