

# Communication

In this section you will explore and understand the following:-

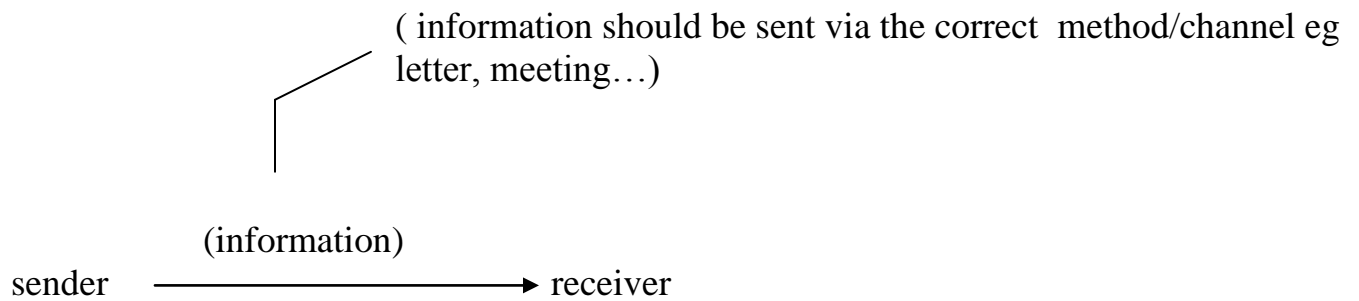
- What is communication?
- Why is it important? (The benefits of good communication)
- Internal and external communication
- Different methods/channels of communication
- The advantages and disadvantages of the different methods of communication
- Selecting appropriate methods/channels in different situations
- The direction of communication
- Formal and informal communication
- Barriers to communication
- ICT and communication



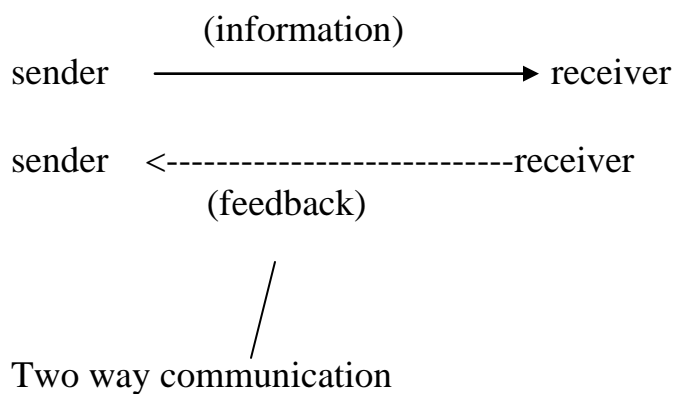
# What is communication?

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The process of communication can be represented diagrammatically:-



**Sometimes it is possible to respond to the information and hence give feedback:-**



# Why is communication important for businesses?



Good communication is vital for all organisations to operate efficiently.

1. It provides-----
2. It provides clear -----
3. It allows for activities to be -----
4. It clarifies ----- and points
5. Can improve -----

Instructions / information/ customer service/ issues/ coordinated.

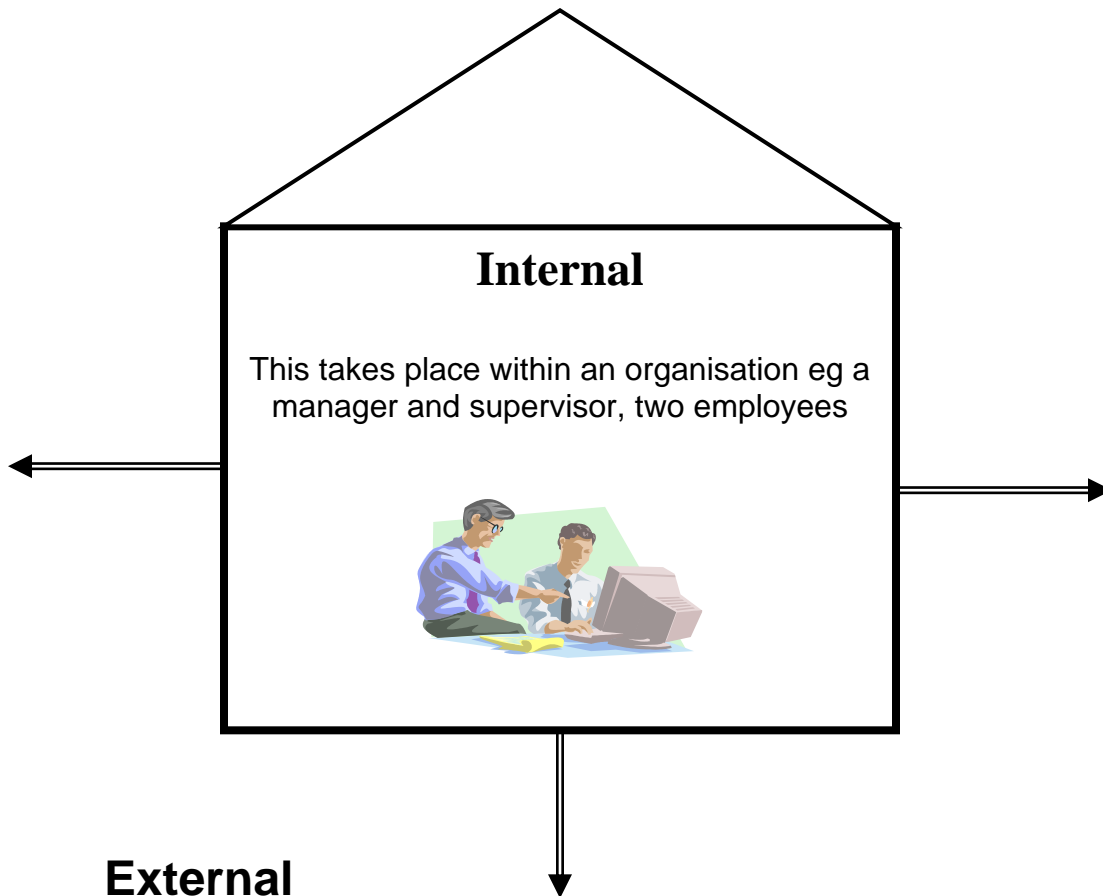
Fill gaps using words given

## What are the benefits of good communication?

1. Increased ----- amongst employees
2. Increased -----
3. Improved -----
4. Satisfied -----
5. A good business -----
6. Effective ----- with the outside world eg banks, suppliers.

Productivity/ image/ customers/ motivation/ quality/ links

## Internal and external communication



This takes place between the organisation and the outside world

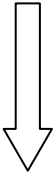
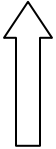
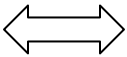
eg a business ordering from suppliers  
asking customers to pay bills on time  
advertising goods or services

## Formal and Informal communication

Channels/methods of communication which are recognised and officially set up eg meetings, reports and notice boards are examples of '**formal communication**'

Sometimes communication can be ‘ **informal**’- eg chatting in the canteen. This is also sometimes called the ‘ **grapevine**’. Managers sometimes use it to test reaction to new ideas.

## The Direction of communication

	<p><b>Downwards</b></p> <p>When messages are sent from managers to subordinates. It can be for instructions or statements on important business decisions. It does not allow for feedback.. If there are many levels of workers, the original message may become distorted.</p>
	<p><b>Upwards</b></p> <p>When a message or feedback is passed from subordinates to managers. Workers can contribute ideas and opinions.</p>
	<p><b>Horizontal</b></p> <p>When workers at the same level in an organisation communicate. Information and ideas can be exchanged formally and informally</p>

# Methods of communication

- W** WRITTEN
- O** ORAL
- V** VISUAL
- E** ELECTRONIC
- N** NON VERBAL

<b>Written</b>	<b>Oral</b>	<b>Visual</b>	<b>Electronic</b>	<b>Non verbal</b>

## **Barriers to communication**

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- 
- 
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## **ICT and communication**

The revolution in technology has meant that businesses:

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- 
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- 
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## Activities

### **1 Which method of communication would you use for the following**

- a Give an instruction to a large number of people
- b Explain a detailed plan to several people
- c Obtain a quick reply to your message

### **2 State 3 benefits of good communication to a business**

- a
- b
- c

### **3 Internal communication in your business is very poor.**

- a List 5 barriers to communication

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- 
- 

- b Suggest steps to remove each barrier.

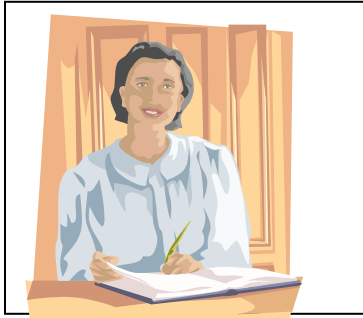
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**4 Which communication method might be most appropriate for the following, give reasons.**

- a) There should be no smoking in the staff canteen
- b) The management want to explain how the new computer system works
- c) Details of sales figures need to be sent to shareholders
- d) The Sales manager wants to remind the Finance manager of their meeting
- e) The office manager wants to obtain views from all office workers on how paper waste could be reduced.
- f) A supervisor plans to warn, the last time, a worker who is always late for work.
- g) Next year's holiday dates need to be made available to all workers
- h) The personnel manager wants to call an applicant for an interview
- i) The production manager wants to send some plans for expansion to the Managing Director who is abroad.

**5 Two managers cannot agree on how the workers in the business should be communicated with.**



“If all messages are clearly displayed on a noticeboard, it will encourage the workers to take more interest in what is going on.”

“If we had regular meetings with the workers, communication, would be effective”.



Write a memo to be sent to both managers, explaining the advantages and disadvantages of each of the methods of communication suggested and giving your recommendations for the best method of communicating with the workforce.

# Memorandum

To

From

Date

Subject

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