

Flow of communication



The flow of communication is the pattern of how information moves within an organization. It can be formal or informal, and can flow in a variety of directions, including:

Downward: Information flows from a manager to a subordinate. This type of communication is often used to convey routine information, new policies, or to ask for clarification.

Upward: Information flows from a lower level of an organization to a higher level. This is often when employees communicate with managers

Horizontal: Information flows between employees at the same level.

Diagonal: Information flows between different structural levels within a business

External: Information flows between an organization and people or organizations outside the business.

The direction of most communication in an organization is determined by its size, nature, and structure. For example, traditional organizations tend to have more vertical communication, while informal organizations tend to have more horizontal and diagonal communication.