

Mr. Parmeshwar Singh  
Faculty of vocational courses  
(B.B.A, B.COM and BCA)  
D.K. college, Durgam Chauraha

Subject - Business Communication  
UNIT - III

Topic - Advantages of informal communication

This type of communication has certain plus points as follows:-

- ① The communication travels at a faster speed because there is no formal line of communication.
- ② It is multi-dimensional. As there is no channel of communication, communication may be made on any topic of interest to any person in the group irrespective of his position in the formal organisation. It may go to any extent, all limits as to direction and degree of communication are self-imposed. Thus, it promotes co-operation on several lines.
- ③ It is dynamic and reacts quickly because informal channels have their sanctions in the group and develop within the organisation.
- ④ At times, it may supplement the formal channel certain matters which are difficult to

Communicate through formal channels, may be effectively communicated through informal channels. If properly utilised. It may clarify the management's point of view to the subordinates which otherwise may not be appealing, or it may provide necessary feedback to managers on the possible effects of a decision or action of the management.

### Disadvantages of informal communication: -

The system suffers from the following weaknesses:-

- ① It very often carries half-truths, rumours, and distorted facts at an alarming rate of speed. As there is no mechanism for authentication of the news and views, members of the organisation are likely to be misinformed and misled by informal communications.
- ② Sometimes, the messages communicated through informal channels are so erratic that any action based on these cannot be taken on, if taken, it may lead to a difficult situation in the organisation because responsibility for erratic messages cannot be fixed.
- ③ In formal communications, there are greater chances of distortion of messages. Each person conveying the message may add,

Subtract or change the original message according to his motive or interest. There is a chance that by the time a message completes its complex journey, it may be completely distorted.

Informal communication is a part and parcel of the organisation process. The management cannot check its existence in the organisation. The only thing that the management can do is to try to minimise its adverse effect by taking suitable action.