

TYPES OF GROUP DISCUSSIONS



TYPES OF GROUP DISCUSSIONS - GD



Organizational Group Discussions (GDs)

- Used mainly for group decision-making in organizations.
- Members explain ideas and work to reach consensus.
- Helps reduce problems like groupthink, where desire for agreement blocks critical thinking.
- Techniques to avoid groupthink: Brainstorming, Delphi technique.

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Brainstorming in GDs

- Generates diverse ideas freely without criticism.
- Diverse participants from different disciplines increase creativity.
- Steps: Problem stated clearly, members suggest many alternatives, all recorded without judgment.
- Types: Storyboarding (break down major issues), Lotus Blossom (expand core ideas like petals).

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Nominal Group Technique

- Limits discussion to encourage independent thinking.
- Members write ideas silently, then share one idea each in turn without discussion.
- Group discusses ideas only after all are presented.
- Ideas are ranked independently; highest rank wins.
- Useful to prevent dominance and encourage all voices.



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Delphi Technique

- Uses questionnaires to gather input anonymously, no face-to-face meeting.
- Iterative rounds: results shared and refined until consensus forms.
- Effective for geographically dispersed groups (e.g., international branches).
- Drawbacks: time-consuming, less spontaneous idea generation.

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Choosing the Right GD Technique

- Depends on time, urgency, location, and decision complexity.
- Brainstorming for idea generation; Nominal and Delphi for decision-making.
- Example: A company uses Delphi to set global pricing without costly meetings.

TYPES OF GROUP DISCUSSIONS - MEETINGS

Meetings – Purpose and Significance

- Gather people with different functions to discuss projects or issues.
- Facilitate knowledge sharing and cooperation.
- Serve as platforms for career visibility and organizational culture building.
- Can be informal or formal, depending on size and context.
- Analogy: Meetings are the heartbeat of organizational communication.



TYPES OF GROUP DISCUSSIONS - MEETINGS



Types of Meetings

- **Informational:** Share data, updates, feedback (e.g., project status, policy changes).
- **Decision-making:** Persuasion, problem-solving, negotiations (e.g., promotions, crisis management).
- **Others:** Morale building, awards, training, strategic planning.

TYPES OF GROUP DISCUSSIONS - MEETINGS



Preparing for Meetings

- The Four Ws: Why (purpose), Who (participants), Where (venue), When (timing).
- Circulate agenda and notice in advance through email, calls, or printed notices.
- Clear agendas help focus discussion and improve participation.

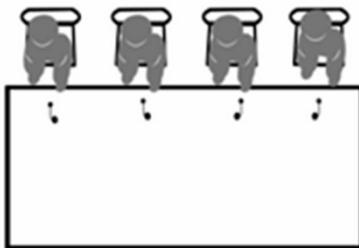
TYPES OF GROUP DISCUSSIONS - MEETINGS



Minutes of Meetings

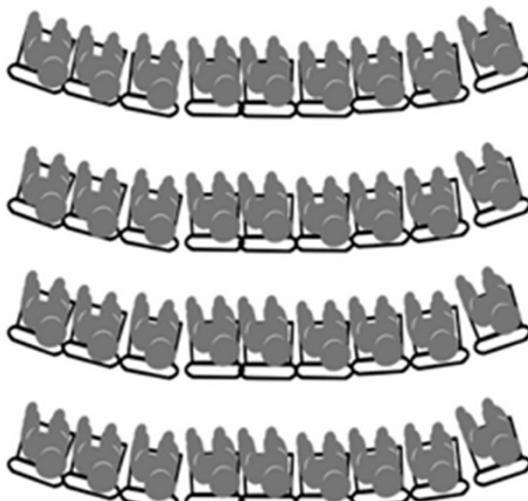
- A formal record of what transpired, decisions made, and actions assigned.
- Can be minimal, medium (structured summary), or verbatim (detailed- word by word).
- Traditionally prepared by secretaries but now often created live by chairpersons.
- Circulated for review and finalized before next meeting.

TYPES OF GROUP DISCUSSIONS - CONFERENCE



Conferences

- Larger, formal gatherings with diverse activities: lectures, exhibitions, presentations.
- Aim to share expertise, knowledge, and network.
- Example: Academic or industry conferences where experts present research.
- Formality increases with group size and seriousness of topics.



TYPES OF GROUP DISCUSSIONS - CONFERENCE



Planning a Conference

- Select broad area and narrow theme.
- Identify issues, speakers, and participants.
- Arrange date, venue, budget, and logistics.
- Prepare invitations and brochures.
- Form committees for sessions, hospitality, publicity.

TYPES OF GROUP DISCUSSIONS – SYMPOSIA & SEMINARS



Symposia and Seminars

- **Symposium:** Formal meeting of experts focusing on a specific topic with deep discussion.
- **Seminar:** Educational session with lectures and interactive components.
- Typically fewer speakers than conferences but more detailed presentations.
- Example: A symposium on biotechnology with expert talks and lab sessions.

TYPES OF GROUP DISCUSSIONS – WRITTEN FORM

Written Forms of Group Communication

- **Brochures:** Informative, visually appealing leaflets to advertise or explain services.
- **Bulletins:** Short official reports, easy to read and divided into sections.
- **Newsletters:** Periodic publications sharing news, updates, and achievements.

Real-world example:

WHO health brochures educating the public.
Company shares news bulletins for share holders.



TYPES OF GROUP DISCUSSIONS



Summary: Importance of Group Communication

- Group communication is essential for sharing information, decision-making, and problem-solving.
- Various forms demand skills in expression, persuasion, listening, and leadership.
- Understanding these forms and effective participation strategies leads to success.
- Written tools like brochures and newsletters complement verbal communication by informing and educating.