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Subject:- Business Communication
Unit - III

Topic:- Types of Informal Communication

Four types of informal communications have been identified:-

① Single Strand ② Gossip, ③ Probability
④ Cluster. In single strand network, the individual communicates with the other individual through intervening person. In other words, each person tells the other in sequence that is one tells one, in gossip, one individual tells others on a non-selective basis that is one tells all. In probability, the individual tells other individuals randomly according to the law of probability. In cluster type network, the individual communicates with only those individuals whom he trusts. Research shows that, out of the four, cluster chain is the most popular form of informal communication.

It is not possible to establish a particular type of informal communication.

in an organisation. However, attempts
maybe made indirectly to influence the results
of informal communication, which can be of great
use to the Management in this respect. For
instance, individuals talk most when news is received.
They talk about things which affect their work
and they talk about people they know. In
addition, people who are working with each
other and who contact each other in the
formal chain are likely to be on the same
group line. It should be recognised that
informal communication is as important as the
informal organisation and that it is not identical
with false rumour. Therefore, the Management can
profitably utilise the informal system in the
attainment of organisational goals.