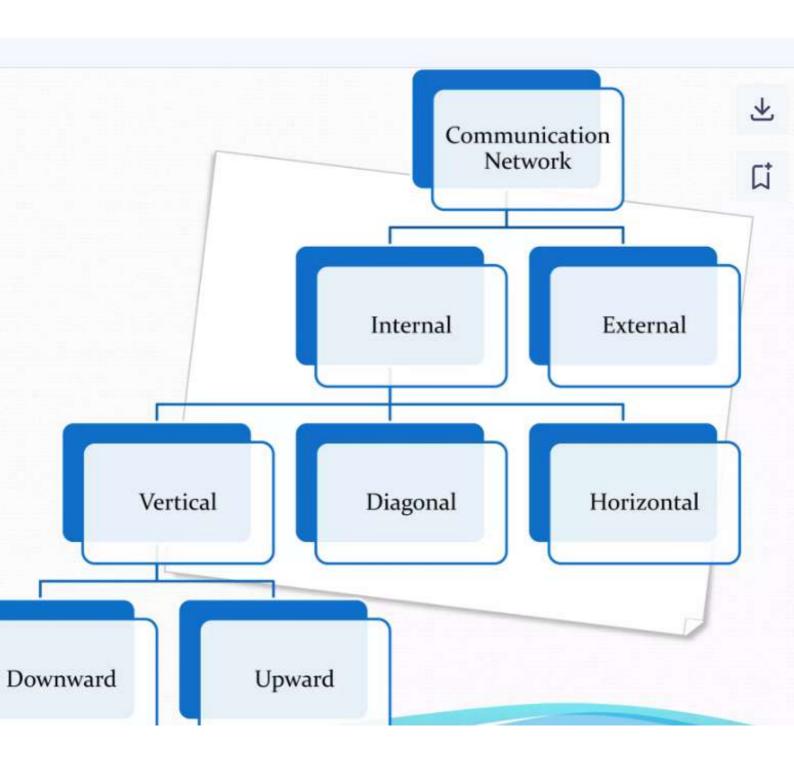
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Communication Network





External Communication

- Outside the organization Communication.
- Links the organization with outside world.



Example

Communication between heads of two organizations.



Internal communication

Inside the organization communication. Takes place in different directions.



Example

Communication between teacher and student in a university.



Vertical Communication

- Upward communication
- Downward Communication

Vertical Communication

- Vertical communication is communication that flows both up and down the organization.
- It is the communication that takes place between managers and their superiors and subordinates.
- Vertical communication may involve only two persons, or it may flow through several different organizational levels.

Downward Communication

 It occurs when information flows down the hierarchy from high level to low level.



Example: When your boss shares information with you, it's downward communication, because your boss, as your supervisor, is communicating with you as an employee or subordinate.

Main objectives:

- ➤ To give specific directions to subordinates about the job entrusted.
- To explain organizational policies and procedures.
- > To apprise the subordinates of their performance.

Advantages of Downward Communication

Useful for management

The management finds it useful to communicate necessary official information to subordinates.

Useful for employees

Downward communication is useful for subordinates as they are well informed about their work from time to time.

► A Sense of belonging

In downward communication, the subordinates carry a strong feeling of participation in the management of the organization. They regard themselves as important subordinates.

Disadvantages of Downward Communication Distortion

Downward communication has to pass through many levels of authority, so there is a delay as well as distortion of the message.

> Authoritarian approach

In downward communication, there is too much concentration of authority at the higher level. As people in the lower levels are merely receivers of decisions. So they unconsciously receive such message and miscommunication results.

➢ Over and under Communication

Downward communication suffers from over communication or under-communication. In over-communication supervisors talk too much and merely waste the time of his subordinates.

In under-communication, the supervisor does not talk enough and leaves his subordinates to his guessing about what he wants them to do

Upward Communication

Upward communication is the process of information flowing from the low levels of hierarchy to the

upper levels.
➤ This flow is usually from subordinates to their direct superior, then to that person's direct superior, and so on up the hierarchy.



Example: When you give your supervisor feedback about a new system or patron, it's upward communication

Methods of Upward Communication

- ➤ Open-door policy: Employees are given a feeling that their views, suggestions are always welcome by superiors.
- Complaints and suggestion Boxes: Are installed in the company. Employees are encouraged to drop in these boxes.
- Direct Correspondence: Write directly to superiors or managers.
- Counseling: Employees are encouraged to talk to their superiors of their problems.

Advantages of Upnward Communication

➤ Fosters Friendly Relations

Upward communication helps to bring about cooperation, goodwill and understanding among superiors and subordinates. This stimulates friendly relations.

> Provides Valuable Feedback

Upward communication provides a valuable feedback. The superiors come to know how their plans and policies; orders and instructions are being received and executed.

► Making Suggestions

The subordinates are encouraged to make suggestions in the interest of the organization. Some of these suggestions prove useful, and the subordinates are suitably rewarded

Disadvantages of Upward Communication

➤ Resistance From Subordinates

Subordinates rarely initiate upward communication as they are afraid of being ignored.so they hesitate to initiate it again.

> Fear of Incompetence

The subordinates communicating with the superiors fear that their colleagues or work may be regarded by their superior as a reflection on their own competence.

➤ Indecisive Superiors

If the superiors do not take any decision in the light of upward communication, the subordinates loss confidence in their superiors.

Diagonal Communication

- ➤ Diagonal Communication takes place at different levels in the hierarchy.
- ➤ It occurs both ways, that is, from the upper level to low level and vice versa.
- ➤ The path is mixture of vertical and horizontal movement.

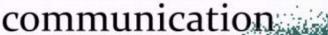
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Advantages and Disadvantages of Diagonal Communication

The path is mixture of vertical and horizontal movement. So diagonal communication has all the advantages and disadvantages of both, horizontal and vertical communication.

Horizontal Communication

Takes place between individuals of equal hierarchical rank and is more informal than either downward or upward



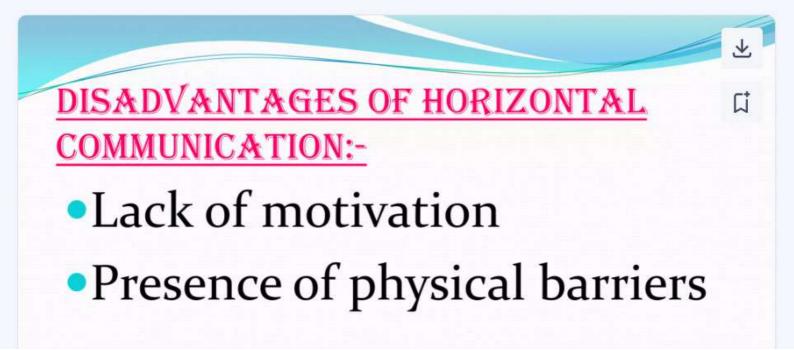
Functions of Horizontal Communication

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- It helps employees fulfill their socialization needs.
- It helps employees and departments coordinate their activities with one another.
- ➤ It helps others better understand individual and departmental responsibilities.
- It helps individuals solve their own problems before others have to become involved.

ADVANTAGES OF HORIZONTAL COMMUNICATION:-

- Co-ordination
- Faster communication



Examples of Horizontal Communication

The marketing manager can communicate with production manager at the same level without any difficulty.

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➤ By horizontal communication army and rangers employees co-ordinate with each other.

Manager can better understand his responsibility inside his perimeter.

It enhances the self actualization among the people in society.



"You can have brilliant ideas, but if you can't get them across, your ideas won't get you anywhere."

