

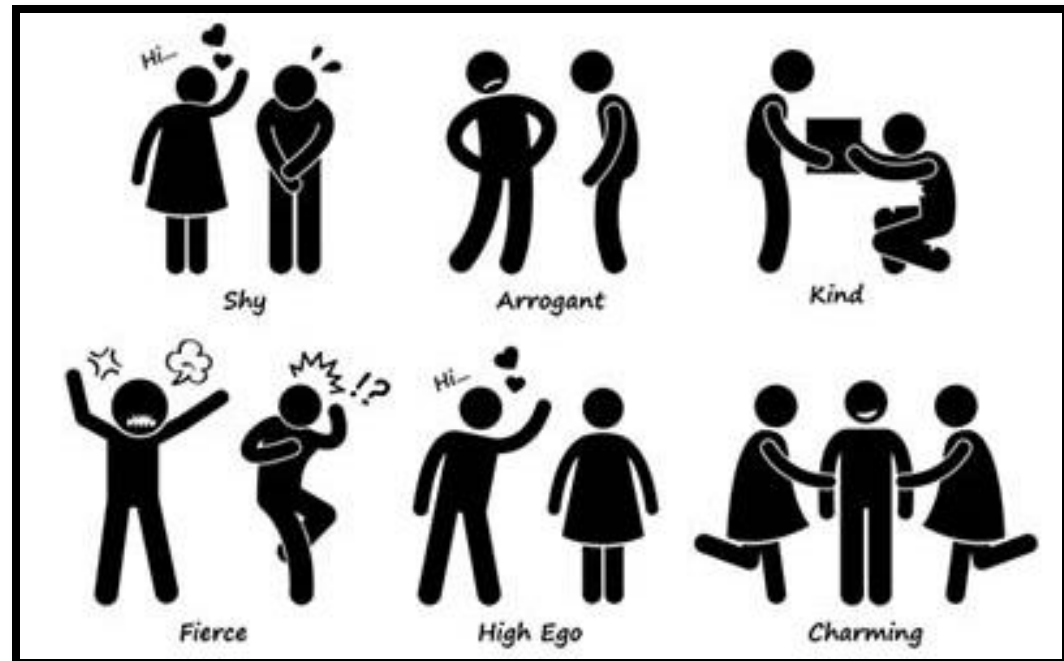
Why is Business Communication Important?

- It is necessary to build up meaningful relations between management and workers.
- It helps in maintaining public relations by creating and projecting a positive image in the organization to other.
- It is imperative for effective decision making.



Forms of Communication in an Organization

- Non-Verbal Communication: this means using any form other than written and oral communication to transmit information. — Facial expressions, Body Language, etc.



Communication Network

- c. **The circle network:**

- It is a complete loop, which allows information flow round and round in directions.
- Each member can communicate with one another on either side.
- It provides greater opportunity for feedback.

Communication Network

- d. **The Y network:**
 - Here the employee at the fork of the “Y” usually becomes the central person.
 - It resembles the chain network i.e upside-down formal structure but slower by the fork in the Y.
- e. **A completely connected (star) network:**
 - This network permits each employee (member) to communicate directly with every other employee (member).