

Organizational Communication

Organizational communication is the exchange of information, ideas, and views within and outside the organization. Organizational communication indicates communication not only in business but also in hospitals, churches, government agencies, military organization, and academic institutions. Every organization whether business or non-business has some specific goals and stakeholders. Attainment of those goals depends on successful communication with the respective stakeholder groups. Therefore, communication is considered as the part and parcel of any organization.

It is not only concerned with the effectiveness of the individual communication, but with the role of communication in contributing to the effective functioning of the organization. Organizational communication entices communication in all types of organizations. Organizational communication has two main forms.

First, Internal operational communication which is communication that occurs for carrying out operations of the organization is known as internal operational communication. Internal members of the organization such as workers, managers, board of directors, member of trade unions, etc. are the participants of internal communication. This type of organizational communication takes the form of oral and written. Oral communication occurs through face to face conversation, telephone, meeting etc. Written communication is done through orders, instructions, reports, memos, letters, etc. In modern time, many organizations provide intranet facility for internal electronic communication.

And, Communication with people outside the company is called “external communication”. Supervisors communicate with sources outside the organization, such as vendors and customers. External communication comprehends all information developed by the company, which is related to its activity that is released in the press, for public knowledge. Such information is crucial in order to promote the company’s image.