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Subject: - Business Communication
Unit - III

Topic - Advantages of Informal Communication.

- ① 'Gossiping' travels at a faster rate for the simple reason that there is no formal line of communication.
- ② It is multi-dimensional. As there is no channel of communication, communication may be conducted 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 develops co-operation on sound lines.
- ③ It functions as a safety valve for the expressed emotions of the workers at the lower level. The workers have many fears about matters like their promotions. This works as laxative. It may not alleviate their fears but definitely brings emotional relief to them.
- ④ It is dynamic and reacts quickly because informal channels have their

Section in the group and develop within the organisation.

⑤ It is difficult to transmit all information to the employees through formal channels. Certain matters which may be difficult to communicate through official channels, may safely be transmitted through the informal channel. In this way, at times, it may supplement the formal channel.

⑥ If properly used grapevine, it can help both the management and the employees. It may clarify the management's point of view to the subordinates which otherwise may not be appealing. Similarly it may provide necessary feedback to the managers on the possible effects of a decision or action of the management.

Disadvantages of Informal Communication

We have discussed, in detail, some plus points of the informal channel of communication. The saying goes that every medal has two sides - bright and dark. Informal channel has its draw-back too, some of which are discussed as under: -

① It very often carries half-truths, rumours and distorted facts at an alarming rate of speed. As there is no reliable source for checking the authenticity of the news and views, members of the organisation are likely to be misinformed and misled by informal communication.

② In grapevine, there are chances of distortion of messages. Each person conveying the message may handle the message as per his own convenience and interest. There is a possibility that by the time a message reaches the ultimate recipient, it is completely distorted.

③ Sometimes, the messages communicated through grapevine are so erratic it becomes difficult to take any action based on them and if taken, it may lead to a difficult situation in the organisation. After all responsibility for erratic messages cannot be fixed.

④ Sometimes a rumour spreads so fast that a considerable damage is caused to the organisation before the management actually comes to know of it. In such cases, the situation slips from the hands of the organisation.