

Week 13 & 14

Organizational Communication



General Definition

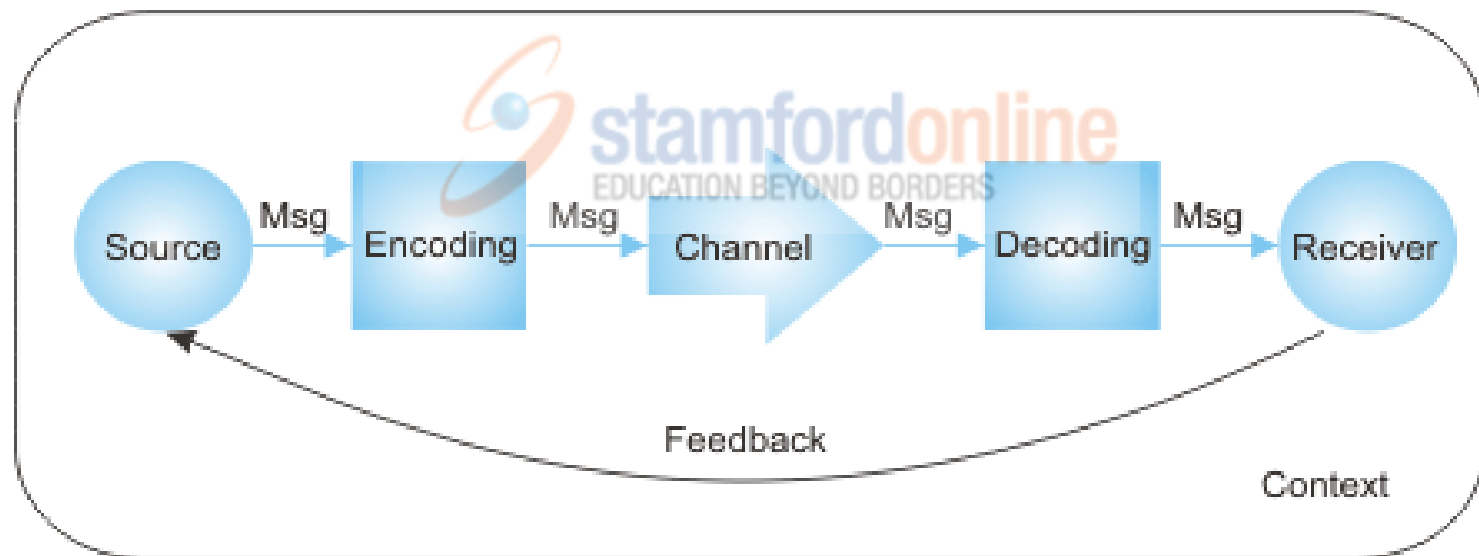
People working together to achieve individual or collective goals.



- Both oral and written communications carry a deep impact on the people you work with and the situations under which you work.
- Oral Communication is the spoken interaction between two or more people so that it is a unique and learned rhetorical skill that requires you to understand what you say and how you say it.
- Written Communication involves any type of interaction that makes use of the written word in which with its more composed nature allows you to shape the content to maximum effect.

The Communications Process

The Communications Process



Types of Communication Flow



Downward Communication

- A communication in which the top management of an organization gives orders to middle manager to convey this message or order to the first level manager.
- Through this, the middle manager and the employees of an organization came to know the goal or objectives of the organization and they will work hard to achieve the goal of an organization.



Upward Communication

- It is the communication from lower level of organization to top level.
- The organization needs suggestions as well as feedback from the employees of organization in routine work.
- This is also one of the ways the management can come to know of the needs and wants of their employees.

Horizontal Communication

- It is a communication that takes place on the same level, either between the employees themselves or between the members of the Board of Directors.
- Through this, employees discuss different issues and then tell the concerned person or to the first line manager and the director their different plans before making a decision.



Informal Communication

- The gap between the needs of the formal system and those of the total system is bridged by an informal communication system.
- It consists of a large number of messages, bits of information, opinions, and expressions of feeling among people and groups in a way that allows them to be free of all formal attachments.



- There are reasons as to why the need of informal communication is of great importance:
 - People need to share with each other and agree on important opinions and attitudes in order to feel that they belong together in the group. Hence, much information is exchanged unofficially in the organization as a whole and among members of subgroups, which satisfies needs to conform and to share positions on issues.

- People need to share with superiors and others their hopes and ambitions in satisfaction of needs for achievement, affiliation, and power.
- People need to express emotions such as joy, anger, hostility and the like as a means of “blowing off steam”.
- It is also related to the rigidity of the formal bureaucratic structure: the need to bypass "official channels" for the sake of convenience in getting and giving information about performance on the job.

