
Department of Preparatory Training

Level: 1st Year

Module: Human Engineering

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Course n°8: Organizational communication

Course outline

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2- Organizational communication types

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Introduction

Communication is an essential tool in the mobility of staff in enterprises. Good communication will make it possible to better sensitize staff to the challenges of the enterprise, can help the hierarchy to bring down the information and to raise it; also it will create a corporate identity in a common culture, allow everyone to express themselves and finally it can strengthen mutual respect within the organization.

1- Definition of organizational communication

Organizational communication can be defined as “any information circulating within the organization through various means”. In this sense, the whole life of the company relies on the collection and transmission of information that makes it possible to make correct decisions and ensure good execution.

2- Organizational communication types

a- Formal (official) communication

This type of communication is done through documents, decisions and written orders, in order to transmit information and data related to the nature of work within the enterprise. However, the inefficiency of official communication channels leads to the emergence of informal methods and the accompanying rumours and distortions in the information transmitted, which leads to the emergence of problems based on poor official communication.

b- Informal (unofficial) communication

This type of communication appears spontaneously and is done in an uncontrolled and unregulated way in clubs and cafes or between members of the working group, in an unconfirmed and non-binding oral manner. One of the advantages of informal communication is that it is fast, efficient and meets the needs of employees.

3- Organizational communication forms

a) Top-down communication

This type of communication is the most common and widespread, it is delivered by leaders, coaches to members of the lower levels of the administrative scale of the organization. It aims to convey orders, instructions and advice related to the work process, as well as the objectives of the enterprise. This is done through various means such as internal newspaper, meetings, memos, billboards, mail or fax...

b) Upward communication

This is the communication issued by the workers and executors at the bottom of the administrative ladder to the management. This type of communication usually contains employee concerns, professional problems and various suggestions. The Union is one of the actors in the upward communication process. The means generally used are leaflets, union newspaper, posters, open letters, expression meetings, surveys...

c) Horizontal communication

It is communication between individuals at the same administrative level, as between executives or between coaches and performers in a separate way. This usually involves notification and coordination between the various administrative and production departments.

4- Organizational communication objectives

a) Inform and explain :

The main functions of organizational communication are to inform, mobilize staff and explain the objectives, issues and mission of the enterprise.

b) Motivate and federate:

Organizational communication allows everyone to express themselves, communicate and be motivated. It also makes it possible to unite all staff as collaborators around the enterprise project.

c) Animate the organizational life:

By connecting the individual, the group and the organization, internal communication creates an animation by generating information flows and developing the daily exchange between the different actors of the organization which allows to avoid the phenomenon of routine and stagnation that negatively affect individual and collective productivity.

Conclusion

Organizational communication is one of the most important factors in motivating employees. By adopting a communicative report that federates healthy relationships between employee and management through a transmission of information; and to help the employee so that he can be up to date on what is happening at the enterprise, this will lead to a sense of belonging and responsibility for the employee.