

CHANNELS OF COMMUNICATION AND THEIR EFFECTIVENESS

- Presented by ~

Prachi kotak

- SD SCHOOL OF COMMERCE

What Are Communication Channels?



The flow of information is called communication.

Communication channels refer to the way it flows from one person to another.

Formal Communication

Official communication which takes place through official channels in the organization.

Formal communication can be classified as :

1) Vertical communication:

➤ Upwards or downwards.

2) Horizontal communication

3) Diagonal communication



Examples of formal communication channel



Business plan

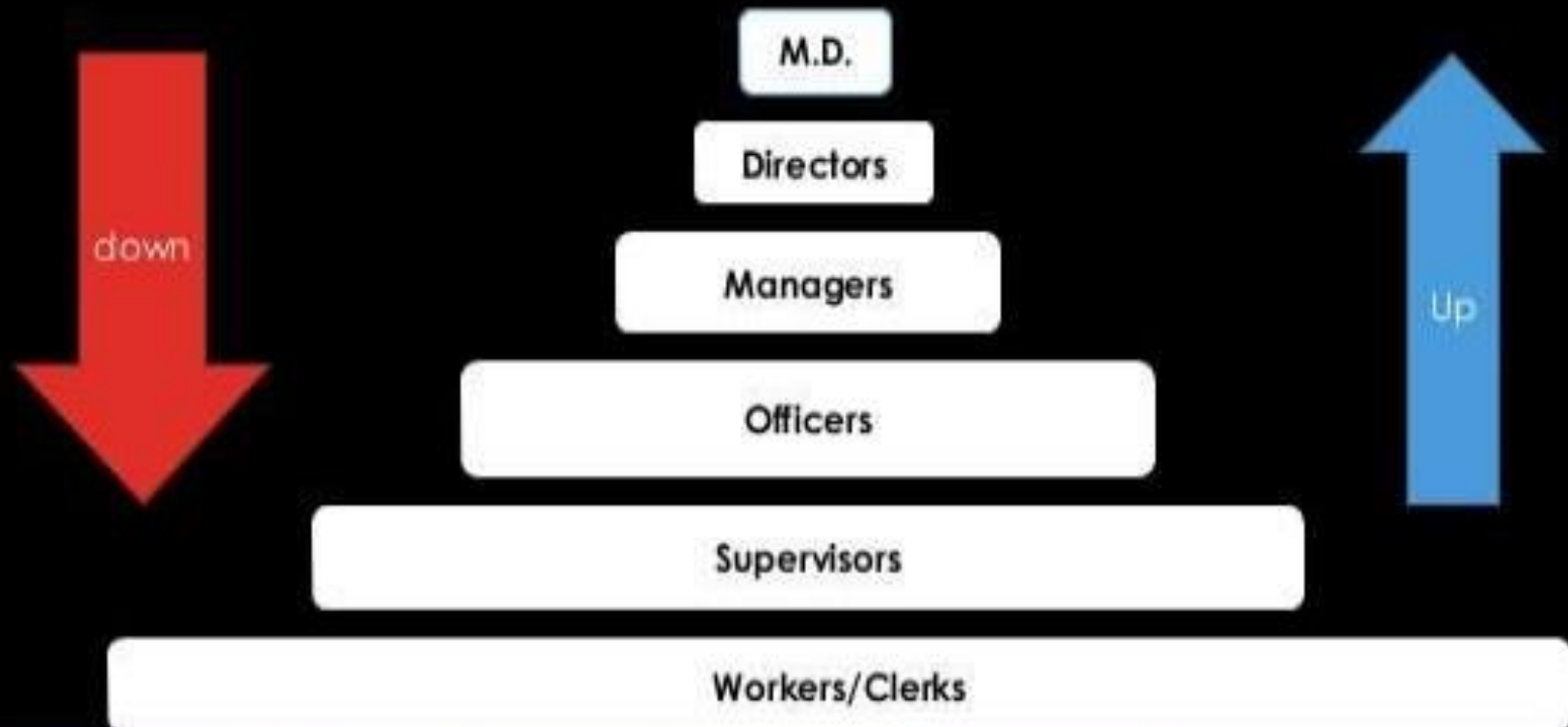


Annual reports



Customer satisfaction

COMMUNICATION CHANNELS

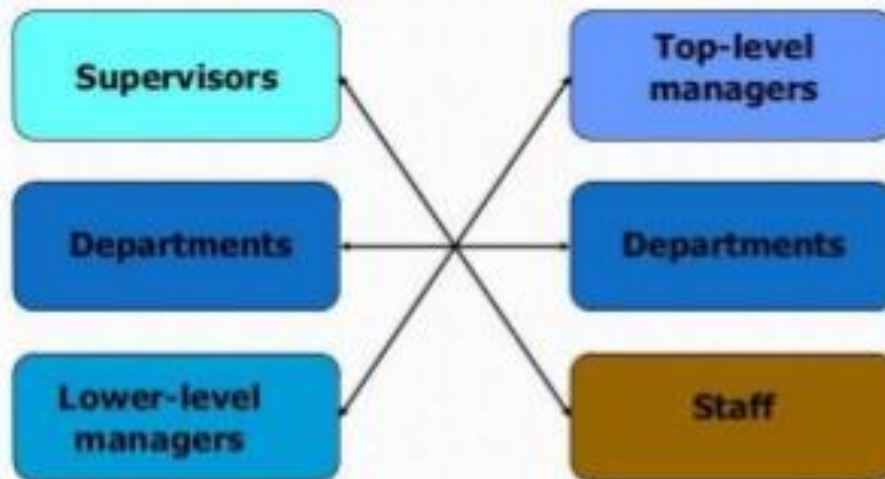


Horizontal Communication:

Between people on the same level of organization hierarchy.



Diagonal Communication:



ADVANTAGES/EFFECTIVENESS OF FORMAL COMMUNICATION :

- Systematic flow of information.
- Helps in fixation of authority .
- Sources of communication can be easily located.
- Facilitates managerial control.
- Helps in coordination of activities and efforts.

DISADVANTAGES OF FORMAL COMMUNICATION :

- Time consuming .
- Lacks personal touch and involvement.
- Rigid and time bound.
- Expensive

INFORMAL COMMUNICATION

Don't follow formal lines of communication.

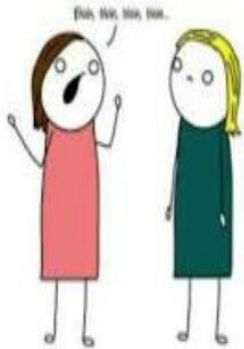
It is also referred to as the **'grapevine'**

Spreads throughout the organization with its branches going out in all directions.

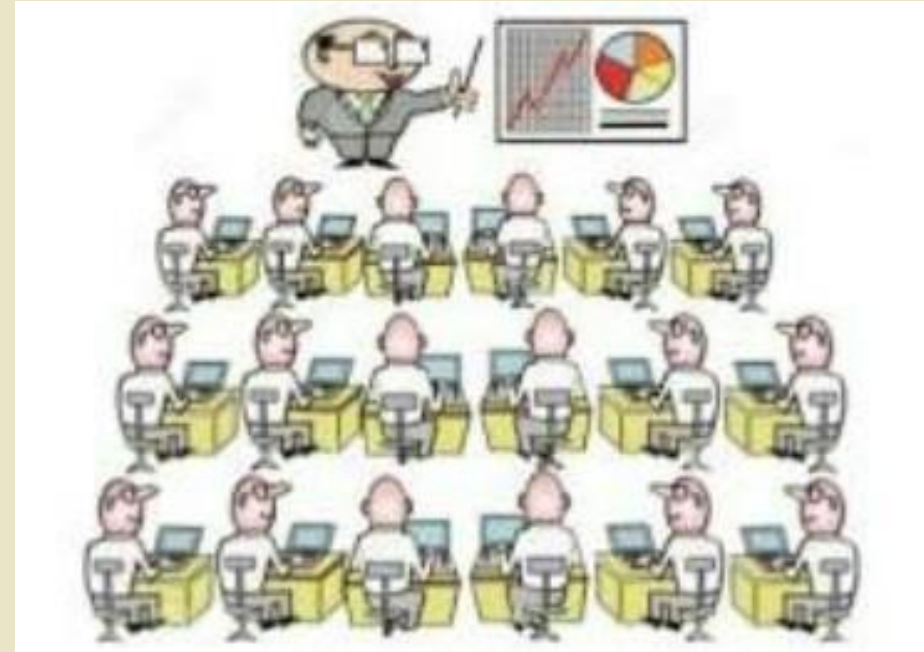


Examples of informal communication channel

BAD SPEAKER



GOOD SPEAKER



Informal talking

Informal training

Advantages/Effectiveness Of Informal Communication

- Enables employees to develop friendly relations amongst them.
- Enables people to express their views.
- Fast and effective communication.
- Satisfying the social needs of the workers.
- Flexible

Disadvantages Of Informal Communication

- Incomplete and inaccurate information.
- Lack of authenticity and difficult to trace.
- Problem in fixing responsibility.
- Leakage of confidential information.
- Information may be distorted.

Comparison chart

BASIS FOR COMPARISON	FORMAL COMMUNICATION	INFORMAL COMMUNICATION
Meaning	A type of verbal communication in which the interchange of information is done through the pre-defined channels is known as formal communication.	A type of verbal communication in which the interchange of information does not follow any channels i.e. the communication stretches in all directions.
Another Name	Official Communication	Grapevine communication

Basis for Comparison	Formal Communication	Informal Communication
Reliability	More	Comparatively less
Speed	Slow	Very Fast
Evidence	As the communication is generally written, documentary evidence is present.	No documentary evidence.
Time Consuming	Yes	No

Thanks

Respected sir & students