

Topic- Communication Network(Part-1)

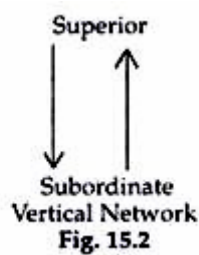
Types of communication network.

The pattern of contacts among the members of the organisation and flow of information among them is communication network. Network helps managers to establish contacts in different patterns through communication flows. The network depends upon the magnitude of the organisation, nature of communication channels in the organisation and the number of persons involved in the process. There can be many patterns of communication network.

The most frequently followed networks are the following:

1. Vertical Network:

The vertical network is usually between the superior and subordinate and vice versa. It is two-way communication. The immediate feedback is possible in this type of communication network. It is formal network.



2. Circuit Network:

Under this network two persons communicate with each other. Say Mr. 'A' sends message to Mr. 'B'. After receiving message Mr. 'B' communicates the feedback message to Mr. 'A'. So, communication takes the form of a circuit. Therefore, it is known as circuit network. It is similar

to vertical network but in circuit network 'A' and 'B' are not necessarily superior and subordinates.

