

Media/Channels of Business Communication

■ Formal and Informal Communication Network

Communication is a two-way process of connecting people and reaching mutual understanding, in which contributors not only exchange (encode-decode) information, news, ideas and feelings but also generate and share their meaning. In business, it is a key function of management. An organisation cannot function without communication between different levels, departments and employees.

Every communication, either in personal life or in business, has certain goals to fulfill. It is giving, receiving or exchanging ideas, information, signals or messages through appropriate media, that enables individuals or groups to convince, to seek information, to give information or to express sentiments. The messages can pass through Internal and external structure.

1. **Internal communication:** When the exchange of ideas, information, signals or messages occur within an organisation through phone, emails, notices or circulars etc., the communication is called Internal communication.
2. **External communication:** Exchange of ideas, information, signals or messages into or out of the organisation with customers, distributors, competitors, investors, community representatives is called external communication.

On the basis of an organisational structure, the messages flow in two ways or channels in an organisation to achieve goals:

1. Formal communication
2. Informal communication

1. Formal communication

Formal communication is a communication system that occurs in a formal way to achieve the organisational objective. Formal communication has a formal and well defined structure. It is inflexible in nature. There is a clear authority to report and get the instructions in a formal communication. This structure cannot be changed as it makes sure the smooth flow of communication and organisation efficiency. This channel is also known as Vertical communication which can further be divided into three types on the basis of its direction:

1. Downward communicating
2. Upward communication
3. Horizontal communication

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