UNIVERSITY OF DAR ES SALAAM



**SEMINAR CODE:** CL 111

**SEMINAR HOURS:** 16.00 - 17.00 HRS

**SEMINAR DAY**: FRIDAY.

**SEMINAR VENUE:** COET, BLOCK A 108

**SEMINAR LEADER NAME:** MDOE KURIA

**ASSINGMENT: INDIVIDUAL TAKE HOME ASSINGMENT**

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| **NAME** | **REGISTRATION NUMBER** | **COURSE** |
| **MSHANA, MOODY A** | **2022-04-13814** | **BSC IN COMPUTER SCIENCE** |

a) Observe the organizational structure of The University of Dar es salaam, and identify various communication patterns that might be taking place within the organization.

b) Using vivid examples, explain six types of organization communication patterns that have been happening at the University since you were admitted at the institution.

Organization structure is a hierarchical outline that shows how certain activities are directed in order to archive the goals of an organization. communication pattern refers on how information flows in an organization or group of people. This includes superiors flowing down to the subordinates.” The way in which communication flows within an organization, including the types of communication, channels used, and direction of flow” (Miller, 2013).

Every organization must make use of some of the communication patterns. As University of Dar es Salaam as an area of scope we shall the communication patterns that take place within the organization.

Firstly, downward communication is the type of communication flows from the higher-level administration to the lower-level administration.” the vast majority of communication in the organization flows downward in the form of orders, rules, and directives.” (Miller, 2013). Clearly seen that orders, rules and directives are coming from the high-level administration to the lower-level administration. In University of Dar es Salaam examinations results are discussed by the superiors and then flow down the subordinators until they are posted to students.

Upward communication information flows from lower-level administration to high level administration” This communication flows the message from subordinates to superiors. It is reverse of the downward communication or communication flows from lower level to upper level.” (Bisen & Priya, 2009). From university of Dar es Salaam, the subordinates provide feedback upon a specific implementation. That form of communication is upward communication.

Moreover, horizontal communication is the communication pattern that is used in the university of Dar es Salaam, it is a communication pattern that takes place between people of the same level within the organization.” This communication flows between persons at the same hierarchy level either of the same or other department or division of the organization.” (Bisen & Priya, 2009). With reference to the University of Dar es Salaam department heads or committee can meet and discuss agenda might be budgets or plan analysis. That implies horizontal communication.

The communication patterns that are used in a organization they are mostly formal including the use of papers, emails and other formal sources. Mostly formal sources are used so as to reduce the risk of having misleading information and even to rise the status of an organization.

Firstly, grapevine communication it is also called informal communication is the most used communication by students. “Is an informal and spontaneous communication that takes place within an organization outside of the formal channels of communication .” (Downton, 2006). Students spread rumors about cancelling of lessons and party rumors.

Also, downward communication is the type of communication flows from the higher-level administration to the lower-level administration.” When the communication flows from higher level to lower level, it is called downward communication.” (Bisen & Priya, 2009) Orders, rules and directives are coming from the high-level administration to the lower-level administration. In University of Dar es Salaam course instructions and class announcements they are from high-level to lower-level.

Upward communication it refers where information or message flows vertical from the lower subordinates to the upper-level management.” This communication flows the message from subordinates to superiors. It is reverse of the downward communication or communication flows from lower level to upper level.” (Bisen & Priya, 2009). From university of Dar es Salaam students usually address issues to their leaders and leaders take the issue to the higher ranks. That form of communication is upward communication.

Moreover, horizontal communication is the communication pattern that is used in the university of Dar es Salaam, it takes place between people of the same level within the organization.” This communication flows between persons at the same hierarchy level either of the same or other department or division of the organization.” (Bisen & Priya, 2009). With reference to the University of Dar es Salaam we students share information with other students through discussions and presentations.

Diagonal communication it's where by information is communicated between people who are not directly on the same level in the organizational hierarchy. "Is a type of communication that crosses all organizational units and hierarchical levels. This type of communication is not affected by any lines of authority."(Miller, 2013). Example students can talk to daruso president or even higher authority regardless of their hierarchical levels.

Least, formal communication in this communication pattern information is reached through proper channels or routes. Students communicate in a more formal setting, such as through written assignments, tests, or examinations. it applies with letter writing to address a problem or communicate with higher ranks.

# **References**

Bisen, V., & Priya. (2009). *Business Communication.* New Delhi: New Age International(P) Ltd.

Downton, J. M. (2006). *The Grapevine: The Reality of Managerial Communication.* New York: Simon & Schuster.

Miller, K. (2013). *Organization Communication: Approaches and Processes.* Buston, MA Wadsworth: Cengage learning.