

Chapter: 03 Communication in an Organization

1. Communication in Organizations

Not only the individual

Communication in organizations refers to the process of sharing information, ideas, and messages between individuals and groups to achieve common business goals. It includes both formal and informal communication, and it is vital for coordination, decision-making, leadership, and productivity.

• Key Features:

- Goal-oriented
- Structured flow of information
- Involves multiple stakeholders
- Can be vertical, horizontal, or diagonal

Communication → ideas



2. Organizational Structures

Organizational structure refers to how tasks are divided, grouped, and coordinated in an organization. It affects how communication flows within the system.

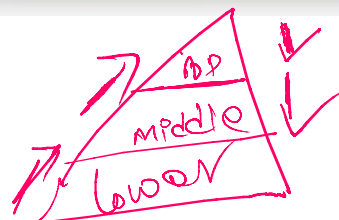
a. Traditional Organizations

It is pyramid structure which follow the fix pattern of communication channels from top-down or down-top method.

1.

Traditional Organization	Modern Organization
<ul style="list-style-type: none">• Stable• Inflexible• Job-focused• Work is defined by job positions• Individual-oriented• Permanent jobs• Command-oriented• Managers always make decisions• Rule-oriented• Relatively homogeneous workforce• Workdays defined as 9 to 5• Hierarchical relationships• Work at organizational facility during specific hours	<ul style="list-style-type: none">• Dynamic• Flexible• Skills-focused• Work is defined in terms of tasks to be done• Team-oriented• Temporary jobs• Involvement-oriented• Employees participate in decision making• Customer-oriented• Diverse workforce• Workdays have no time boundaries• Lateral and networked relationships• Work anywhere, anytime

- Hierarchical in nature
- Formal chains of command



- Top-down communication
- Emphasizes authority and control

Authority
Responsibility
Control mechanism

Examples: Military, government departments

b. Modern Organizations

- Flexible, decentralized structures
- Emphasis on teamwork, innovation, and collaboration
- Open and two-way communication channels

Examples: Start-ups, tech companies

3. Importance of Organizational Communication

- Ensures coordination and teamwork
- Helps in decision-making and problem-solving
- Builds strong internal relationships
- Enhances employee motivation and morale
- Promotes transparency and trust
- Reduces conflicts and misunderstandings

within organization

4. Communication Structures and Systems

Communication structures refer to the frameworks or patterns through which communication flows in an organization. Systems include the channels, technologies, and methods used to support communication.

1. Formal Systems

Formal communication systems follow the organizational hierarchy and official channels. These systems are structured, documented, and are often used for policy-making, planning, and performance reviews.

- **Examples:**

- **Memos:** Internal written communication used for short, direct information.
- **Emails:** Official digital communication for both internal and external messages.
- **Reports:** Detailed documents that provide analysis, data, and summaries for decision-making.

Advantages:

- Maintains records
 - Ensures clarity and consistency
 - Easy to monitor and evaluate
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2. Informal Systems

Informal communication systems arise naturally in the workplace and are not bound by the formal hierarchy. They are spontaneous and help in building social relationships.

- **Examples:**

- **Chats:** Casual conversations among colleagues
- **Water cooler conversations:** Unofficial discussions during breaks

Advantages:

- Builds team spirit and trust
- Spreads information quickly
- Helps identify hidden issues or employee sentiments

Disadvantages:

- Can lead to rumors or misunderstandings

3. Technology Systems

Technology has revolutionized organizational communication by making it faster, more efficient, and accessible from anywhere.

- **Examples:**
 - **Intranets:** Internal networks used for sharing documents, updates, and policies
 - **Messaging apps:** Tools like Slack, Teams, or WhatsApp for real-time communication
 - **Video conferencing:** Zoom, Google Meet, or MS Teams for virtual meetings and collaboration

Advantages:

- Enhances productivity and coordination
 - Facilitates remote working
 - Real-time communication across locations
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5. Modes of Communication

Communication modes refer to the forms or channels through which messages are delivered.

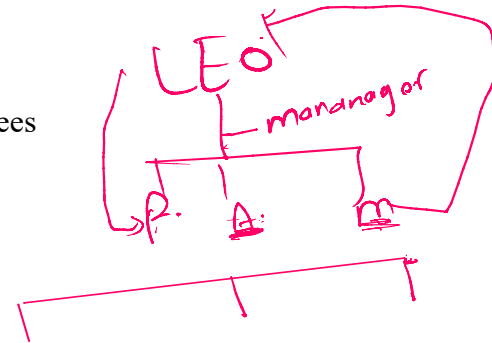
- **Verbal Communication:** Spoken (face-to-face, phone)
 - **Non-verbal Communication:** Body language, gestures
 - **Written Communication:** Emails, letters, reports
 - **Visual Communication:** Charts, graphs, presentations
 - **Digital Communication:** Social media, websites
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Decision, relationship, efficiency, productivity

6. Direction or Flow of Communication in Organizations

Communication can flow in different directions depending on the hierarchy and structure of the organization.

- **Downward Communication:** From top management to employees
- **Upward Communication:** From employees to management
- **Horizontal Communication:** Between peers or departments
- **Diagonal Communication:** Across departments and levels

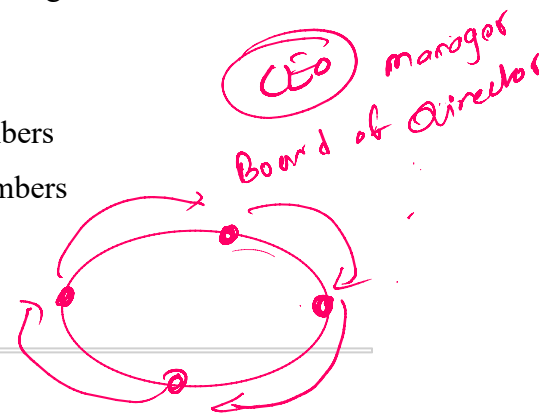


7. Communication Structures or Networks

एक ही Communication different group of people

These are patterns through which communication occurs in groups or organizations.

- **Chain Network:** Information flows in a straight line
- **Wheel Network:** Central leader communicates with all members
- **All-Channel Network:** Open communication among all members
- **Circle Network:** Information flows in a circular pattern

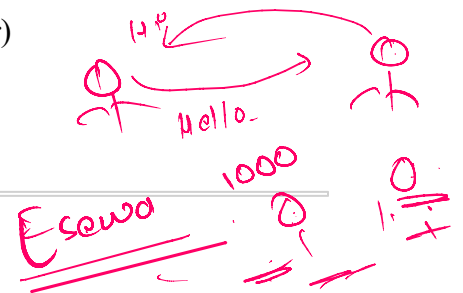


8. Models of Communication

Models help us understand how communication works.



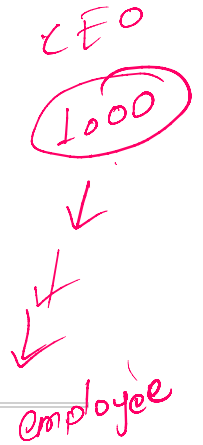
- **Linear Model:** One-way communication (sender → message → receiver)
- **Interactive Model:** Two-way with feedback (sender ↔ receiver)
- **Transactional Model:** Simultaneous exchange, context-aware



9. Management Styles and Communication

Management style affects how leaders communicate with employees.

- **Autocratic Style:** Top-down communication, less employee involvement
- **Democratic Style:** Encourages open dialogue and participation
- **Laissez-faire Style:** Minimal communication and guidance



10. Communication Styles

Refers to the way people express themselves in interactions.

- **Assertive:** Clear, direct, respectful communication
- **Aggressive:** Forceful, dominating, often disrespectful
- **Passive:** Avoids conflict, does not express true feelings
- **Passive-Aggressive:** Indirect resistance, sarcasm or backhanded comments

Active - clear directive

Importance

Q no. 1 What is organizational communication? Write also its management style of communication.

Q no. 2 Write short notes about this topic

- a. Assertive communication style
- b. Models of communication.
- c. Verbal communication

Q no. 3 Why business organization need strong communication?

Q no. 4 Write objective and importance of organizational communication.