



2.4 Internal and External Communication

Who does business communicate with?

1. Internal (vertical/horizontal)
 - a. Employees
2. External
 - a. Customers
 - b. Other organizations – suppliers, governments

What are the ways/methods of communication?

1. Two-way communication
 - a. Email
 - b. Tele-conversation/conference call
 - c. Video call/Zoom
 - d. Face-to-face meeting
2. One-way communication
 - a. Memo/Letter/News
 - b. Advertisements
 - c. Meeting minutes

What are the ways of transmitting communication?

1. Verbal communication
 - a. Face-to-face meeting
 - b. Tele-conversation/conference call
 - c. Video call/Zoom
2. Written communication
 - a. Email/Text Messages
 - b. Reports
 - c. Memo/letters
 - d. Meeting minutes
 - e. Notices
 - f. Faxes
 - g. Press releases
3. Visual communication
 - a. Posters
 - b. Charts/Diagrams/Infographics
 - c. Photos/Comic/Cartoons
 - d. Slide presentation
 - e. Film/videos

What are examples of formal/informal communication?

1. Informal communication
 - a. Lunch/dinner meetings
 - b. Locker room discussion
 - c. Whatsapp group/text
2. Formal communication
 - a. Memo/Letter/News
 - b. Meeting minutes



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3. Open Communication
 - a. Public notices
 - b. Television advertisement

Advantages and disadvantages of verbal, written and visual communication

1. Verbal
 - a. Advantage
 - i. Immediate feedback
 - b. Disadvantage
 - i. May not be clear/poor internet connection
 - ii. Unable to see body language to determine recipient's mood
 - iii. No record to document
2. Written
 - a. Advantage
 - i. May include a lot of data/facts and information
 - ii. Recorded and can be filed.
 - b. Disadvantage
 - i. One-way. Reader may not understand message if poorly written but unable to get immediate response.
3. Visual
 - a. Advantage
 - i. Able to illustrate important messages/points effectively with attractive images
 - b. Disadvantage
 - i. Each viewer may interpret visual differently => miscommunication/misleading message

What are the factors deliberating the right communication method?

1. Business objectives
2. Target audience
3. Cost
4. Speed of transmission/delivery
5. Record keeping purposes

What are barriers to communication?

1. Language proficiency/Technical jargon
2. Lengthy messages
3. Poor connection (internet/phone line)
4. Language comprehension/Cultural difference
5. Wrong target audience