

# Flow of Communication

# Flow of Communication

Upward

Downward

Horizontal

Lateral

# MEANING OF DOWNWARD COMMUNICATION

When a message flows from higher authorities to subordinates, it is called downward communication .

It flows downward in the line of authority from superiors to subordinates .

Usually, it includes orders, directives and instructions. It can be illustrated as under:

# CHART OF DOWNWARD COMMUNICATION

DIRECTOR

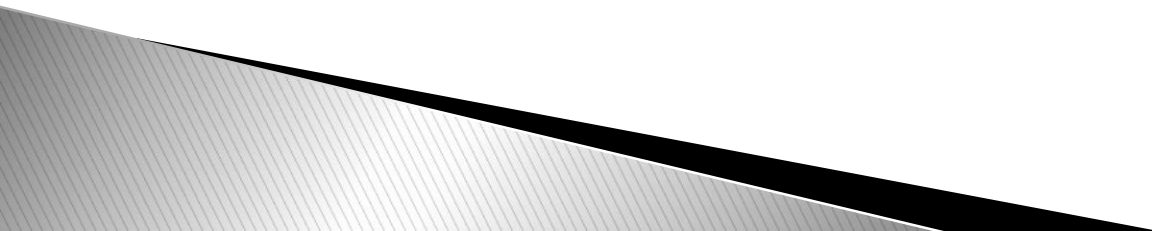
MANAGER

OFFICER

SUPERVISOR

WORKERS

# FORMS OF DOWNWARD COMMUNICATION

- **Written:** Orders, instructions, programs, news letters, bulletins, manuals etc. are in the written form.
  - **Oral:** Meetings, Seminars, Workshops, Discussions etc. are in the oral form.
- 

# Messages Covered in Downward Communication

Orders ,instructions and guidelines issued by managers to their subordinates.

Enquiries from subordinates about their performance.

Information regarding organizational policies,rules,procedures,programs and goals.

Information regarding progress and failures of organization.

# MERITS OF DOWNWARD COMM.

Explanation of Organizational Goals,  
Plans and Policies

Helpful in Planning

Helpful in Controlling



# Demerits of Downward communication

Delay in Communication

Loss of Information

Non- Participative Communication





# MEANING OF UPWARD COMMUNICATION

Upward communication is a form of communication in which information flows from bottom to top.

It flows upward in the line of authority from subordinates to superiors.

This form is usually used to communicate the problems, grievance, suggestions and reaction of workers to managers.

# FORMS OF UPWARD COMM

**WRITTEN:- Progress**

**reports, organizational problems and suggestions are generally in the written form.**

**ORAL:- Grievances and discussion are generally in the oral form.**

# HORIZONTAL OR LATERAL FLOW–

This is between people of same level in a business usually in the same department, but sometimes communication between departments. This is sometimes known as peer communication. It is normally used to co-ordinate work.

