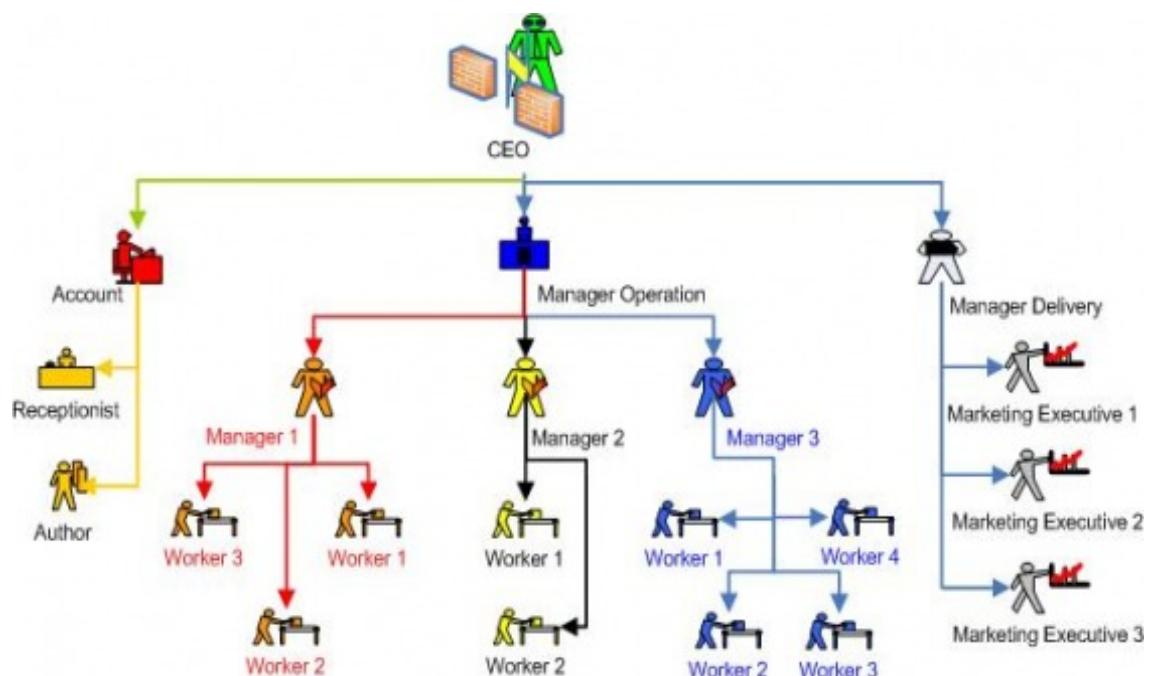


Lecture 5

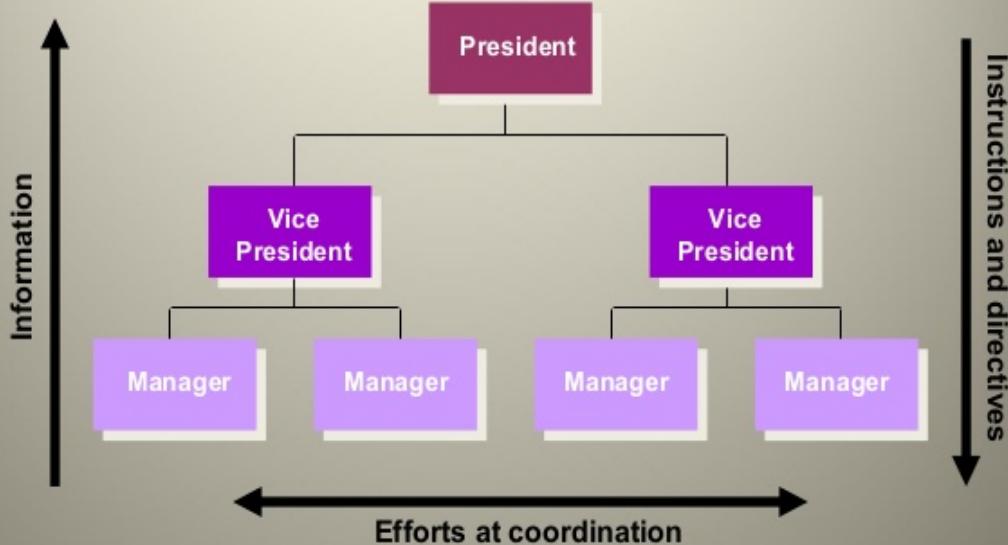
There are 4 different types of communication flow in an organization:

1. Downward flow of communication
2. Upward flow of communication
3. Horizontal/lateral flow of communication
4. Diagonal flow of communication

Chart showing the flow of communication in an organisation



Formal Communication



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Formal communication
Channels of Communication

There are 4 different types of communication flow in an organization:

1. The downward flow of communication:

Definition: The downward flow of communication transfers information from a higher level to a lower level in an organization. This refers to a formal process of relaying information to employees through a chain of command, ie. supervisors ordering to subordinates. It is an important part of communication network of any organization.

Top-level managers use downward communication to provide information to employees on company objectives, strategies, policies, and procedures. They use speeches, meetings, notices or e-mails to get their message across to all employees.

Objectives of downward communication are:

- to provide information to the employees, to get the job done.
- to direct orders/instructions to employees to work with efficiency and accuracy.
- to motivate employees to meet the expectations and the target of the company.
- to maintain the ethical standards of good quality work.
- to maintain the hierarchy of the company for regulating the policies and practices.
- To check, assess, appreciate and encourage the performance of the employees.

Limitations of the downward flow of communication:

- Delay in information, because of hierarchical levels and lot of paper work for authenticity.
- Distortion of messages due to hierarchical levels and paper work.
- Overloading of messages due to downward flow.
- Sometimes incomplete information stops the flow of communication.

2. The upward flow of communication:

In upward communication, the information travels from lower levels to higher levels in an organization. Here subordinate pass the information to the supervisors. It deals with the requests, estimations, complaints, proposals, and so on in any organization.

Objectives of upward communication are:

- To receive information for better productivity and growth.
- To get views about daily problems.
- To encourage new schemes and programmes.
- To set up a less dominating structure.
- To develop a sense of participation among the juniors.

Limitations of the upward flow of communication:

- Delay and distortion of messages.
- Poor listening for juniors by seniors.
- Risk of losing jobs, therefore the facts are concealed or hidden by the juniors.
- Juniors are often involved in the flattery for seniors and do not relate the true facts.

3. Horizontal communication:

Lateral communication or Horizontal communication takes place with the same level of people to exchange messages in the organization. This is a type of communication is especially done in teams or working with our peers.

Objectives of horizontal communication are:

- It coordinates the inter departmental activities.
- It helps in socializing people and provide them a sense of belonging to the organization.
- Each department or unit work for its own growth.
- It provides a sense of healthy competition among peers.
- Every department adds to the development of the organization.

Limitations of the horizontal flow of communication:

- Same level of employees get friendly and can form a union against the organization.
- Misunderstandings can develop because of no control from the hierarchy.
- Negativity and insecurity for promotions can develop among the peers.
- Too many departmental activity hinders them from completing their work.

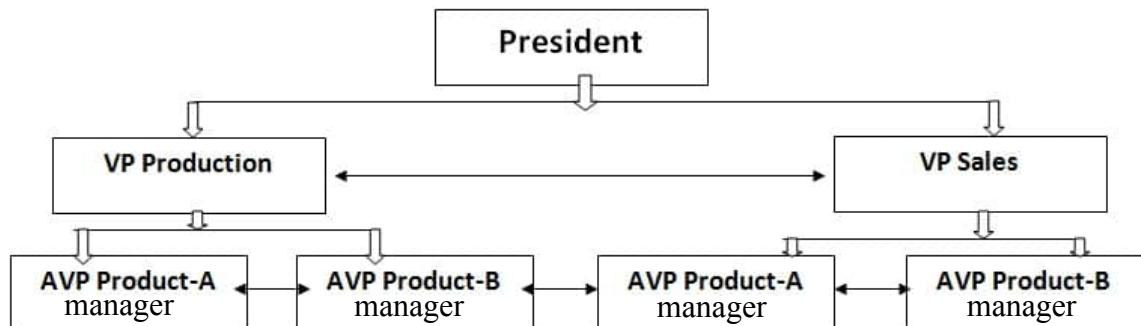


Fig: Horizontal Flow of Communication

4. Diagonal communication:



Diagonal communication:

In Diagonal or grapevine communication the information is shared within different levels and different departments of the organization. This kind of communication often happens in cross-functional teams or in multidisciplinary jobs. It is useful in the digital communication.

Objectives of diagonal communication are:

- It is faster.
- It can be directly communicated to the counterpart without the tempering or filtering or being carried away by superiors or juniors.
- Less workload for seniors as the information is directly sent to the concerned authorities.
- It is useful for digital communication, by sharing links of information.

Limitations of the horizontal flow of communication:

- It mostly acts as a grapevine communication.
- Mostly wrong messages, rumours are circulated without filtering. It might cause harm to the system.
- No one takes the responsibility because of no authority's involvement.