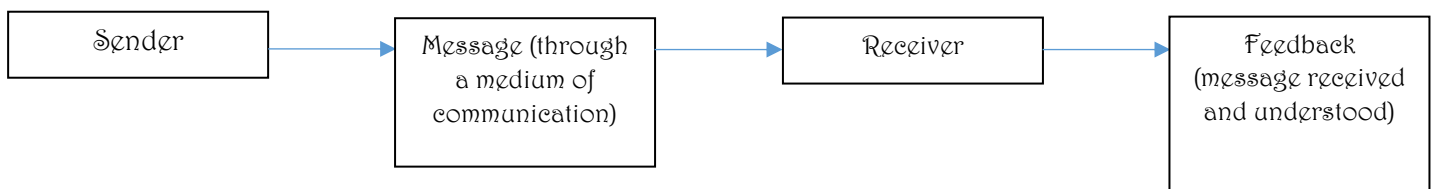


## Internal and External Communication

- **Communication** is the transferring of a message from the sender to the receiver who understands the message
- The message is the information or instructions being passed by the sender to the receiver
- **Internal communication** is between members of the same organization
- **External communication** is between the organization and other individuals and firms outside of the business (ordering stock, advertisement, prices and delivery times, billing times)
- The transmitter or sender of the message is the person starting off the process by sending the message
- The medium of communication is the method used to send a message, for example, a letter is a medium of written communication and a meeting is a method of verbal communication
- The receiver is the person who receives the message
- Feedback is the reply from the receiver which shows whether the message has arrived, been understood and if necessary, acted upon



### One way and two way Communication

- **One way communication** involves a message which does not call for or require a response
- **Two way communication** is when the receiver gives a response to the message and there is a discussion about it

**Advantages include:** 1. it should be clear to the sender whether or not the person had understood and acted upon it. 2. Both people are now involved in the communication process.

### Choosing the appropriate method of communication

- Speed
- Cost
- Message details
- Leadership style
- The receiver
- Importance of written record
- Importance of feedback

## Communication methods

### Verbal

- One to one talks, telephone conversations, video conferencing, meetings and team briefings

### Advantages

- Information can be given out quickly
- Immediate feedback
- The message is reinforced by seeing the speaker

### Disadvantages

- No way to tell who was listening or understood the message
- May take longer as compared to written communication'
- Inappropriate when a permanent record is needed

### Written

- Business letters, memos (memorandums), reports, notices, faxes, text messages, email and social networking sites

### Advantages

- There is hard evidence which may be referred to
- Essential for messages containing complicated details
- May be copied and given to many people
- Electronic communication is a quick and cheap way to reach many people

### Disadvantages

- Direct feedback is not always possible
- It is not easy to check if the message has been received and acted upon
- Language may be difficult for some receivers to understand
- There is no opportunity for body language to be used to reinforce the message

## Visual

- Films, videos, Power Point presentations, posters, charts and diagrams, photographs and cartoons

## Advantages

- Presents information in a more appealing and attractive way
- They can be used to make a written message clearer

## Disadvantages

- There is no feedback
- Charts and graphs may be difficult for some people to interpret

## Formal and Informal Communication

- **Formal communication** is when messages are sent through established channels using professional language
- **Informal communication** is when information is sent and received casually with the use of everyday language

## Directions of communications

- **Downward communication**- this is when a message is sent from managers to subordinates. It can be used for instructions and statements
- **Upward communication**- this is when a message or feedback is passed from subordinates to managers
- **Horizontal communication**- this occurs when people at the same level of an organization trying to communicate with each other

## Communication barriers

- Communication barriers are barriers which affect effective communication

## Ways to overcome barriers of communication

- The message must be appropriate for recipients
- Keep the message simple, clear provide all relevant information
- Avoid using technical language

- Choose a suitable medium of communication
- Consider if feedback is required

<b><u>Barrier</u></b>	<b><u>Description</u></b>	<b><u>How barrier can be overcome</u></b>
Problems with the sender	Language is too difficult to understand, jargon and technical terms are not understood	Use language which is understandable, use of jargon and technical terms should be avoided
	The speaker uses verbal communications and speaks quickly and unclearly	Sender should ensure that the message is as clear as possible, feedback should be asked for
	The sender communicate the wrong message or passes it to the wrong receiver	The sender must make sure that the right person is receiving the right message
	The message is too long and detailed	The message should be brief emphasizing the main points

<b><u>Barrier</u></b>	<b><u>Description</u></b>	<b><u>How to overcome barrier</u></b>
Problems with the medium	The message may be lost so the receiver does not see it	Insist on feedback
	The wrong channel is used	The sender must select appropriate channel of communication
	Message becomes distorted through a long chain of command	Establish shortest possible channel of communication
	No feedback was received	Hold a meeting
	Breakdown of the medium	Other forms of communication should be used

<b><u>Barrier</u></b>	<b><u>Description</u></b>	<b><u>How to overcome barrier</u></b>
Problems with the receiver	May not be listening or paying attention	Importance of the message must be emphasized
	The receiver may not trust or like the sender	Trust should be common for effective communication

<b><u>Barrier</u></b>	<b><u>Description</u></b>	<b><u>How to overcome barrier</u></b>
Problems with feedback	There is no feedback	Ask for feedback, phrase communication is such a way which allows feedback
	Received slowly or is distorted, passing through to many people before received by original sender	Establish direct lines of communication between managers and subordinates

