

Channels and types of communication

[Sociology](#), [Communication](#)



MGT 521 Channels of Communication According to our readings, “ There are two main forms of communication channels; oral communication and written communication. ” (Robbins & Judge, 2011). Within these two channels, there are 10 different types of communication. In the communication process, it is important for the sender to clearly convey the meaning of the message for the receiver to be able to interpret. In order to achieve this goal, the correct communication channel and style must be used. Scenario I To interact with your team about the best beverage strategy, I would use an informal communication channel.

According to our readings, an informal communication channel would “ provide feedback to upper management, which would lead toward progress in achieving higher goals and relay any issues that may occur in help resolve these issues” (Robbins & Judge, 2011). Further, face to face communication would be the best form of oral communication to be used as an informal communication channel. The team only has one week to develop a global marketing strategy, so the meetings must be more informal and be able to work out the possibilities in a live face to face series of meetings.

Other forms of communication such as phone calls, voicemail, or emails could result in slower and shorter discussions. The team needs to be as efficient with their time as possible to deliver this strategy. To convey the strategy to the VP of Operations, I would use a more formal and upward communication channel. According to our readings, a formal channel of communication is “ established by the organization and transmit messages related to the professional activities of members. They traditionally follow the authority chain within the organization” (Robbins & Judge, 2011).

Since formal communication follows the chain of command, it is more proper for the team to put their strategy in a written presentation for initial review I would send the VP of Operations an electronic communication (e-mail) that would present the strategy because this is the quickest way to send a lot of information for review. Once the e-mail has been received and reviewed, I would follow up with a video conference to achieve a more face to face communication channel and make sure that all business plans are clearly hashed out and analyzed.

This would also be a good solution is the VP is at another location and would not have to travel to have a final meeting. Scenario II In this scenario I would use a formal communication channel with e-mail communication to contact the IT department. This email can be marked with high priority and be received immediately by the IT department. Also, formal e-mail would follow company procedure and allow a written, documented channel of communication for their records and verification.

I would also use e-mail communication as a type of downward communication to inform my employees about what happened as well as provide them with the new login name and password. This type of downward communication is best for employee communication or when the management wants to inform a large number of employees. This type keeps employees informed and offers security by allowing each employee the opportunity to click and create a new login name and password. In addition, I would use a memo as a second form of communication, to make sure that all employees have another form of written communication in case they have not checked their e-mail.

As always, if employees have additional questions or concerns, they can always use verbal face to face communication and simply approach their manager for more information if the written communication is not clear.

Scenario III For this for this difficult situation, I would first use oral communication through an all employee meeting. I would inform about the difficulties of the company, and the overall tough decision to let some employees go in order to keep the business afloat. I think that oral communication is more sincere, and employees can see the nonverbal body language of the employer as they explain this difficult situation.

Also, an important aspect of a face to face meeting is that it avoids rumors or the grapevine affect that would most likely occur if the employer simply sent a memo or e-mail to the employees. I would want the employees to have the equal opportunity to this information and avoid hurtful rumors or gossip that would likely occur from a simple electronic written message. To inform the affected employees, I would use both oral and written communication. I would first approach them in person and ask to talk to them in person (in private) in my office.

If I sent an e-mail or other form, this would create anxiety and be unfair to the employees. I would be as respectful and to the point as possible. In the oral line of communication, I would show my sincerest efforts to show apathy for the situation and also offer any help with a reference for future employment opportunities. I would also be businesslike and explain the last day and other important information that will be completed to confirm the termination. I would follow up with written communication for both sides' records.

I would send a private email for the privacy of the recipient and mark a high priority with a recipient's confirmation attached to the email upon its opening. This line of communication would have all of the details and state the date all of this will come in effect. An e-mail can also have an attachment with any paperwork that needs to be signed before the last day. This final written communication is more formal and brings closure and hopefully less emotion to the communication process. Works Cited Robbins, Stephen P. & Judge, Timothy A.. (2011). Organizational Behavior. Fourteenth Edition; Published by Prentice Hall