

Mr. Parmeshwar Singh  
Faculty of Vocational Courses  
(B.B.A, B.Com and B.A)  
D. K. College, Bunkar

Subject - Business Communication (BBA 1st Year)  
Unit - III

Topic - Channels and Networks

Communication in an organisation carries immense variety of messages which may be difficult to map out. But it may be possible to classify communication in regard to how to transmit or to whom, or what kinds of relationships communication develops. Thus, communication may be classified on the following basis:-

① On the basis of Direction of Communication.

- ① Downward Communication
- ② Upward Communication and
- ③ Horizontal or Lateral Communication.

② On the basis of Way of Expression

- ① Oral Communication and
- ② Written Communication

③ On the basis of Organisational Structure.

- ① Formal Communication and

These types of communication are discussed in detail in the following sections:-

① Communication on the basis of direction:-

Within an organisation, communication may flow inter-scalar or intra-scalar. Communication means when it flows between two persons at different managerial levels. It may further be classified as downward when it flows from higher level to lower level from superior to subordinate or upward when it flows from lower level to higher level from subordinate to superior. Intra-scalar communication flows between persons at the same hierarchical level. It is also known as horizontal or lateral communication.

② Downward communication:-

Downward communication flows from the top of the organisation down through various levels to the bottom along the scalar chain. Such communication relates to ① orders and instructions relating to job

- ② organisational policies, rules, programmes and procedures. ③ directions about understanding a job and its relationship with other jobs ④ feedback of subordinates performance ⑤ reprimands and criticisms ⑥ questions inviting upward communication.

It specifies the extent of subordinates authority and also responsibility. It flows from the chief executive of the organisation to the lowest level through middle management.

Strengths

Downward communication ① helps in explaining the organisation's policies, plans and programmes,

WORK Methodology and other necessary information to the members of the organisation (2) is used as a means to control the activities of the subordinates by intimating to them the quality of their performance on the jobs (3) Helps the subordinates to know what is expected of them, and puts a check on the unreasonable demands of the superiors and (4) Brings satisfaction to people and helps to motivate them.