

## INTERNAL COMMUNICATION ACTIVITIES CLASSIFIED BY LEVELS AND OBJECTIVES

### LEVEL OF COMMUNICATION

<u>OBJECTIVES</u>	Interpersonal	Small Group	Organization
<b>Informative</b>  pamphlets	Hiring interview Exit interview Orientation  Cross-functioning Oral and written Reports	Workgroup meetings Executive committee Meetings  Supervisory training program Directors meeting	House publication Bulletin boards Employee  Benefits brochure Supervisory staff meetings Union contact Policy statements The grapevine
<b>Regulatory</b>  procedures  memo	Supervisor requests Supervisor /  Subordinate Scheduled meetings Job descriptions and  standards Annual review Special problem sessions	Executive committee meetings  Crisis meeting: fire, flood, strike	Policy statements Standard  Regulations and change therein Company facts  Union contracts
<b>Persuasive</b> pamphlets	Oral and written  Reports Problem solution Expressing views on plans, organization goals, controls, etc.	Workgroup meetings  Executive committee meetings Informal lunch conversation Special tells and sells meetings Budget deliberations Workgroup meetings	Employee  Supervisory staff meetings
<b>Integrative</b> publications	Work planning  Program Annual reviews Cross-functioning  Information lunch Two members	Executive committee meetings Interdepartmental meetings Coffee break discussions Informal lunch of more than two members	House  Supervisory staff meetings D-P and Charting  Newsletter Holiday social functions The grapevine

**Bron:**

Greenbaum, Howard H, Fall, 1972. "Management's Role in Organizational Communication Analysis," *Journal of Business Communication*, Vol, No 1, p 39-52.