

STRENGTHS AND WEAKNESSES OF DIFFERENT MEDIA OF COMMUNICATION

MEDIUM	STRENGTHS	WEAKNESSES	REMARKS
<i>Attitude Survey</i>	<i>Gets ideas up. Potential morale-builder.</i>	<i>Findings may be equivocal. May boomerang if not followed up.</i>	<i>Of considerable value in many situations.</i>
<i>Grapevine</i>	<i>Personal, Of, by, and for employees.</i>	<i>Often inaccurate. Does not reach everyone.</i>	<i>Thrives when other channels of information are closed.</i>
<i>Interview</i>	<i>'Natural'. Two-way. Personal. Potential morale-builder.</i>	<i>Hard to train people to be good interviewers.</i>	<i>A basic medium. Can be used in almost any situation for dealing with all kinds of employer-employee relations.</i>
<i>Public Address System</i>	<i>Fast. Enables management to reach all workers at one time.</i>	<i>Impersonal. One-way. Suitable for short messages only.</i>	<i>Helpful in some matters. Not a basic medium.</i>
<i>Telephone Meeting</i>	<i>Convenient. Two-way</i>	<i>Not face-to-face.</i>	<i>Indispensable.</i>
<i>Meeting</i>	<i>Face-to-face. Potential morale-builder. Faster than talking individually to employees.</i>	<i>Often one-way. Hard to train people to lead meetings well. Unless done well, audience may regard as waste of time.</i>	<i>Basic and universally used. Can go over big or can flop. The important thing is to learn how to run a meeting.</i>
<i>Open House</i>	<i>Potential morale-builder. Increases information about Company.</i>	<i>Gives only superficial view of company's operation.</i>	<i>While arranged especially for employees' families and for residents of the community, this medium can also promote intra-company communication.</i>
<i>Suggestion System</i>	<i>Gets ideas and gripes up to a higher management. Voluntary.</i>	<i>Majority of ideas is rejected. Rather slow. Generally used only by minority of employees.</i>	<i>If other media are lacking, the employees to get gripes, as well as ideas, to management's attention may use a suggestion system.</i>
<i>Union Activities</i>	<i>Activities often personal. Many deal with matters that are fundamental to employees.</i>	<i>Leadership may not be local. Activities seldom reach all workers.</i>	<i>Value in terms of communication depends on strength of union, leadership, relations with management, and ability to keep close to membership.</i>
<i>Bulletin Board</i>	<i>Official. Convenient.</i>	<i>Impersonal. Only one-way. Suitable for certain types of communications only.</i>	<i>Real but limited function to perform. Nearly all companies use them.</i>
<i>Employee Booklet</i>	<i>Official. Convenient. Comprehensive. Wide coverage.</i>	<i>Impersonal. Only one-way. Needs to be revised rather frequently.</i>	<i>A chief medium for telling employees (new ones especially) about the company.</i>
<i>House Organ</i>	<i>Wide coverage. Report current happenings.</i>	<i>Mostly one-way. Contents often trivial.</i>	<i>General feeling: not the effective communicator it could be.</i>

BRON:

TIFFEN, J AND Mc CORMICK, E.J. (1964: 348 + 349) *INDUSTRIAL PSYCHOLOGY*, ALLEN AND UNWIN LTD, LONDON.