Q8: Define 'Grapevine'.

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7.10 LET US SUM UP

In this unit we have discussed the following:

- Communication is a mutual exchange of facts, thoughts and perception, resulting in common understanding of fall parties.
- Communication plays an important role in an organization. So, the importance of communication are (1)basis of action (2)facilities planning (3)helps in decision- making (4)means of coordination (5) improves motivation and morale.
- The process of communication involves the following steps: (1)sender (2)encoding (3)message (4)channel (5)receiver (6)decoding (7)feedback (8)noise
- There is internal and external communication. Internal communication denotes a type of communication within the organization and the communication between the organization and the outsiders is called external communication.
- There are various barriers to communication they are: (a)semantic barriers (b) interpersonal barriers (c) structural barriers
- To make communication effective there are ten commandments that may help a manager improve his communication skills: (a)clarity (b)purpose (c)physical and human setting (d)participation (e) word choice and body language (f) empathy (g)actions (h)use of feedback (i)communicate for tomorrow as well as today and(j)be a good listener.
- We have discussed about differnt communicatiopn channels like Downward comminication, Upward Communication, lateral and diagonal communication.
- In an organisation, the informal communication is called as a "grapevine"

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