

## Chapter 9: Internal and External communication

### Key terms

1. Communication: is the transferring of a message from the sender to the receiver who understands the message.
2. Message : is the information or instructions being passed by the sender to the receiver.
3. Internal communication: is between members of the same organisation.
4. External communication: is between the organisation and other organisations or individuals.
5. Transmitter or sender of the message: is the person starting off the process by sending the message.
6. Medium of communication: is the method used to send a message, for example, a letter is a method of verbal communication.
7. Receiver: is the person who receives the message.
8. Feedback: is the reply from the receiver which shows whether the message has arrived, been understood and, if necessary, acted upon.
9. One-way communication: involves a message which does not call for or require a response.
10. Two-way communication: is when the receiver gives a response to the message and there is a discussion about it.
11. Formal communication: is when messages are sent through established channels using professional language.
12. Informal communication: is when information is sent and received casually with the use of everyday language.
13. Communication barriers: are factors that stop effective communication of messages.

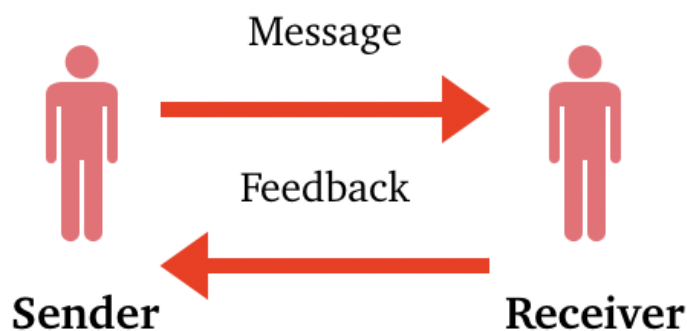
## **1. Why effective communication is important and the methods used to achieve it**

**Communication**: occurs when a message is transferred from one person to another, who understands the content of the message. If communication is not effective, or communication failure, this can lead to serious consequences.

**1.1 Internal communications**: is sending messages between members of the same organisation.

**1.2 External communications**: is sending messages between members of the different organisation. Eg. Orders raw materials from supplier / Advertising goods and services to consumers.

### **The process of effective communication**



### **Effective communication involves the following four features**

1. **A transmitter or sender of the messages** : person who pass on information to others
2. **A medium of communication** or method of communication
3. **A receiver of the information**
4. **Feedback**

### **One-way and two-way communication**

- **One-way communication** : involves a message which does not call for or require a response.
- **Two-way communication** : is when the receiver gives a response to the message and there is a discussion about it.

## Communication methods

1. **Verbal communication methods** : involve the sender of the messages speaking to the receiver. Eg. one-to-one talk / telephone / video conference etc.

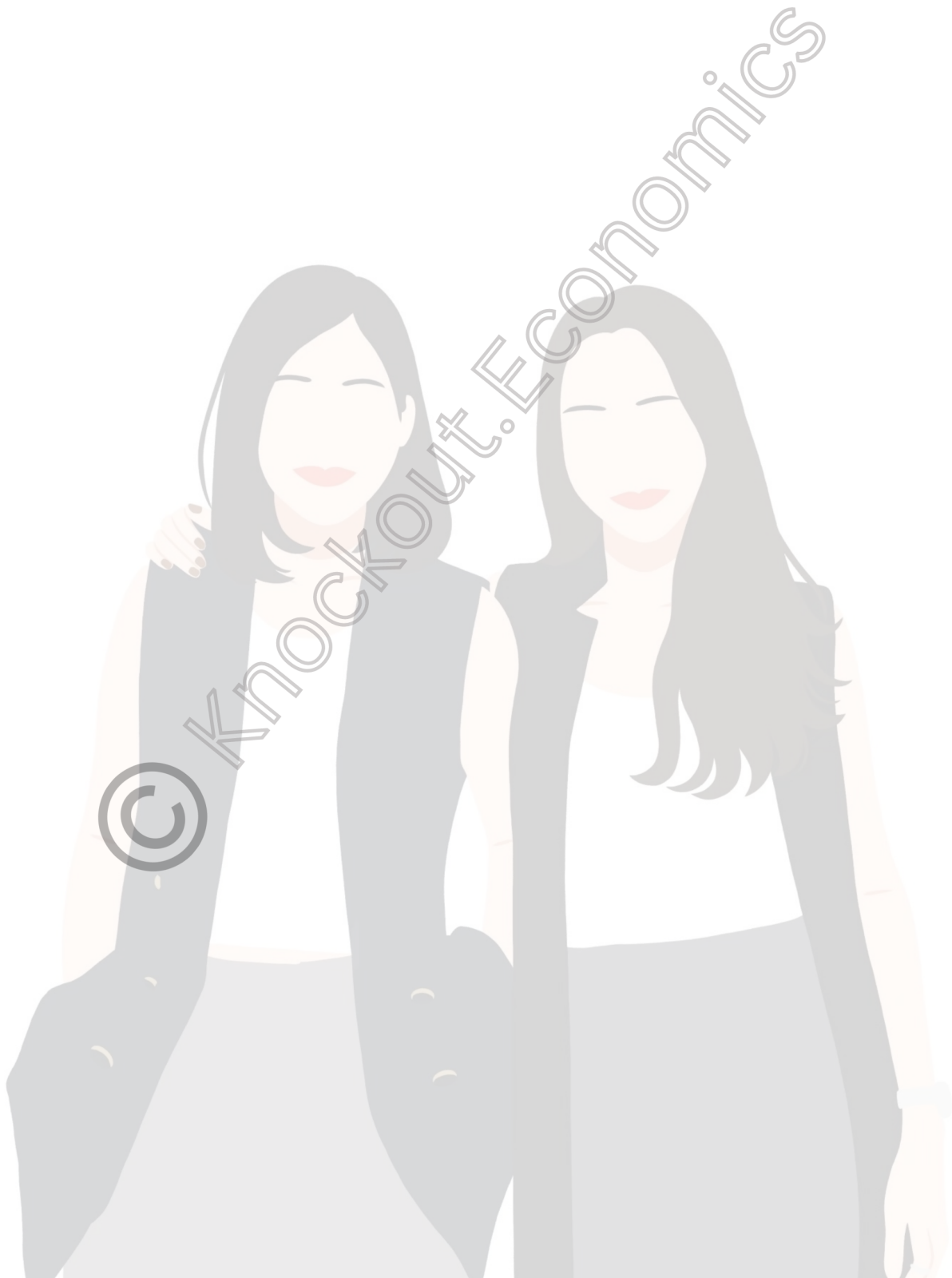
Advantages	Disadvantages
<ul style="list-style-type: none"> <li>• Information can be given out quickly .</li> <li>• There is opportunity for immediate feedback and two-way communication.</li> <li>• Body language can be used, and can help to put messages across effectively.</li> </ul>	<ul style="list-style-type: none"> <li>• Not everyone understands when in the large meeting.</li> <li>• It can take longer to use a verbal method when feedback occurs.</li> <li>• When an accurate and permanent record of the message is needed, verbal is not</li> </ul>

2. **Written communication method** : eg. business letters / memos / report / notice / text message / email etc.

Advantages	Disadvantages
<ul style="list-style-type: none"> <li>• It is “hard” evidence which can be referred to in the future.</li> <li>• A written message can be copied and sent to many people.</li> <li>• Electronic communication is a quick and cheap way to reach a large number of</li> </ul>	<ul style="list-style-type: none"> <li>• It cannot get direct feedback.</li> <li>• It cannot use body language.</li> <li>• The language used can be difficult for some receivers to understand.</li> <li>• Sending large files by using electronics can take longer time.</li> </ul>

3. **Visual communication methods** : eg. Films / video / posters / charts etc.

Advantages	Disadvantages
<ul style="list-style-type: none"> <li>• These methods can present information in an attractive way.</li> <li>• They can be used to make a written message clearer by adding a chart or diagram to illustrate the main point.</li> </ul>	<ul style="list-style-type: none"> <li>• There is no feedback and the sender may need to use other forms of communication to ensure that the message is understood.</li> <li>• Charts and graphs are difficult for some</li> </ul>



**Formal and informal communication**

- **Formal communication** : when messages are sent through established channels using professional language.
- **Informal communication** : is when information is sent and received casually with the use of everyday languages.

**2. Demonstrate an awareness of communication barriers:**

- **Communication barriers:** e factors that stop effective communication message

Barrier	Description	How the barrier can be overcome
1.Problems with the sender	<ul style="list-style-type: none"> <li>• Languages</li> <li>• Senders speak too fast.</li> <li>• Senders communicate the wrong message.</li> <li>• The message is too long and has too many details, the receiver may not know the main point.</li> </ul>	<ul style="list-style-type: none"> <li>• Making the message easy to understand.</li> <li>• Making the message clear and rechecking feedback.</li> <li>• Making sure that the right person is receiving the right message.</li> <li>• Shorten the message to make it easy to understand the main point.</li> </ul>
2.Problems with medium	<ul style="list-style-type: none"> <li>• The loss of message</li> <li>• Using the wrong channel</li> <li>• Inaccurate message</li> <li>• No feedback</li> <li>• Breakdown of the medium eg. computer failure</li> </ul>	<ul style="list-style-type: none"> <li>• Rechecking from feedback.</li> <li>• Selecting the appropriate channel for each message.</li> <li>• Using the shortest channel</li> <li>• Also using other communications</li> </ul>
3.Problems with the receiver	<ul style="list-style-type: none"> <li>• They might not pay attention.</li> <li>• The receiver may not like or trust the sender.</li> </ul>	<ul style="list-style-type: none"> <li>• Emphasising the importance of the message.</li> <li>• There should be trust between both the sender and the receiver.</li> </ul>
4.Problems with feedback	<ul style="list-style-type: none"> <li>• No feedback.</li> <li>• Feedback is received too slowly or distorted.</li> </ul>	<ul style="list-style-type: none"> <li>• Asking for feedback</li> <li>• Using the method of communication which allows the sender to get feedback.</li> <li>• Using direct communication.</li> </ul>

