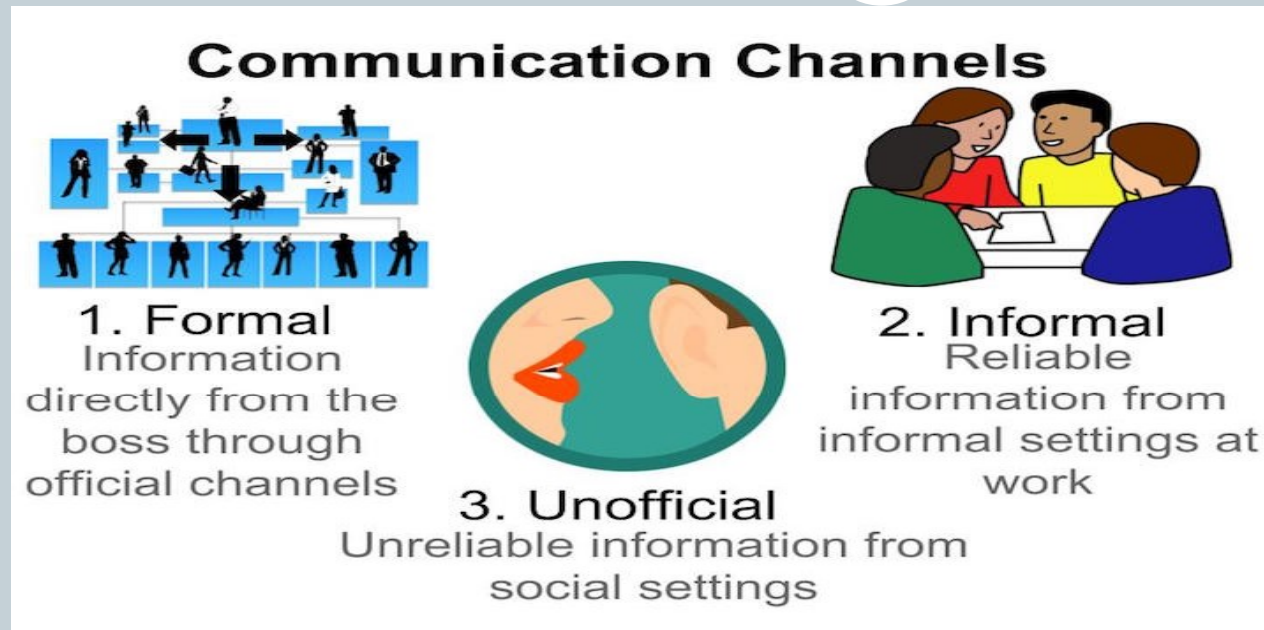


# CHANNELS OF COMMUNICATION

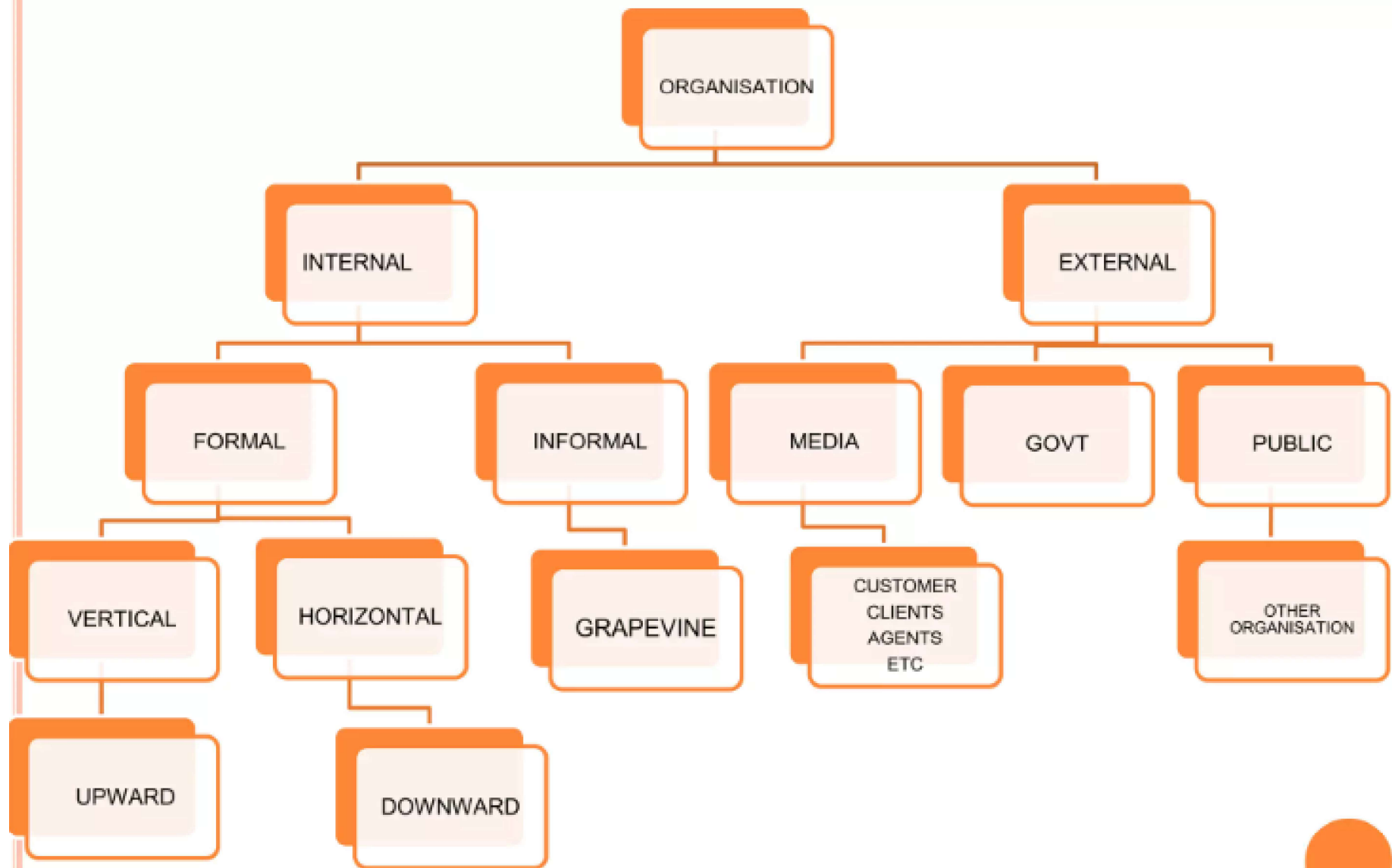


PRESENTED BY  
PROF. SAHEBRAO BORASE  
ASST. PROFESSOR DEPT. OF ENGLISH  
VPP'S GSAMC COLLEGE KONDHWA BK. PUNE-48

# What are Communication Channels?



- The flow of information is called communication.
- Communication channels refer to the way it flows from one person to another.



# Internal Communication

- **Definition:** Communication that occurs within an organization among employees.

- **Examples:**

- ✦ **Emails:** Routine updates, project instructions.
- ✦ **Meetings:** Team meetings, departmental briefings.
- ✦ **Internal Newsletters:** Company updates, policy changes.
- **Visual:** Diagram showing internal communication flow within an organization.



# External Communication

## External Communication

- **Definition:** Communication that occurs between the organization and external parties.
- **Examples:**
  - ✦ **Customer Service:** Handling inquiries and complaints.
  - ✦ **Public Relations:** Press releases, media interactions.
  - ✦ **Marketing:** Advertisements, social media posts.
- **Visual:** Flowchart showing communication with external entities.



# Formal Communication

- **Formal Communication**

- **Definition:** Formal Communication refers to official communication taking place in the organisation.
- Formal Communication is used to communicate official matters, such as orders, instructions, and other organisational information.
- **Examples:** Official reports, job descriptions, policy documents, meetings and etc.
- **Importance:** Ensures clarity and consistency, provides a record for reference, and supports compliance.

Formal Communication may be classified as:

- Downward Communication
- Upward Communication
- Horizontal Communication
- Diagonal Communication



# Vertical Communication

Communication between different levels of the organizational hierarchy (upward and downward).

