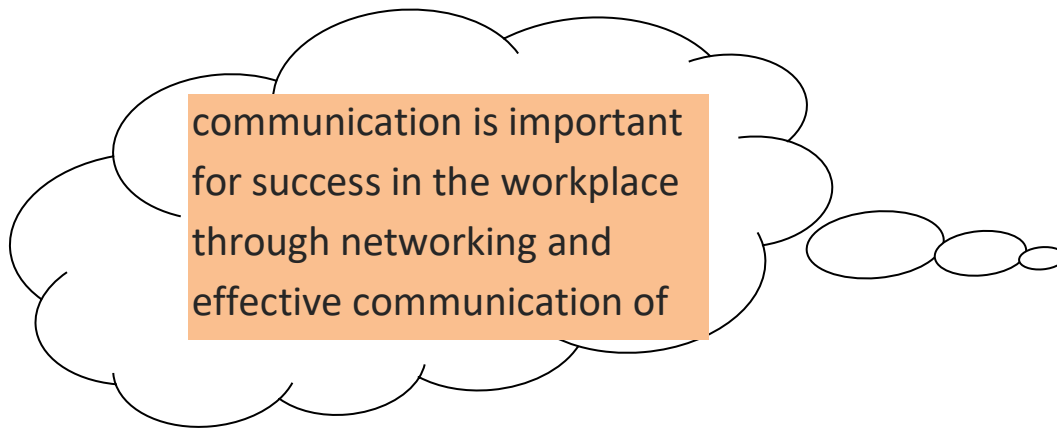


dr :nesrine ziada **Branch** of communication

## Unit 01 English Communication

- ❖ Understand the importance of Communication
- ❖ Understand the types of communication
- ❖ Understand the functions of Communication



### Chapter 01. COMMUNICATION: MEANING AND CONCEPT

Communication establishes relationships and makes organizing possible. Every **message** has a purpose or objective.

**The sender** intends whether consciously or unconsciously -- to accomplish something by communicating.

In organizational contexts, **messages** typically have a definite objective: **to motivate, to inform, to teach, to persuade, to entertain, or to inspire**. This definite purpose is, in fact, one of the principal differences between casual conversation and managerial communication. Effective communication in the organization centers on well-defined objectives that support the organization's goals and mission. Supervisors strive to achieve understanding among parties to their communications.

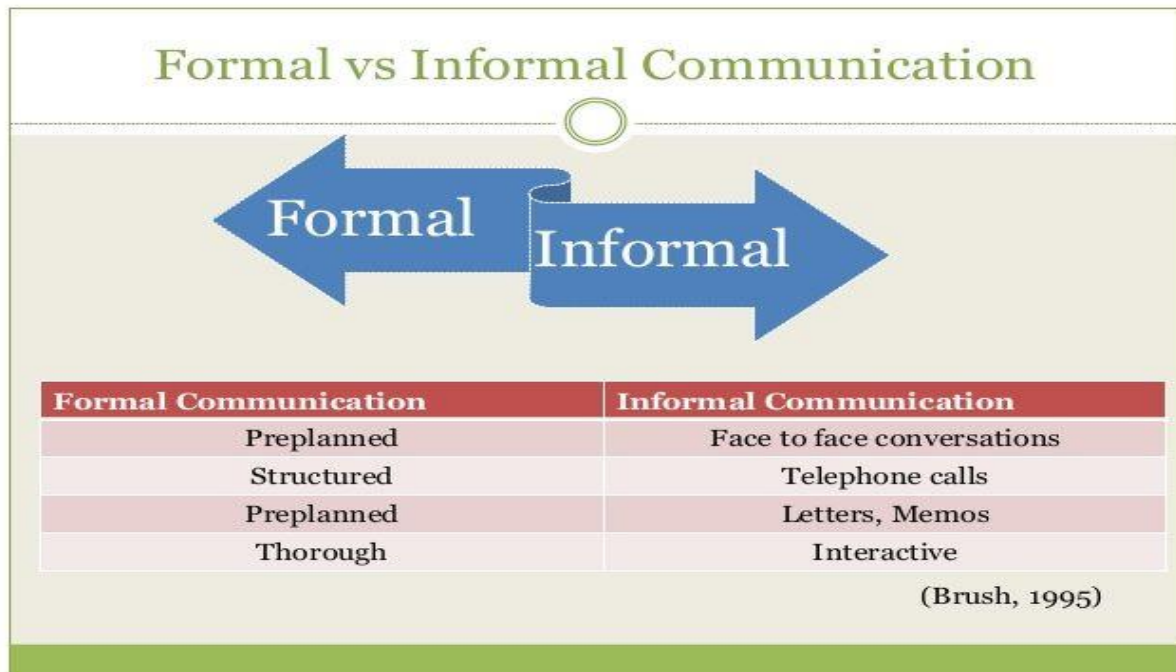
**Communication** is the process by which a message or information is exchanged from a sender to a receiver.

**Communication** can be **oral/ verbal, or written**. **Oral communication** includes speaking out, talking to each other regarding different things, while **written communication** includes writing down or penning a letter in order to

communicate with the person. Sign language is also a part of communication wherein people use various signs and symbols in order to converse with other people. Body language, eye contact, expressions, etc.,

**today we'll be discussing two significant types of communication, formal communication and informal communication.**

Let us begin by understanding the primary meaning of the same.



## 1--**Formal Communication**

**Formal communication** is structured and uniformed with the intent of communicating concisely and efficiently.

Formal communication is defined as the communication in which the information is reached through proper channels or routes. It is also called **official communication** .

**Formal communication** is defined as the communication in which the information is reached through proper channels or routes. It is also called official communication There is little personability in formal communication and it follows a specific set of rules and regulations. This type of communication is often seen in the workplace and is intended to meet administrative goals.

In the workplace, there are formal networks of communication determined by hierarchical professional relationships. For example, superiors may transmit information to subordinates about changes in a company's policies and procedures.

**Formal communication** is important because it is more reliable and documented. In formal communication, there is more confidentiality and it occurs through predefined networks. However, formal communication can be slower because it requires the navigation of bureaucratic channels and is more time-consuming as it necessitates many technical processes before being completed.

**Formal communication can occur through the following modes:**

Emails

Memos

Formal one-to-one meetings

Presentations

Meetings

Public Addresses

**Examples of Formal Communication:**

- A business meeting in which colleagues discuss company policy and strategy.
- A lecture delivered by a professor to a group of students.
- A press release announcing a new product or service.
- A legal document, such as a contract or a court filing.
- A job interview with a potential employer.

## 2-Types of Formal Communication

1. **Vertical Communication:** This kind of communication is held on various organizational levels. In this, the message is passed from juniors to team members to the manager.
2. **Horizontal Communication:** This kind of communication takes place among the peers of the same or different departments.

3. **Diagonal Communication:** This kind of communication takes place among the subordinates working on different levels. For instance, a graphic designer communicating with the sales manager.
4. **Upward Communication:** In this kind of communication, the information is transmitted from lower to a higher level, i.e., from subordinates to superiors. This kind of communication boosts the morale of the employees.
5. **Downward Communication:** In this kind of communication, the information is transferred from higher to the lower level, i.e., from superiors to subordinates. Downward communication is an effective way of communication

**2- Informal communication** is more spontaneous and does not follow a rigorous structure. There are no rules or official channels. This type of communication occurs between family, friends, and acquaintances. The intent of informal communication is to satisfy personal interests.

**In informal communication**, one can expect to be more connected with others and experience transmission of information at a much faster rate. Informal communication is immediate and requires little process time because information moves more freely. However, documentation of communication is lacking in informal communication and it is difficult to maintain confidentiality. Oftentimes, due to the methods of communication, information passed on through informal methods can be less reliable.

**Informal communication** can occur through the following interactions:

Gossip - information transmitted by one member to a network.

Single-strand communication - information is passed down one-to-one. **For example**, the telephone game where one player passes information to another, and the subsequent player passes it to the next.

Cluster communication - networks of people receive information from individuals from other groups. This model is much like the telephone tree where one individual calls two people and then the next two people call another two people.

Probability chain - information is passed randomly by individuals.

### Examples of Informal Communication:

- ✚ A conversation between friends discussing their weekend plans.
- ✚ A phone call between family members catching up on recent news.
- ✚ A text message sent between coworkers about a work-related project.
- ✚ A chat over coffee with a neighbor about neighborhood events.
- ✚ A post on social media sharing personal experiences or opinions.

## 2-Types of Informal Communication

1. **Single Chain:** In this type of communication, person A passes information to person B and, person B passes it to person C. This is how the single-chain moves in informal communication.
2. **Gossip Chain:** In this kind of communication, a person passes information to several people. Those people pass it on to several others. This is how the gossip chain works.
3. **Cluster Chain:** A cluster chain works when two or three people start a trend which is followed by others. Social media is the common example of a cluster chain wherein one person begins the trend/ challenge, and others follow it.

So, these are the significant kinds of formal and informal communication. To create a better environment and achieve the company's goals, both types of communication are required. The morale of the employees is boosted and the organization also fulfills its objective. Both formal and informal communication goes hand in hand. Thus, for smooth and efficient working of the organization, both formal, and informal communication is necessary.

Now, let us look at some of the differences between formal and informal communication.

	<b>Formal communication</b>	<b>InFormal communication</b>
01	Formal communication is defined as the communication which takes place through formal/ official routes and channels.	On the other hand, informal communication is defined as the communication which takes place unofficially between two or more people.

02	There are rigid rules and regulations in formal communication.	There are no rigid rules or regulations in informal communication.
03	The other name of formal communication is ' <i>official communication.</i> '	The other name of informal communication is ' <i>grapevine communication.</i> '
04	There is more reliability of the information in formal communication.	There is less reliability of the information
05	The process of formal communication is slow.	The process of informal communication is rapid.
06	Formal communication majorly includes written communication. Therefore, there is a documented evidence for every piece of information	Informal communication includes verbal communication. So, there is no documented evidence related to it.
07	Formal communication is time-consuming.	Informal communication is very fast and rapid.
08	Formal communication is effective as there is a systematic flow of information.	There is no systematic flow, but work-related issues and time is saved in the informal communication.
09	Secrecy is maintained in formal communication	Secrecy is not maintained in informal communication.
10	Formal communication moves only through official or pre-defined channels.	Informal communication moves freely and rapidly.
11	There is authenticity of the information provided through official channels.	There is no authenticity of the information in informal communication.
12	The main aim of formal communication is to fulfill organizational objectives.	The main aim of informal communication is to meet personal interests and needs.