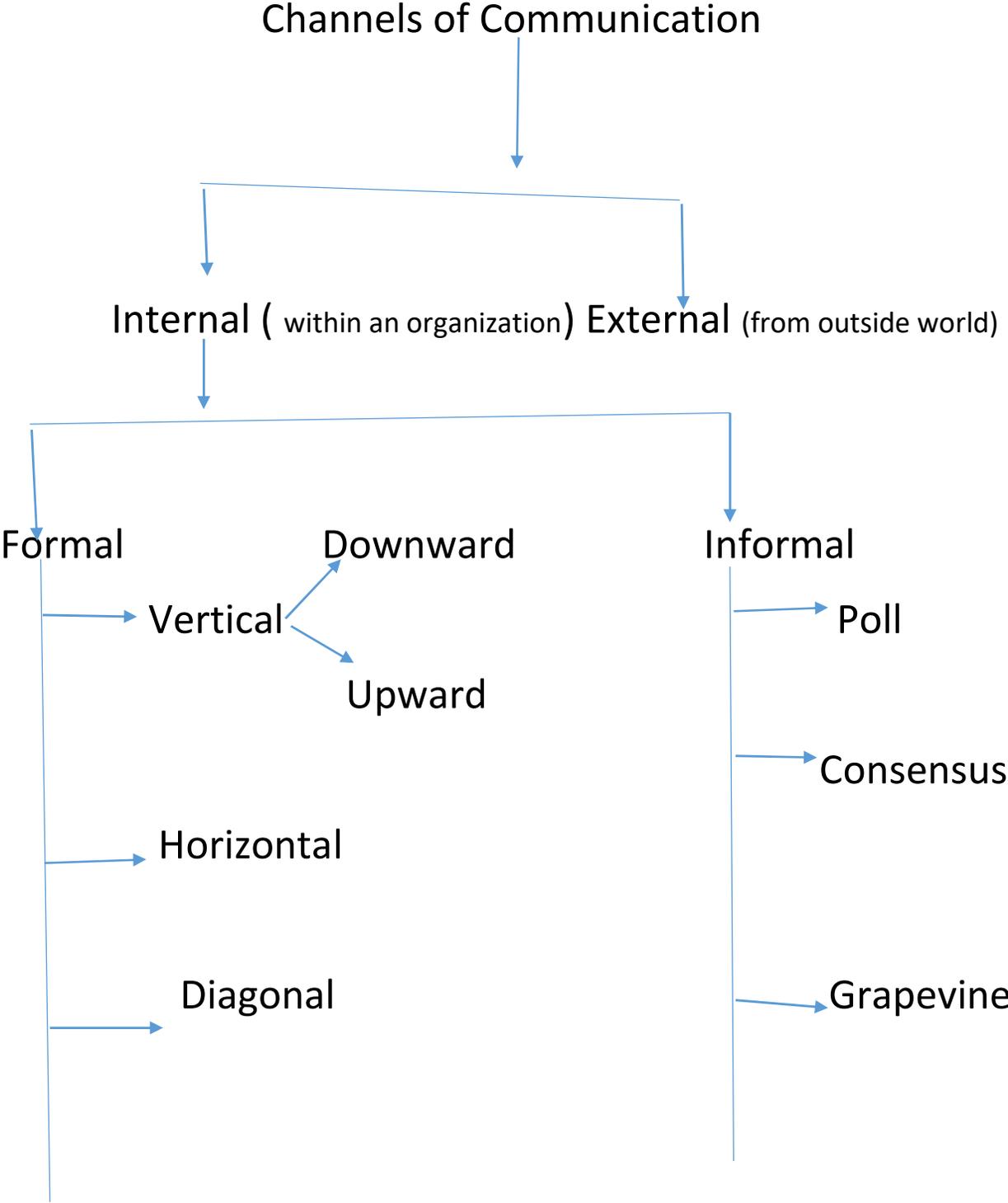


A **communication channel** is the medium, mean, manner or method through which a message is sent to its intended receiver.



Internal:

Board of Directors

Managing Directors

Departmental managers

Supervisors

Clerks and Operatives

External:

Other business houses

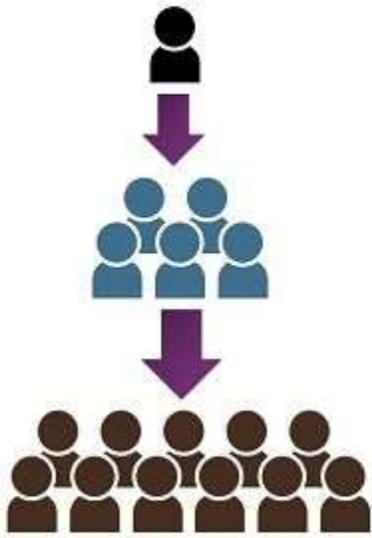
Banks

Govt. Offices

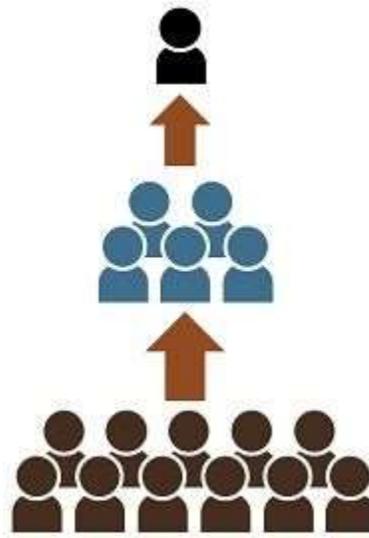
The Press

Customers

General Public



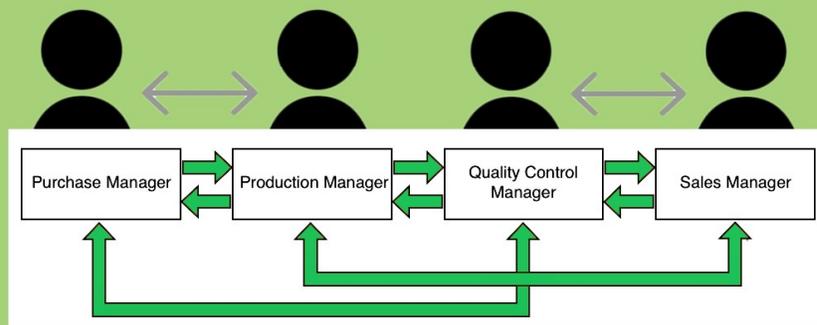
From Superiors to
Subordinates



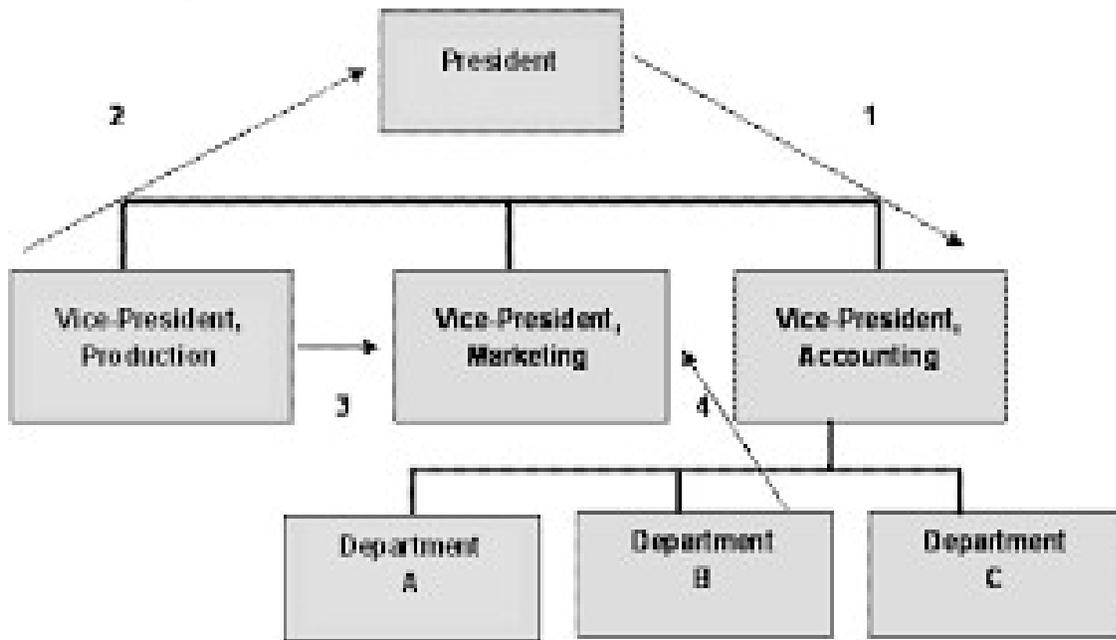
From Subordinates to
Superiors

Horizontal Communication

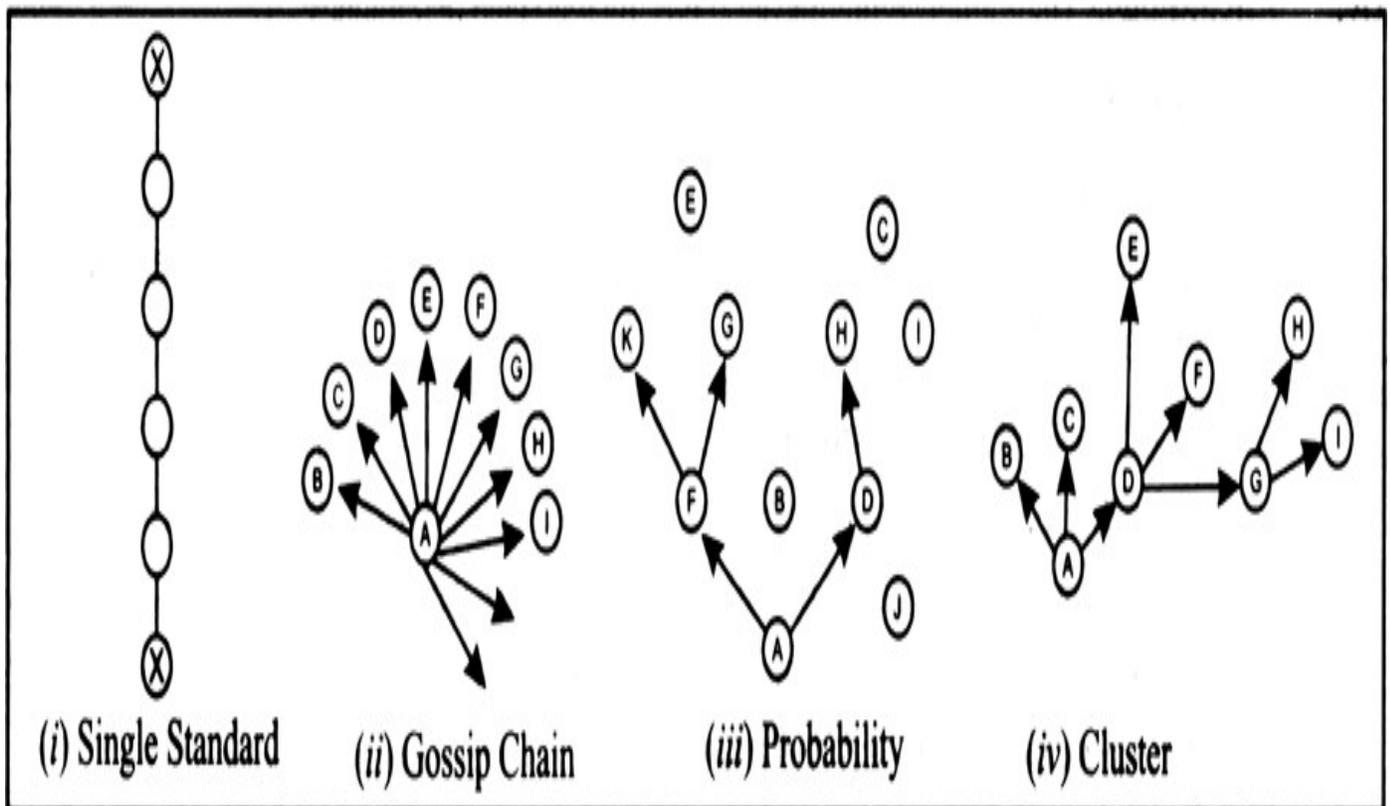
“ **Horizontal communication**, also called lateral communication is the practice of sharing information between employees, departments and units **within the same level** of an organization. ”

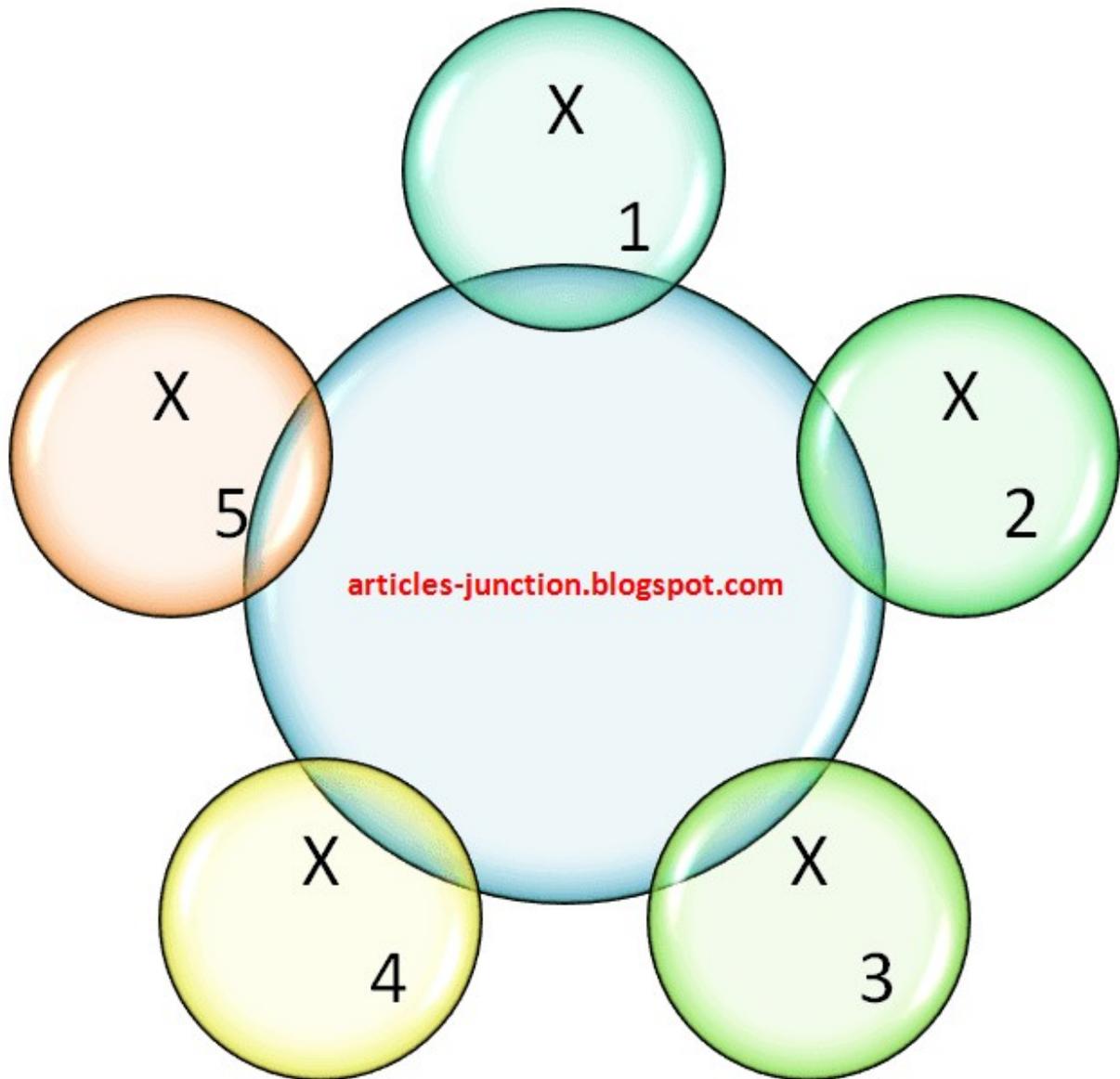


Diagonal :



Grapevine:





CONSENSUS

Note: X represents the opinion of different people.

Consensus is a group discussion where everyone's opinions are heard and understood, and a solution is created that respects those opinions. Consensus is not

what everyone agrees to, nor is it the preference of the majority. Consensus results in the best solution that the group can achieve at the time. Remember, the root of "consensus" is "consent". This means that even if parties disagree, there is still overall consent to move forward in order to settle the issue. This requires co-operation among editors with different interests and opinions.

Poll:

How would you make a sensitive announcement in your business?

