Paper –Principles and Practice of Management Dr. James Hussain

Paper Code-MB-101, Assistant Professor (Guest Faculty)

MBA, Sem-I Email.-mbajames123@gmail.com

Topic- Communication Channel

FORMAL CHANNEL

The formal channel, as the very name implies, is the deliberately created, officially prescribed path for flow of communication between the various positions in the organisation. It is a deliberate attempt to regulate the flow of organisational communication so as to make it orderly and thereby to ensure that information flows smoothly, accurately, and timely to the points to which it is required. Further, it is also intended to prescribe for filtering of the information to various points to ensure that information does not flow unnecessarily thereby causing the problem of overload. The officially prescribed communication network may be designed on the basis of a single channel or multiple channels

Single Chain. Single chain communication network exists between a superior and his subordinate. Since there may be a number of levels in an organisation, each individual within those levels is both superior as well as subordinate, except the person at the top or bottom. Communication flows downward or upward through each successive level Communication flow through the chain may be orderly and easy to control but it is very time consuming. Often we find such a communication network in bureaucratic organisations.

Wheel. In wheel network, all subordinates under one superior communicate through him only as he is the hub of the wheel. They are not allowed to communicate among themselves Thus, there is no horizontal communication. In this network, problem of coordination is the main drawback.

Circular. In circular network, the communication moves in a circle. Each person can communicate with his adjoining two persons. In this network, communication flow is slow.

Free Flow. In this network, each person can communicate with others freely. In this network, communication flow is fast but problem of coordination exists. This is followed in free-form organisation or in task force.

Inverted V. In this network, an individual is allowed to communicate with his immediate superior as well as his superior's superior. In the later case, the subject-matter of communication is prescribed. In such a network, communication travels faster.

Some of these networks allow for speedy flow of communication and provide satisfaction to the individuals. Some of these are used to control unnecessary flow of communication.

INFORMAL CHANNEL OR GRAPEVINE

The informal channel of communication, also known as 'grapevine', is the result not of arrangement official action, but of the operation of social forces at work place. The term grapevine arose during the days of U.S. Civil War. At that time, Intelligence telephone lines were strung loosely from tree to tree in the manner of a grapevine, and the message thereon was often distorted; hence any rumour was said to be from the grapevine. Today, the term applies to all informal communication. While formal communication exists to meet the utili ran needs of the organisation, Informal communication is the method by which people cay on social, non-programmed activities within the formal boundaries of the system. It, thus, exists outside the official network, though continuously interacting with it. Grapevine is more active when:

1. there is high organisational excitement such as policy changes computerisation, etc., or personnel changes; like automation.

2. the information is new rather stale;

3. people are physically located close enough to communicate with one another, and

4. people cluster in cliques/groups along the grapevine, that is, they have trust among themselves.

Grapevine Network. Grapevine follows different types of networks. Usually, there are four types of patterns through which grapevine travels. These are single strand, gossip, probability. and cluster. In each pattern, communication among different individuals is different.