

Organizational Communication and Channels of Communication

Department of EFL

Organizational Communication

- sending and receiving of messages among interrelated individuals within a particular environment or setting to achieve individual and common goals.
- highly contextual and culturally dependent
- Types: Internal, External, Formal, and Informal

Internal

External

Formal

Planned communications following the company's chain of command among people inside the organization – e-mail, memos, conference calls, reports, presentations, executive blogs

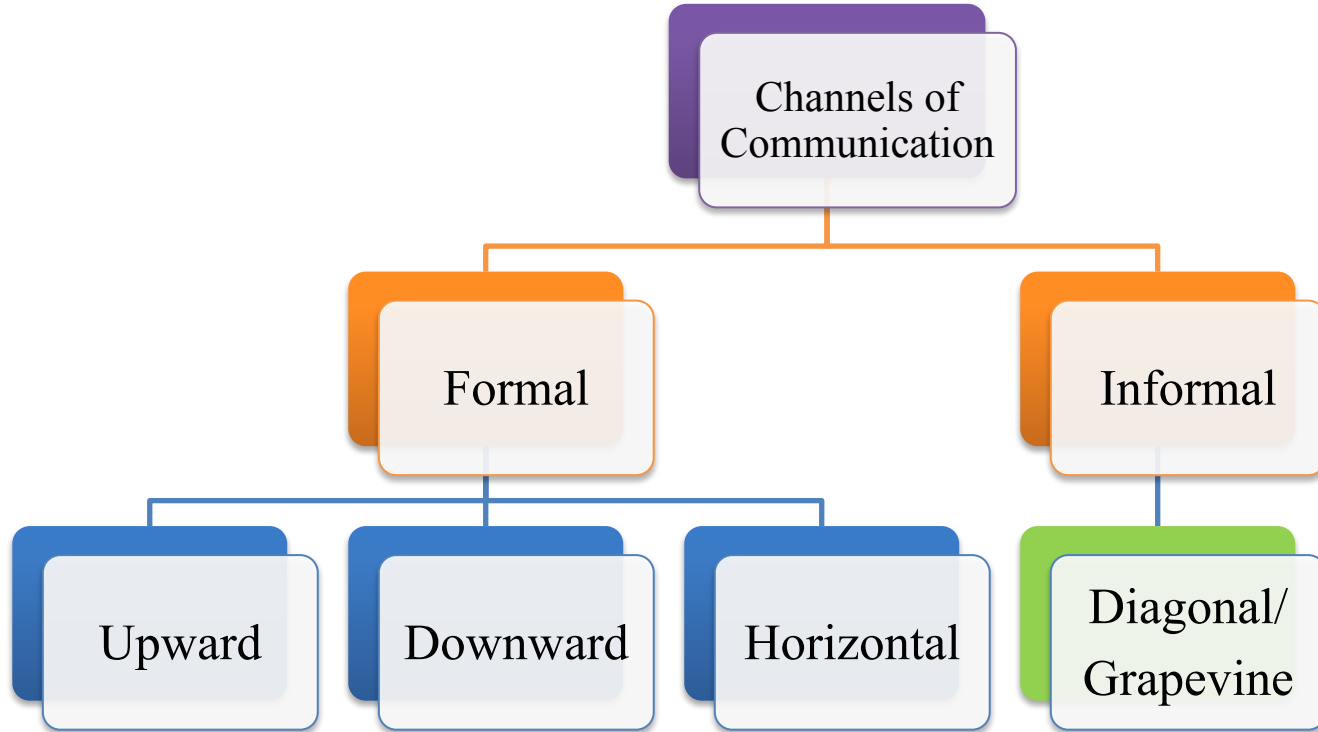
Planned communication with people outside the organization – letters, instant messages, reports, speeches, news releases, advertising, websites, executive blogs

Informal

Casual communications among employees that do not follow the company's chain of command – email, instant messages, phone calls, face-to-face conversations, team blogs

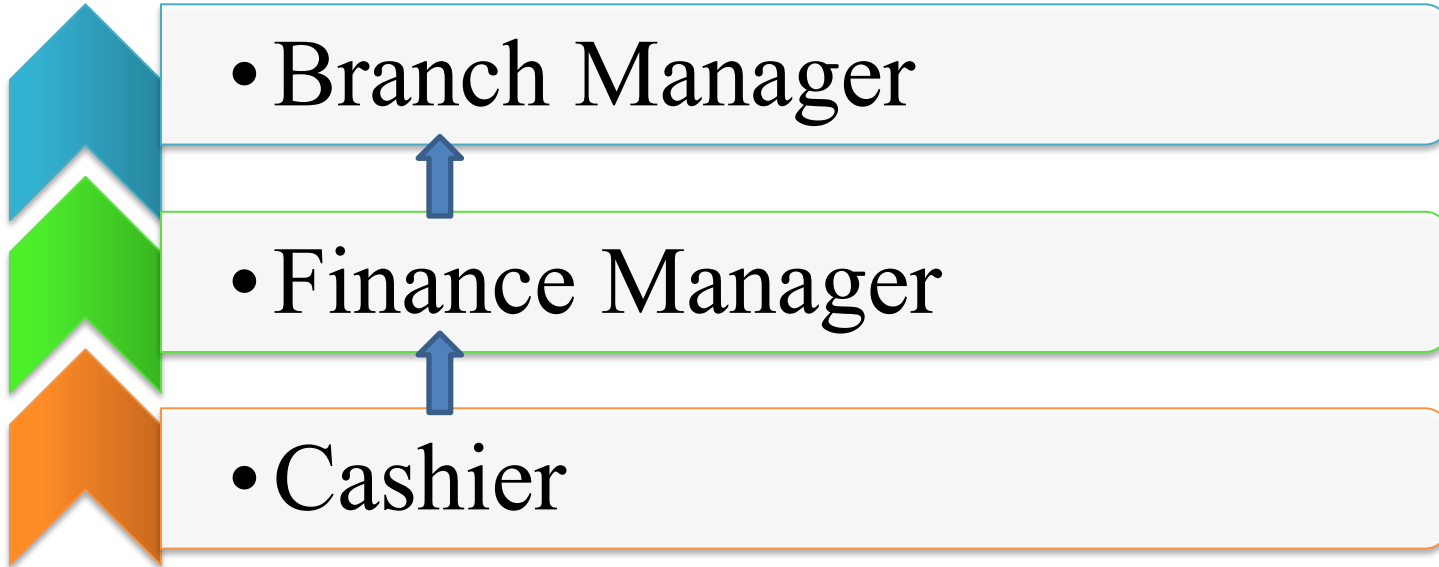
Casual communication without outsiders (e.g., suppliers, customers and investors) email, instant messages, phone calls, face-to-face conversations, customer support blogs

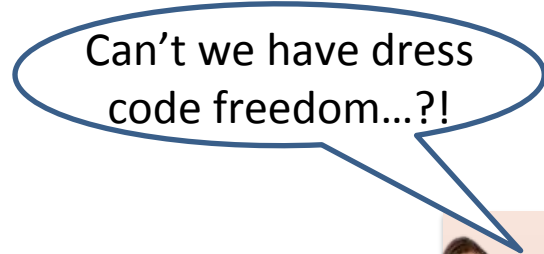
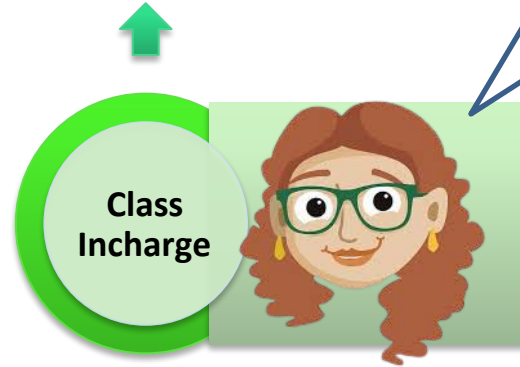
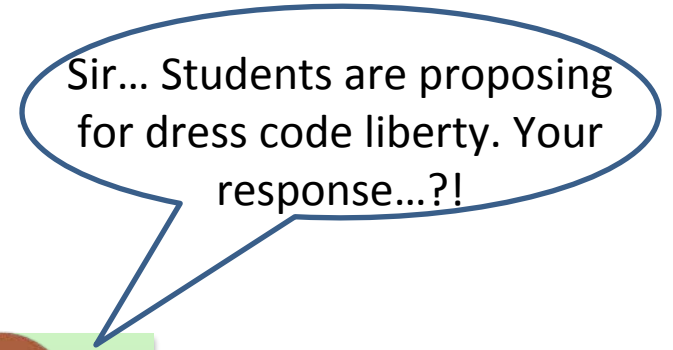
Channels of Communication



Upward Communication

Starts from the lower levels and goes up to the higher level





Downward Communication

Follows the hierarchical order from the higher to the lower level



- Branch Manager

- Finance Manager

- Cashier

Superior



Let's students have
a day off for Onam
festival!



Tomorrow
will be a
holiday to
celebrate
Onam!!!



Class Incharge



Hurray!!!

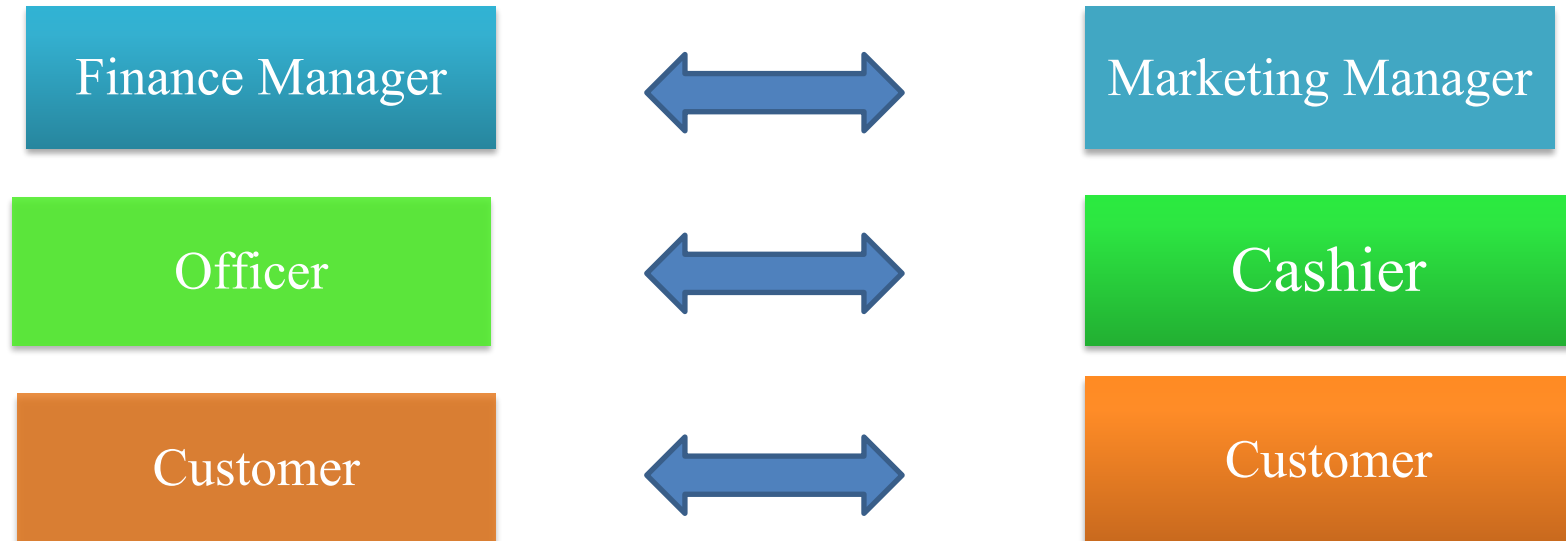


Students



Horizontal Communication

Takes place between employees of equal ranks/ peer groups



RESULT ANALYSIS (not up to the level)

48/50

I lost two marks

'P'



Students

23+2/50

I gained two marks

'P'



I'm going to resign!!



Class Incharges

I'll be terminated!!!



Hereafter,
I should be strict!



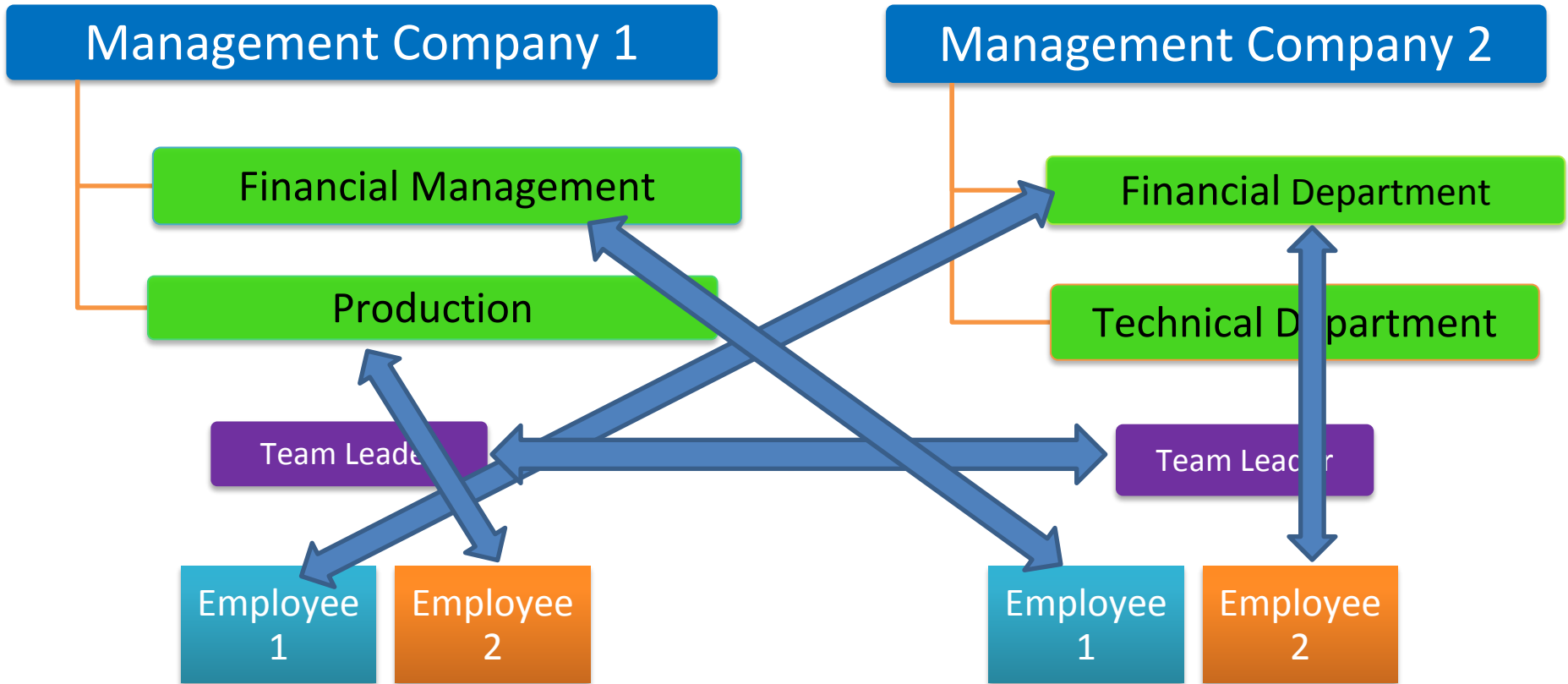
Superiors

I thought, I
should have
been lenient!!!

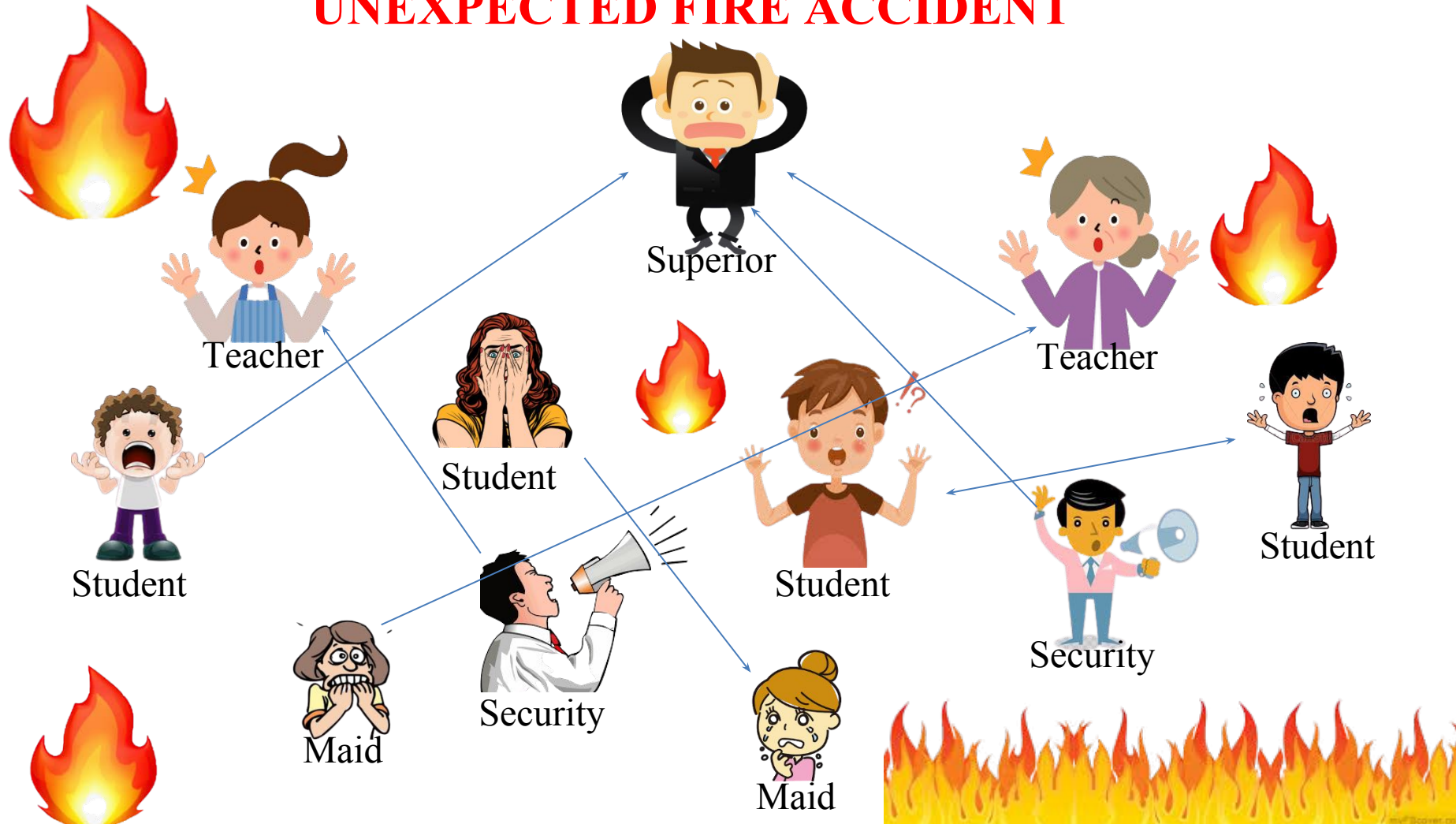



Diagonal/Grapevine Communication

Happens across all official cadres without hierarchical order – very effective



UNEXPECTED FIRE ACCIDENT



A close-up photograph of a pair of light-skinned hands held palm-up, cradling a small, rectangular piece of white paper with deckled edges. The paper is held horizontally between the thumbs and index fingers of both hands. On the paper, the words "Thank You" are written in a black, elegant cursive script. The background is a solid, dark color, which makes the hands and the white paper stand out. The lighting is soft, highlighting the texture of the skin and the paper.

Thank You