Formal and Informal Communication Network

Formal Communication Network

Superior
Subordinate
Vertical Network

Feedback   Message
Circuit Network

Chain Network

Wheel Network

Star Network

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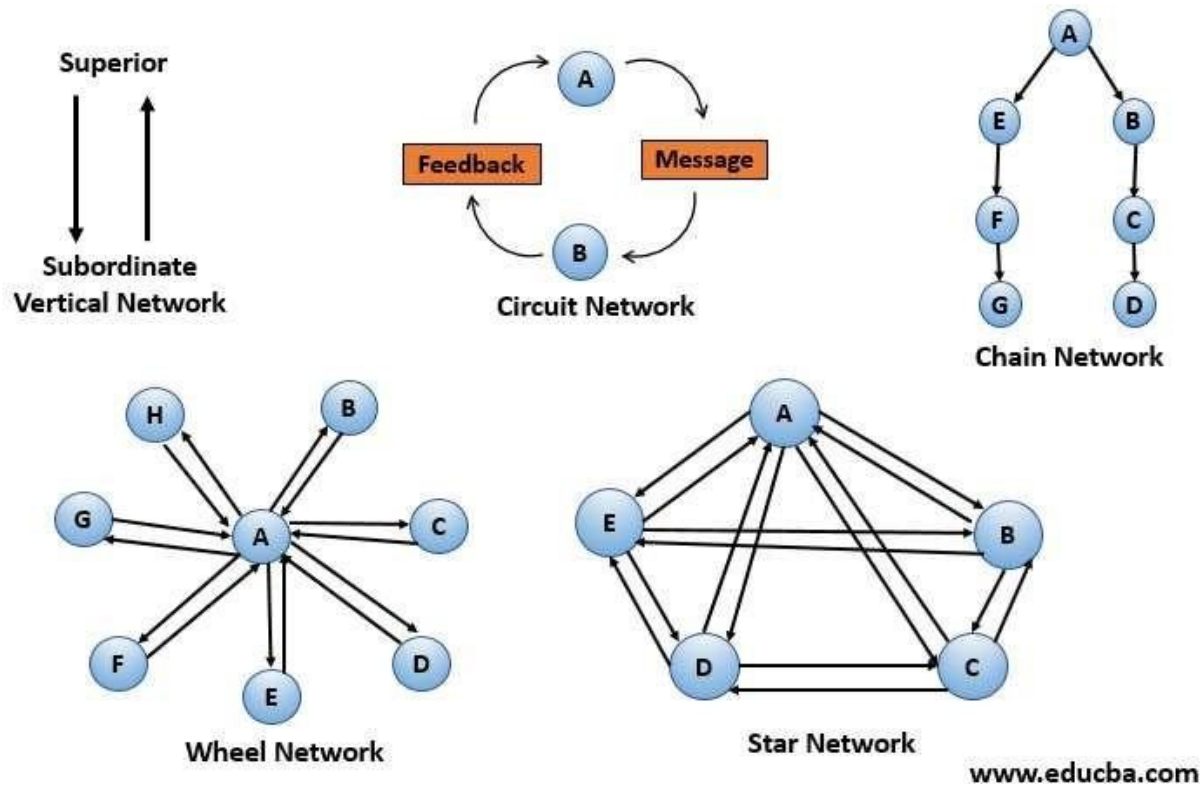
.1. Vertical Network

The communication which passes from one person or process to another person or process in a vertical pattern is called Vertical Network. It can happen either in the top to bottom or bottom to top format. This communication provides an immediate response as the receiver receives the information faster than any other network. We can call this network as a formal network. The best example is the communication between top level and bottom level employees. Miscommunication does not happen in this network as this is a type of direct communication.

2.Chain Network

This network is in a hierarchical level and follows a series of commands. Here bottom to top communication does not happen. Superiors ordering the subordinates is the best example of this type of network. Also, the leader leading the group of people is an example of Chain Network. The message has to reach from top-level to bottom level without any alteration of meaning or words. Care should be taken to avoid the same. This network is not fast and few people who don't understand the message will remain in the loop.

1. Circuit Network

When the communication between two people happens simultaneously in a circuit is called Circuit Network. Though it works like Vertical Network, there are no superiors or subordinates or at least not considered like them. Here the communication is a two-way communication. The messaging or information reception is continuous and the people involved can be at the same hierarchical level.

4. Wheel or Spoke Network

The commands or information is from a single superior and subordinates form a wheel in the network. The entire network is highly centralized format and expects immediate feedback once the message is given to the receiver. And due to this, we can call this communication as a type of micromanagement. This network is an improved form of Chain Network. Since the information is received directly from the central authority, there is no chance of miscommunication and the communication is very powerful. Startups mostly use this type of network.

5. Star Network

Several people are involved in this network and the process forms a star shape. This network enables people to communicate with each other or with people who are involved in the same process. This network can be considered as a development of a wheel network with no central person to control the way of communication. All are free to communicate with each other. No restrictions are present to block the communication between people in the process. Teamwork is

built using this communication. A WhatsApp group which is related to work is a good example of Star Network.

Informal Communication Network

The informal communication is the casual and unofficial form of communication wherein the information is exchanged spontaneously between two or more persons without conforming the prescribed official rule, processes, system, formalities and chain of command. The informal communications are based on the personal or informal relations such as friends, peers, family, club, members, etc. and thus is free from the organizational conventional rules and other formalities. In the business context, the informal communication is called as a "grapevine" as it is difficult to define the beginning and end of the communication. The informal communication is characterized by an indefinite channel of communication, which means there is no definite chain of command through which the information flows. The information can flow from anywhere. Often such communication arises out of the social relations that an individual creates with other persons on the basis of common interest, likings or dislikes.

There are four types of informal communication network that show how the communication is facilitated. These are:

1. **Single Strand:** One person communicates with one person and then they go and communicate with another one person. Communication is traveling from one person to another one person.
2. **Gossip Chain**: Group conversation where everyone is talking to each other informally.
3. **Probability Chain**: Each individual randomly tells another individual the same message.
4. **Cluster Chain**: One person shares information with a group of selected individuals and in turn each of those individuals shares that information with others.

All of these different types of informal communication are all about how information flows between employees outside of a professional and formal meeting scenario.

QUESTION TAGS

A question tag is used mainly on two occasions: (a) for a more positive confirmation of a statement and (b) when the speaker wishes to get some information from the listener. The elements that constitute a question tag are:

- To be forms of verbs **(am, is, are, was, were)**
- Do forms of verbs **(do, did, does)**
- Have forms **(has, had, have)**
- Modal forms **(will, would, can, could, shall, should,**

  may, might, must,ought to)

RULE 1

A negative question tag with a contracted form of not (n 't) is normallyused with a positive sentence.

1. My father will come soon**, won't he?**
2. Raj was very angry, **wasn't he?**
3. I am very optimistic, **aren't I?**
4. We can take rest now, **can't we?**
5. He has read this book, **hasn't he**?
6. We should escort her, **shouldn't we**?
7. Some of you have seen the Qutub Minar, **haven't you**?

RULE 2

Depending upon whether the sentence is simple present or simple past,do/does/did is used to make a tag.

1. Engineering students work hard**, don't they?**
2. My sister works hard**, doesn't she?**
3. He didn't commit anything**, did he?**

RULE 3

In case of imperative sentences whether positive or negative, the tag is mostlyfrom the modal form. The tags selected depend on the context whether will, would, can and could function to make a request, order or refer to ability.

1. Switch on the lights, will **you**? (request)
2. Do me a favor, **will you**? (request)
3. Carry this trunk, **can you**? (ability)

RULE 4 : If the subject of the main clause or sentence is words like anything,everything, something and nothing, then the subject tag is it.

1. Everything is ready**, isn't it?**
2. Nothing is in our hands**, is it?**
3. Anything can be done, **isn't it?**

4. Something is fishy, isn't it?

5. Everything was fine, wasn't it?

Question Tags in English

| Verb Tense	➕ sentence ⟶ ➖ tag	➖ sentence ⟶ ➕ tag
Present be	She is American, isn't she?	She isn't American, is she?
Present simple	You study English, don't you?	You don't study English, do you?
Past simple	You were at home, weren't you?	You weren't at home, were you?
Past continuous	Tom was watching TV, wasn't he?	Tom wasn't watching TV, was he?
Present Perfect	He has written 5 letters, hasn't he?	He hasn't written 5 letters, has he?
Past Perfect	You had had lunch, hadn't you?	You hadn't had lunch, had you?
Will	He'll read this book, won't he?	He won't read this book, will he?
Modal Verbs	He can read this book, can't he?	He can't read this book, can he?

Exercise:

1. Juhi is from Mumbai, _____?

2. We are late for the movies, ____?

3. Sam isn't a good boy, _____?

4. I was wrong about this, ____?

5. Anant was present at the school yesterday, _____?

6. You have done your homework, _____?

7. I am afraid Tom is very sick, _____?

8. Sheena won't mind if I use her book, _____?

9. The girl is playing the piano, _____?

10. Pavan will come to the seminar tonight, _____?

11. Rita never acts so rudely, _____?

12. Sameer isn't a student, _____?

13. It is very humid today, _____?

● **Communication Flows**

Communication within a business can involve different types of employees and different functional parts of an organization. These patterns of communication are called **flows**, and they are commonly classified according to the direction of interaction: downward, upward, horizontal, diagonal, external. As you learn about each of these, we will discuss how these flows function.
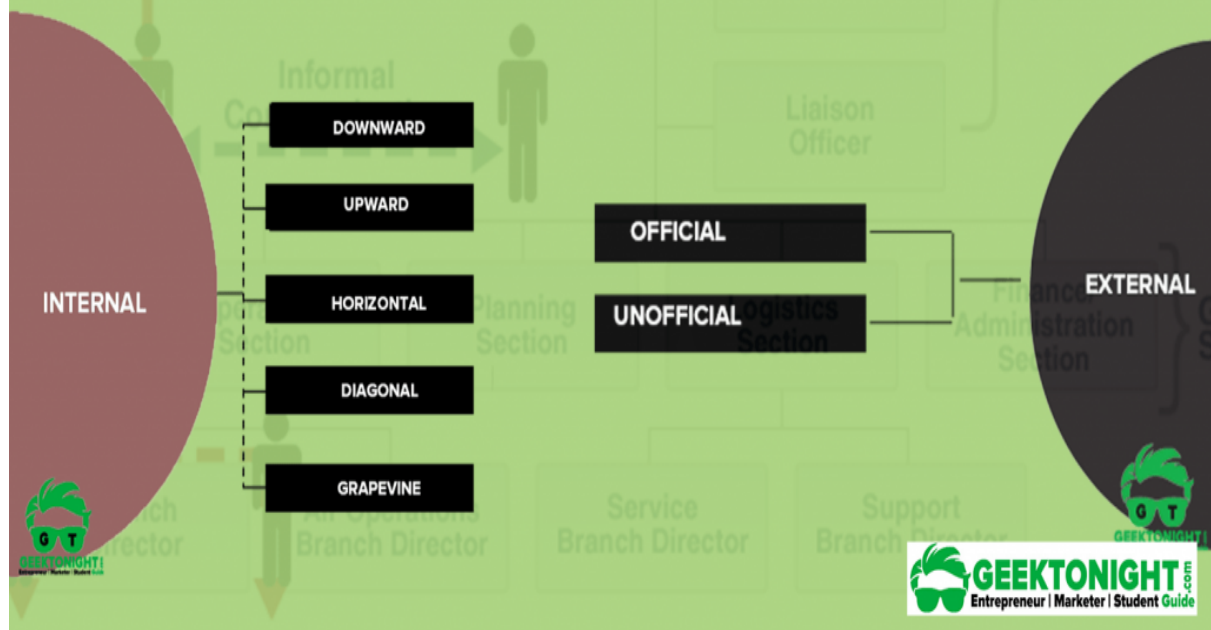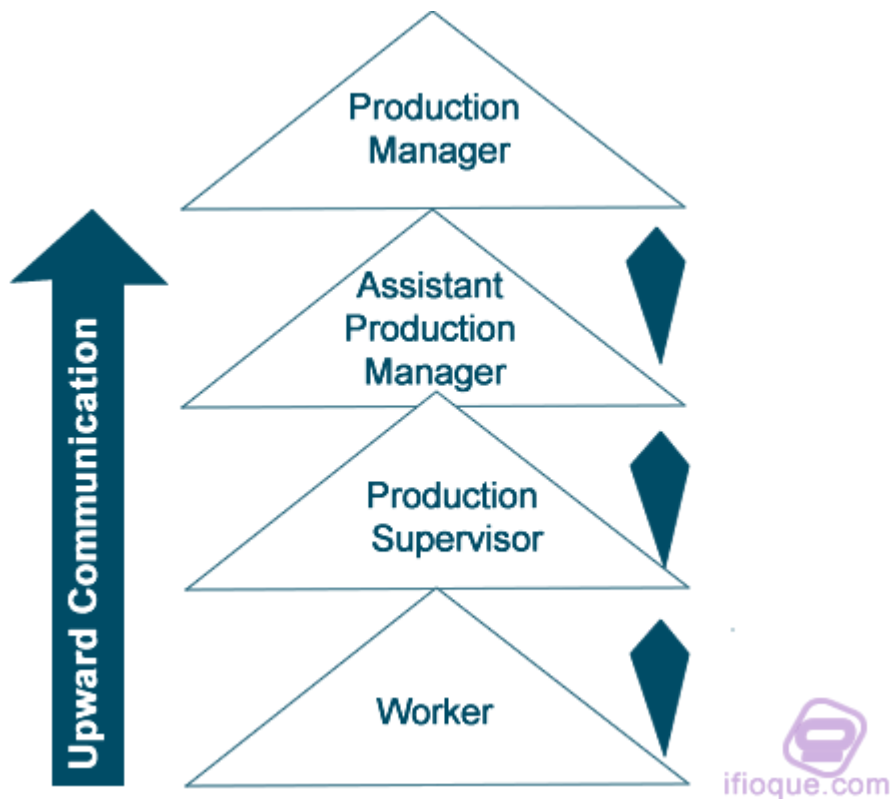
Downward Communication
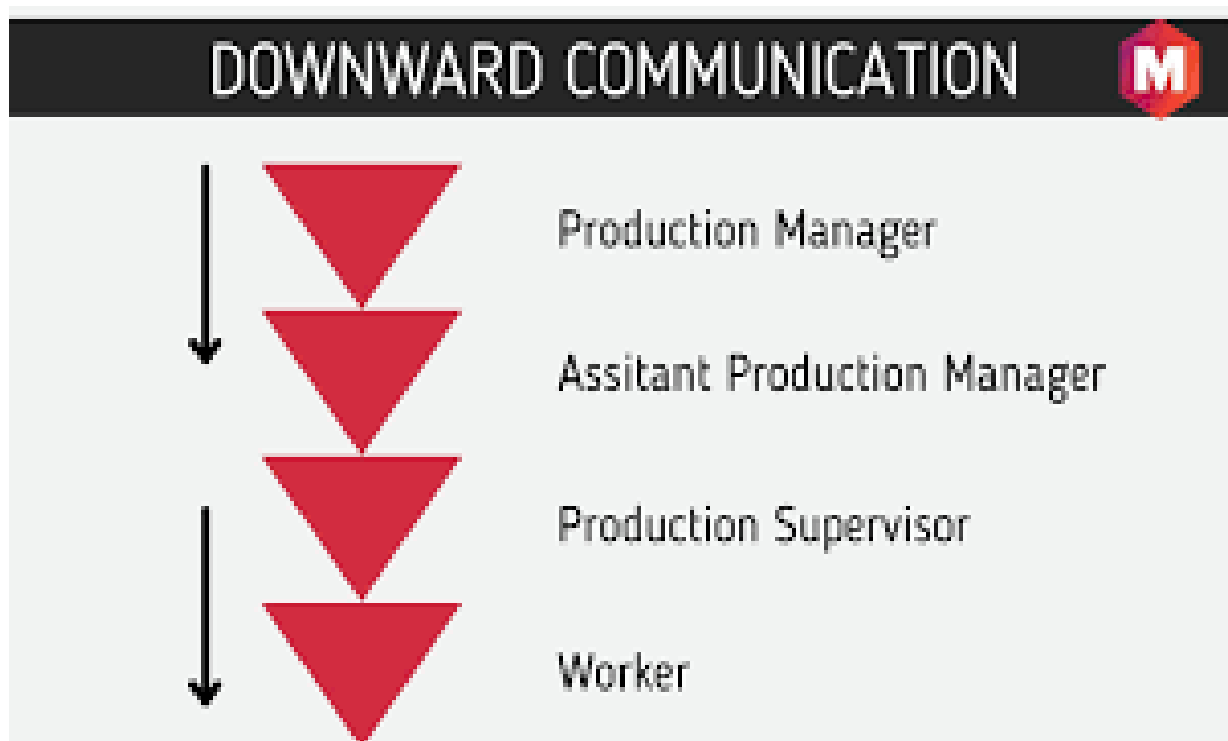
When leaders and managers share information with lower-level employees, it's called **downward,** or **top-down communication**. In other words, communication from superiors to subordinates in a chain of command is a downward communication. This communication flow is used by the managers to transmit work-related information to the employees at lower levels. Ensuring effective downward communication isn't always easy. Differences in experience, knowledge, levels of authority, and status make it possible that the sender and recipient do not share the same assumptions or understanding of context, which can result in messages being misunderstood or misinterpreted. Creating clearly worded, unambiguous communications and maintaining a respectful tone can facilitate effective downward communication.
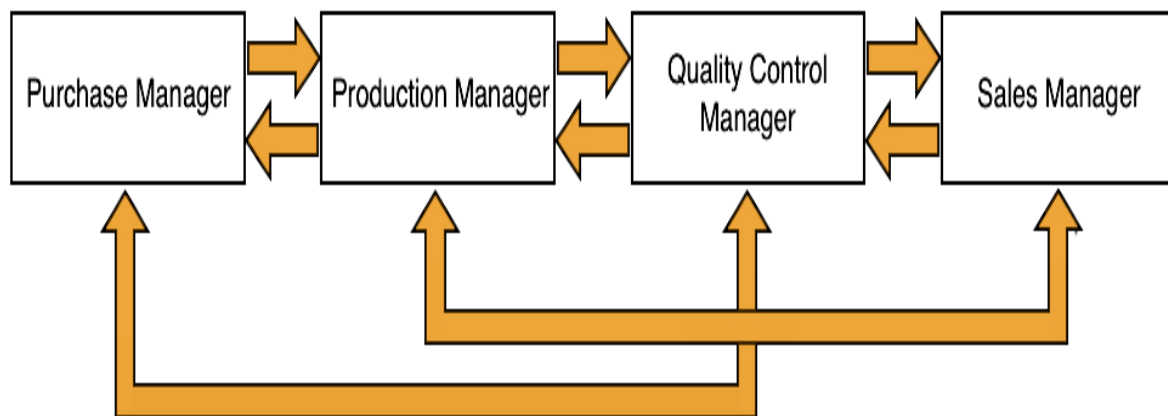
Upward Communication

Upward communication is the transmission of information from lower levels of an organization to higher ones; the most common situation is employees communicating with managers. Managers who encourage upward communication foster cooperation, gain support, and reduce frustration among their employees. The content of such communication can include requests, estimations, proposals, complaints, appeals, reports, and any other information directed from subordinates to superiors. Upward communication is often made in response to downward communication; for instance, when employees answer a question from their manager. In this respect, upward communication is a good measure of whether a company's downward communication is effective.

The availability of communication channels affects employees' overall satisfaction with upward communication. For example, an open-door policy sends the signal to employees that the manager welcomes impromptu

conversations and other communication. This is likely to make employees feel satisfied with their level of access to channels of upward communication and less apprehensive about communicating with their superiors. For management, upward communication is an important source of information that can inform business decisions. It helps to alert management of new developments, levels of performance, and other issues that may require their attention.

Horizontal Communication

Horizontal communication, also called lateral communication, involves the flow of messages between individuals and groups on the same level of an organization, as opposed to up or down. Sharing information, solving problems, and collaborating horizontally is often more timely, direct, and efficient than up or down communication, since it occurs directly between people working in the same environment. Communication within a team is an example of horizontal communication; members coordinate tasks, work together, and resolve conflicts. Horizontal communication occurs formally in meetings, presentations, and formal electronic communication, and informally in other, more casual exchanges within the office.

Diagonal Communication
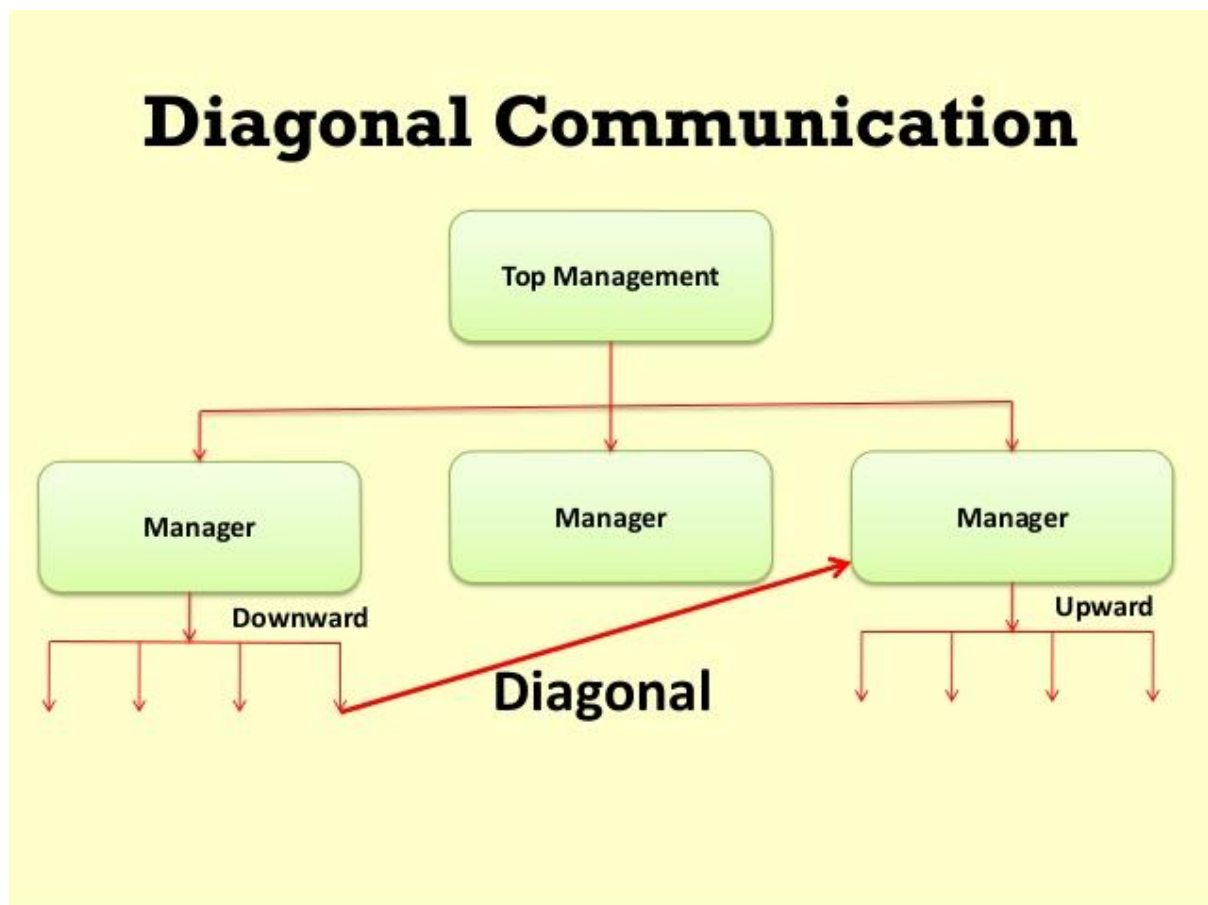
Diagonal communication is the sharing of information among different structural levels within a business. This kind of communication flow is increasingly the norm in organizations (in the same way that cross-functional teams are becoming more common), since it can maximize the efficiency of information exchange. The shortest distance between two points is a straight line. Diagonal communication routes are the straight lines that speed communications directly to their recipients, at the moment communication is necessary. Communications that zigzag along horizontal and vertical routes, on

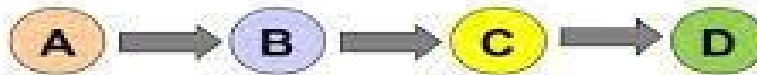the other hand, are vulnerable to the schedules and availability of the individuals who reside at each level.

Grapevine Definition in Business Communication
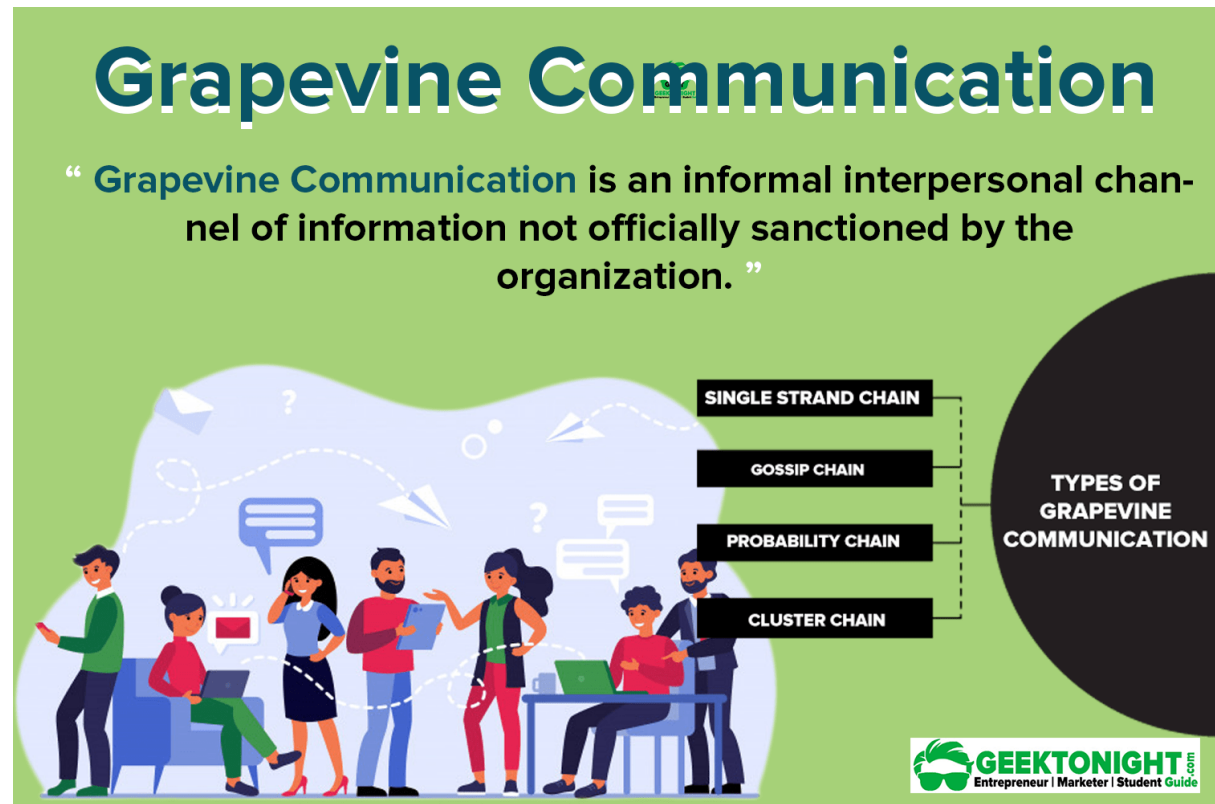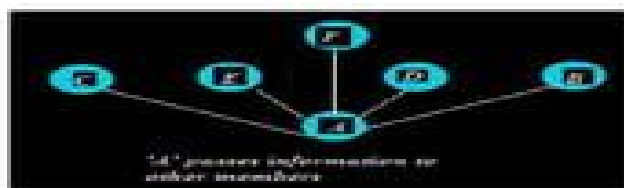

Single Strand Chain:

Single strand chain

- The information flows from one person to the other person in a sequential order.
- Example:
  A passes information to B who further passes it to C.

A → B → C → D

Gossip Chain:

GOSSIP CHAIN

- One person tells to other people.
- This chain passes a message regarding a 'not-on-job' nature.
- Generally considered to be slow in passing the information.

Probability chain:

Probability Chain

- Message is passed on randomly without direction or method. The choice of recipient depends on the sender's will, situation or context. Sender is indifferent to or not interested in the receiver he chooses.
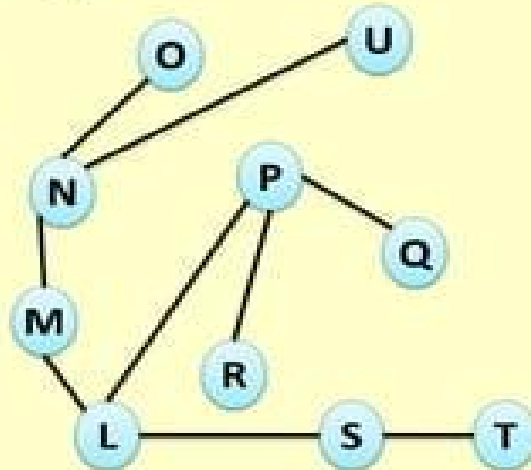
Cluster Chain:

CLUSTER CHAIN

- Individual communicates with only those individual he/she trust.
- It is the dominant grapevine pattern in an organization.
- Most informal communication flows through this chain.
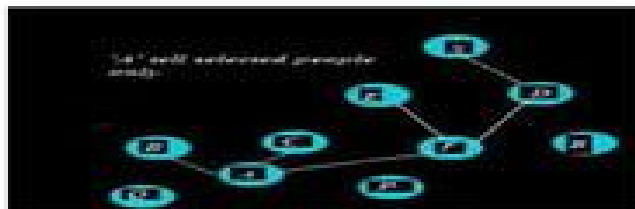
Grapevine communication is a form of informal communications in business that develops within an organisation. Large organisations, where there are many people who are working closely, create certain unofficial or informal communication channels. These channels exist with or without authorised patronage.

Grapevine is a form of informal communication, operates both in internal and external informal channels which can contribute to and benefit the organization.

Therefore, it is found in all organizations. It does not follow any prescribed or predetermined rule and spreads any information quickly.

Through the grapevine, information flows in different directions linking almost every one of an organization. It is governed by social and personal relationships rather than officially recognized rules and formalities.

Grapevine operates both in internal and external informal channels. It passes opinions, suspicions, and rumors that generally do not move through formal channels. By nature, the grapevine is a channel of horizontal communication.

However, in fact, it does not follow any set pattern. It effectively operates horizontally, vertically and even diagonally. Grapevine is a natural outgrowth person-to-person informal communication channel through which information flows horizontally, vertically or diagonally without following any set rule or regulation among the people within or outside the organization.

5 Ways to make Grapevine Beneficiary to Organization

1. Providing real news to the grapevine initiators.
2. Contradicting the false rumour.

3. Allowing workers in the decision-making process

4. Developing a good organizational climate.

5. External Communication

Another type of communication flow is **external**, when an organization communicates with people or organizations outside the business. Recipients of external communication include customers, lawmakers, suppliers, and other community stakeholders. External communication is often handled by marketing and sales. Annual reports, press releases, product promotions, financial reports are all examples of external communication.

2 Type of External communication are:

Official

- Press releases, conferences
- Speeches
- Advertising, marketing
- Letters, email
- Meetings with the community, stakeholders
- Blogs
-

Unofficial

- External grapevine
- Insider trading
- Industrial espionage/intellectual property theft
- Blogs, complaints/'flaming' websites