DP IB Business Management: SL

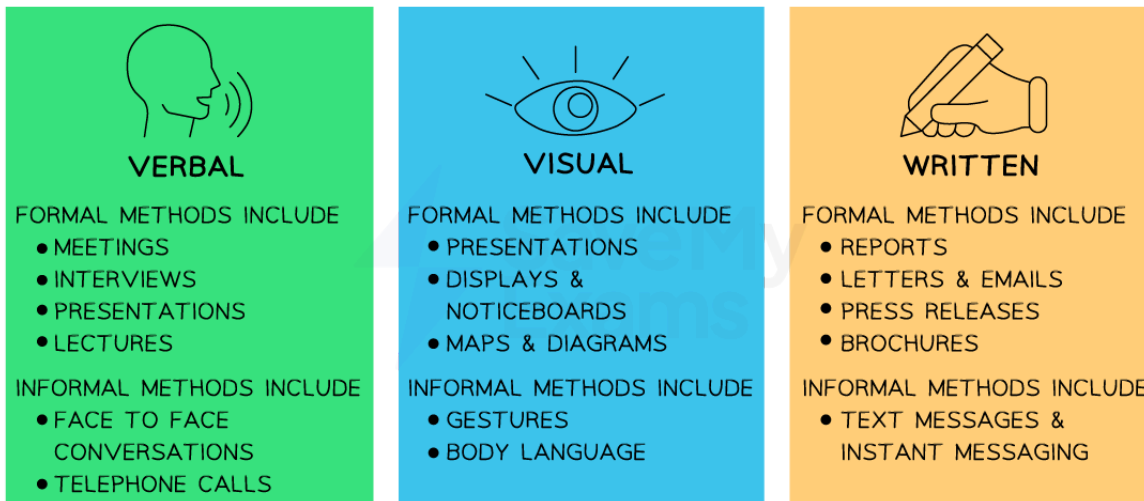## 2.5 Communication

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* Formal & Informal Communication

Formal & Informal Communication

Methods of Communication

- The aim of communication is to **exchange** or **transfer information**

- **Formal communication** is channeled **through a businesses formal organisation structure** and is likely to be capable of being recorded in some way

- **Informal communication** is any communication that takes place **outside of the official channels** and is unlikely to be formally recorded

Diagram: forms of communication

The main forms of communication used by businesses

- The effectiveness of each method **depends on the business context**, the nature of the communication and the **personal preferences** of both the sender and receiver of information

Strengths & Weaknesses of a Range of Communication Methods

Method of Communication	Strength	Weakness
Face-to-Face Communication	▪ Face-to-face communication allows for the exchange of **facial expressions, body language**, and	▪ Face-to-face communication may not always be feasible due to

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	tone of voice which enhance understanding	**geographical distances or time constraints**
Written Communication	▪ Written communication provides a **paper trail** that can be referred to in the future for clarity	▪ Without facial expressions and tone of voice, written messages can sometimes be **misinterpreted** or lack emotional context
Phone Calls	▪ Phone calls allow for **real-time** communication, enabling quick exchange of information and resolution of queries	▪ Without seeing the other person, it can be challenging to **interpret their body language** and facial expressions accurately
Video Conferencing	▪ Video calls allow people in **different locations** to connect	▪ **Unreliable internet connections** or audio/video problems can hinder effective communication
Instant Messaging & Chat Applications	▪ Instant messaging (WhatsApp, Slack) enables **fast and real-time communication** making it ideal for brief exchanges or urgent matters	▪ Text-based communication **lacks non-verbal cues**, increasing the chances of misunderstandings or miscommunication

Barriers to Communication

- Barriers to communication **hinder the flow of information** leading to potential misunderstandings, conflicts and inefficiency

An Explanation of Barriers to Communication in Business

Barrier	Explanation
Language and jargon	▪ The use of **technical terminology** or **industry-specific jargon can be misunderstood** ▪ Industry- or business-specific **acronyms** can confuse new staff ▪ Staff in businesses that operate across international borders may **speak different languages**
Noise and distractions	▪ **Loud machinery** or a **crowded workspace** can interfere with effective communication

	▪ **Distractions** including phone notifications and email alerts which can divert attention
Lack of feedback	▪ The **absence of feedback** can affect understanding and lead to **misunderstandings** ▪ Messages may require **urgent clarification or correction** to avoid mistakes being made
Cultural differences	▪ Cultural **norms** and **expectations** can affect communication style
Lack of time	▪ **Busy work schedules** and **competing priorities** can limit the time available for communication
Technological barriers	▪ **Technical issues** such as poor internet connections, malfunctioning equipment or unfamiliarity with platforms can slow communication

▪ Organisations can overcome these obstacles in a variety of ways:

- Encourage **open communication**

- Providing **training** on effective communication techniques

- Encourage a culture of **transparency** and **collaboration**

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