

## **Informal Communication**

**Consisting primarily of personal communication.**

### ***Advantages:***

- 1) speedy communication:** no formal line
- 2) multi dimensional:** individuals of varying nature, give rise to varying discussions.
- 3) Dynamic:** Quick Recognition
- 4) Supplementary to formal channel:** an alternative of complicated formal system of communication

### ***Limitations:***

**Distorted Communication:** half truths, rumours

**Erratic Message:** irregular unguaranteed messages

## **GrapeVine**

An unofficial means of transmission of information (often of a secret or private nature) or rumour.

### ***Types:***

**Postulated by Keith Devis**

- 1. Single strand chain:** linear, straightline.
- 2. Gossip chain:** one individual tells all others, (spreads from only one source)
- 3. Probability chain:** spreads information on random basis (to random individuals)
- 4. Clustered chain:** selected individuals, invests information in the trusted members only.