



DP IB Business Management: HL



2.6 Communication

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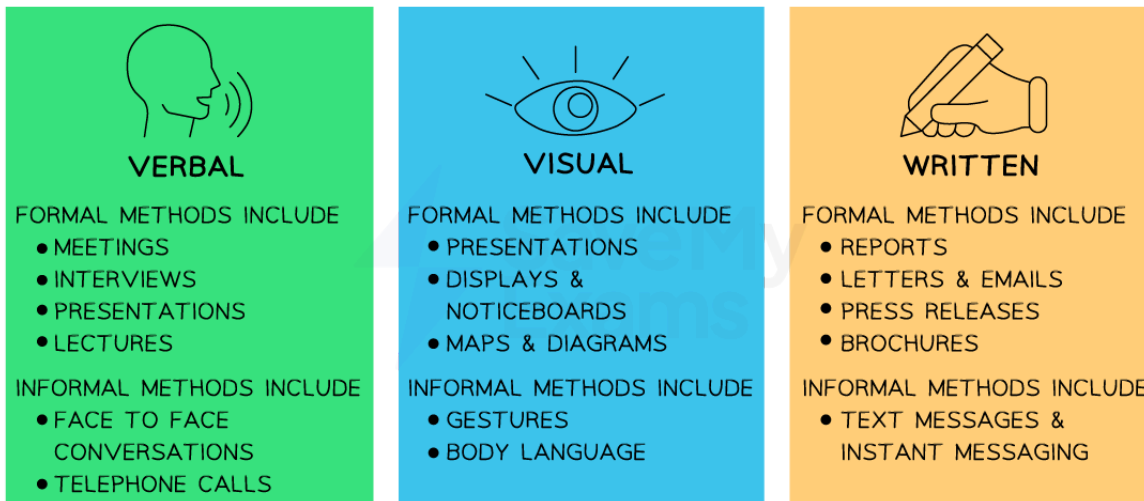
Your notes

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



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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	<ul style="list-style-type: none"> ▪ Face-to-face communication allows for the exchange of facial expressions, body language, and 	<ul style="list-style-type: none"> ▪ Face-to-face communication may not always be feasible due to



Your notes

	tone of voice which enhance understanding	geographical distances or time constraints
Written Communication	<ul style="list-style-type: none"> Written communication provides a paper trail that can be referred to in the future for clarity 	<ul style="list-style-type: none"> Without facial expressions and tone of voice, written messages can sometimes be misinterpreted or lack emotional context
Phone Calls	<ul style="list-style-type: none"> Phone calls allow for real-time communication, enabling quick exchange of information and resolution of queries 	<ul style="list-style-type: none"> Without seeing the other person, it can be challenging to interpret their body language and facial expressions accurately
Video Conferencing	<ul style="list-style-type: none"> Video calls allow people in different locations to connect 	<ul style="list-style-type: none"> Unreliable internet connections or audio/video problems can hinder effective communication
Instant Messaging & Chat Applications	<ul style="list-style-type: none"> Instant messaging (WhatsApp, Slack) enables fast and real-time communication making it ideal for brief exchanges or urgent matters 	<ul style="list-style-type: none"> 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	<ul style="list-style-type: none"> 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	<ul style="list-style-type: none"> Loud machinery or a crowded workspace can interfere with effective communication



Your notes

	<ul style="list-style-type: none">▪ Distractions including phone notifications and email alerts which can divert attention
Lack of feedback	<ul style="list-style-type: none">▪ 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	<ul style="list-style-type: none">▪ Cultural norms and expectations can affect communication style
Lack of time	<ul style="list-style-type: none">▪ Busy work schedules and competing priorities can limit the time available for communication
Technological barriers	<ul style="list-style-type: none">▪ 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**