**Types of communication**

The importance of communication in an institution is very important, because no organisation can function satisfactorily or achieve its goals without effective communication that operates internally and externally.

Communication in an organisation takes place as three main types:

1. Internal communication
2. External communication
3. Personal communication
4. **Internal communication**

All the communication that takes place within an organisation, during the process of work, is known as internal- operational communication.

This is the form of communication among the employees that is done during the implementation of the business operating plan.

It includes report that workers prepare concerning sales, production, inventories, finances, maintenance, and so on.

It also includes e-mail messages that workers write in order to carry out their assignments, much of this internal operational communication is performed on computer network.

Communication is essential for the internal functioning of enterprises, because it integrates the managerial functions.

Internal- operational communication is especially needed to:

1. Establish and disseminate goals of an organisation
2. Develop planes for their achievement
3. Organize human and other resources in the most effective and efficient way
4. Select, develop, and appraise members of the organisation
5. Lead direct, motivate, and create a climate in which people want to contribute
6. Control performance
7. **External communication**

The work related communication that an establishment does with people and groups outside the organisation is external communication.

This is the communication activity of a business with its public ie, Suppliers, customers, service providers, stockholders, government agencies and the general public.

An important aspect of external- operational communication is that it displays a company’s image and its etiquette with respect to the external environment and public. Business managers do more than communicate information.

External operational communication facilitates managerial functions. It is through information exchange that the managers;

1. Become aware of the need of customers
2. The availability of suppliers
3. The claims of stockholders
4. The regulation of government
5. The concerns of the community
6. **Personal communication**

Not all communication that occurs in an organisation is operational, dealing with operation of the business objectives. In fact much of the personal communication within an organisation has no connection with the operating plan of business; such communication is called as personal communication.

Personal communication is the exchange of information and feelings in which human beings engage whenever they come together. Since human beings are social animals, there is a need to communicate, even when there is nothing to say.

Personal communication does have its value in an organisation. It has an emotive functions, in other words, personal communication permits the expression of personal feelings and satisfaction of social needs. It may also help people to vent their frustrations.

**Grapevine communication;**

Grapevine communication is informal workplace dialogue in its purest form; it is characterized by informal conversations between employees and superiors that do not follow any prescribed structure or rule based system. Grapevine communication spreads rapidly and likely touches each person throughout the organisation.

Grapevine is an informal channel of business, it stretches throughout the organisation in all directions irrespective of the authority levels.

**Approaches to effective communication**

Over a period of time, many approaches have been developed to make communication effective; the following are some of the approaches, Known as the 7C’s of communication:

1. Correct : Correct facts, right time of delivering message and

Suitable style.

1. Clear : Clarity of thought and expression.
2. Candid : communication should be given without bias, objective

Assessment of facts.

1. Complete : Full details should be given, without leaving room for

Doubts.

1. Concise : Communication should contain just necessary but

Sufficient objectives.

1. Consistent : Communication should be consistent with

Organizational objectives.

1. Coherent : Communication should be well organized and logically

Arranged.