

Mr. Barmeshwar Singh

Faculty of vocational courses

(B.B.A, B.COM and BCA)

D.K. College, Dumroon

Subjed:- Business communication
unit - III

Topic- Grapevine

The channels of communication discussed earlier in this chapter are formal channels of communication. They follow set rules and procedures. However, the channel which we are going to discuss now is quite different from the earlier ones. This is the informal channel which is free all those formalities which are required in the case of formal channel of communication. It has its own character, its own shape and its own direction. It is popularly known as 'Grapevine'.

Why is the informal channel called 'Grapevine'?

The informal channel is not a planned or deliberately created channel of communication. As has already been pointed out, this channel follows no set lines or definite rules but it spreads - spreads very fast and like the grapevine in any direction. So, it is known as 'Grapevine'.

How is this channel created?

'Grapevine is based on the informal relations of the two persons:-

The sender and the receiver of the communication, see how it is created.

① A general manager in an organisation may develop contacts with the workers at the lowest level and communicate certain important information relating to him directly with the worker. It is an example of informal communication. While doing so, the GM does not follow any organisational rules. He does not pass information to the worker officially.

② People have a natural urge to communicate with another when they come into contact in regular basis. When interaction takes place among them, a small social group emerges spontaneously and the members of the group develop their own communication system. This is also an example of informal communication or grapevine.

③ Gossips of the workers during the lunch break or social gatherings or while travelling together in local trains or buses also give rise to grapevine. The workers discuss their working conditions, promotional avenues, increments, bonuses, nature of their bosses and many other such things concerned with their organisation. Some clever persons, try to seek information from the gossips of the workers for many purposes. Such workers are known as Leaders. Any

Such leaders after having gathered some important or secret information spreads it very cleverly by passing on that information to any other person with the request that he should keep it secret. But man, by nature, cannot keep anything secret for a long time. Thus the information passes from person to person and soon it becomes an open secret.

Note

Through grapevine is basically a channel of horizontal communication yet the fact remains that it can be effective horizontally, vertically and even diagonally because it does not follow any set rules or pattern.