

Chapter 3: internal and external communication

Internal and external communication are two types of communication found in the world of work.

1. Internal communication

Internal communication refers to all interactions that take place exclusively within an organization. Internal communication includes, for example, exchanges between team members, different departments, management and staff.

1.1. The objectives of internal communication

The main objectives of internal communication can be summarised as follows:

- Connection of information and motivation
- Mutual understanding and cooperation
- Shaping the desired working positions
- Effective feedback for ongoing evaluation

1.1.Type of internal communication

Internal communication can be:

- **Top-down communication:** Is the communication process in which information flows from higher administration to lower levels. It includes policies, rules and procedures, etc.
- **Upward communication:** It consists of a flow of performance reports, grievances and other information from lower levels to higher levels.
- **Horizontal communication:** This is essentially coordinated and takes place between departments or divisions at the same level.

1.2. Internal communication tools

- **Face-to-face communication:** Face-to-face communication cannot be forgotten, even in today's digitized world. Face-to-face, one-to-one communication is often overlooked, but it remains the form of communication most valued by employees in all sectors. Face-to-face techniques include interviews, meetings and videoconferences. Impersonal techniques include memos, voice messages, SMS messages, videos and radio.
- **Email:** Technological developments have made email an indispensable part of employees' daily lives

- **Paper media:** Newsletters are an ideal medium for sharing information with a wider audience on a regular, scheduled basis. Items can include news, events and important projects.
- **Digital platforms:** Digital platforms, such as intranets, blogs, bulletin boards, instant messaging and social networking sites, are increasingly being used by companies and organizational leaders to engage employees. Although limited in the transmission of social information compared to face-to-face communication, new media channels with rich functionality (e.g. webcams, integrated audio or video, commenting and online chat functions) facilitate the distribution of complex information.
- **Telephone calls:** One of the most crucial means of communication within a company is by telephone. Telephone communication is considered a popular means of internal and external communication.

2. External communication

External communication refers to communication that takes place at least partly outside a company. External communication includes, for example, exchanges with sponsors, external consultants, subcontractors, the press and the media.

2.1. The objectives of external communication

- Raise the profile of the organisation (make it known).
- To improve the organisation's image.
- Encourage people to take action (get them to act).

2.2. Type of external communication

There are several types of external communication, depending on the target audience and the message that the company wants to convey.

- **Crisis communication:** Crisis communication is a multidisciplinary field of study that encompasses a variety of practices by which organisations communicate before, during and after crises in order to return to a normal level of operations.
- **Financial communication:** This form of communication is designed to create and maintain bonds of mutual trust between the organisation and its shareholders (present and future) and the various players in the financial community (bankers, financial managers, institutional investors, opinion leaders, journalists, etc.).
- **Commercial communication:** Most commercial communication is aimed at consumers, but it can also be directed at influencers or distributors. Commercial

communication is generally divided into media communication (advertising communication) and non-media communication, sales promotion, public relations, sponsorship, patronage and direct marketing, etc.

- **Institutional communication:** Communication that combines internal administrative communication and the institution's connection with the external community and is governed by the circumstances and opportunities available around the institution, in order to achieve the institution's objectives and desired goals.

2.3.External communication tools

- **Television:** Is a mass communication tool, one of the most complete media, it is undoubtedly the most powerful media, it enters the home to the prospect, the impact that its message transmitted second by second could have. Its main objective is to reach the population in a massive simultaneous.
- **Radio:** this is a mass medium that has evolved over time to become a more personal medium. This evolution is the result, on the one hand, of the spectacular development of television and radio channels and, on the other hand, of a behavioural medium that makes it possible to increase strong advertising pressure in a short period of time.
- **Cinema:** This means of communication is the last of the major media. It is an art form that is exposed to the public, and as an exclusive medium, it continues to grow in importance, but it can be of great service as a complementary medium.
- **Internet:** this is a set of interconnected networks using a protocol suite called Transmission Protocol to exchange information around the world.
- **Advertising:** includes all the techniques and means used to publicise and/or promote a good, a service, a person, a company, a cause, etc. This information (intended) is expressed in advertising space, unlike other so-called non-media communication techniques (e.g. press relations), which do not involve the purchase of space.