

# Communication and the Role of ICT

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# Communication: The Role of ICT

In business, communication can be:

- between individuals
- between individuals and organisations
- within a business
- between a business and an external organisation



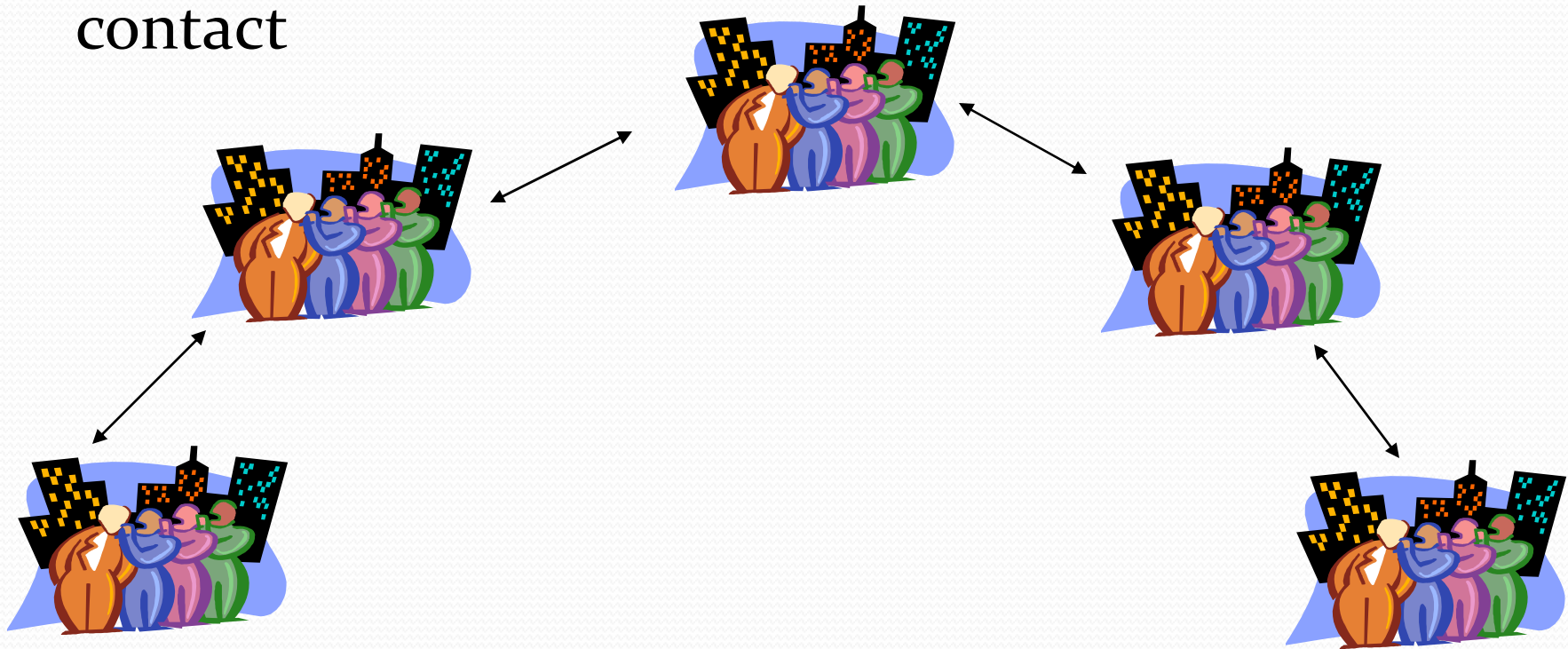
# Communication

Communication takes place within networks. These are some of the types of network:

- chain
- circle
- wheel
- all-channel

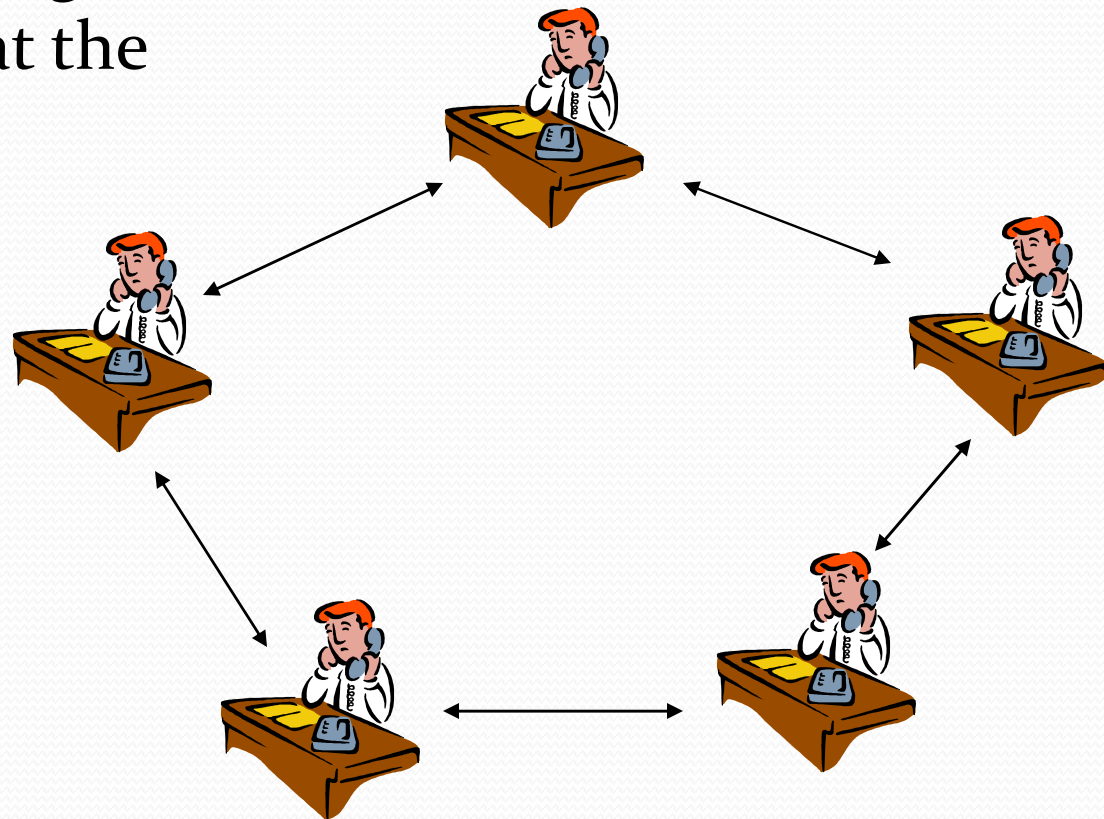
# Communication

- A chain network  
e.g formal  
contact

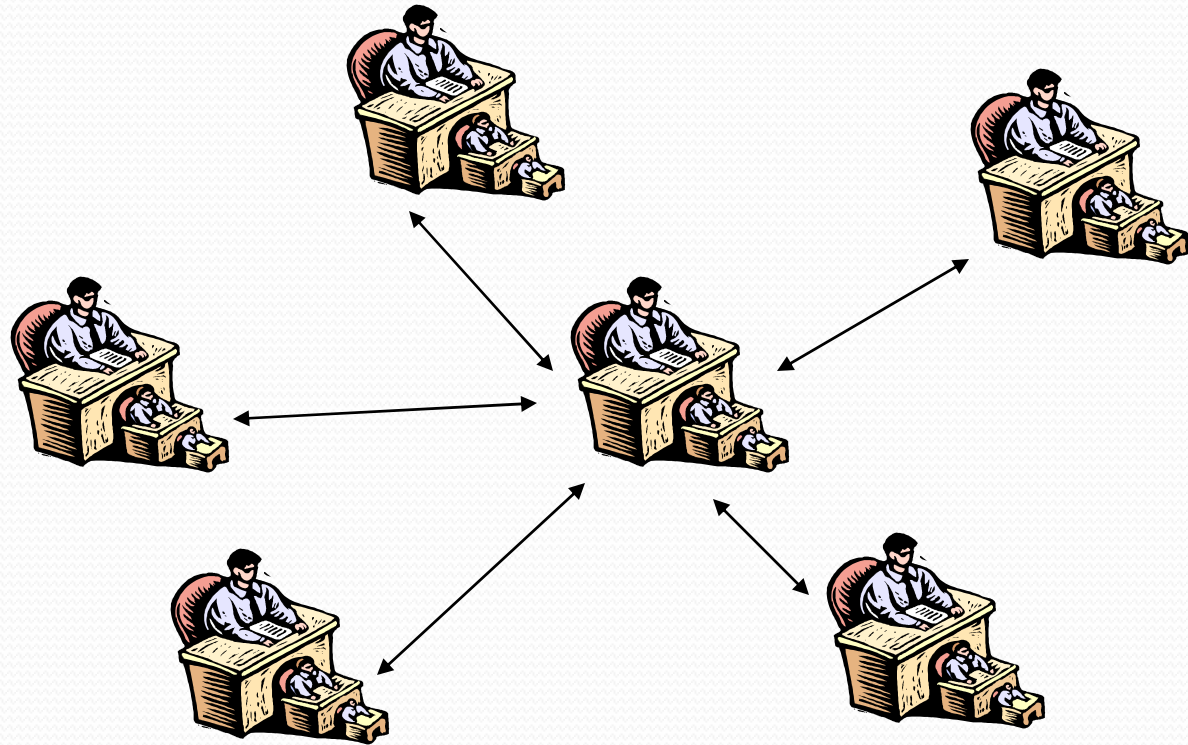


# Communication

- A circle network e.g. between people at the same level

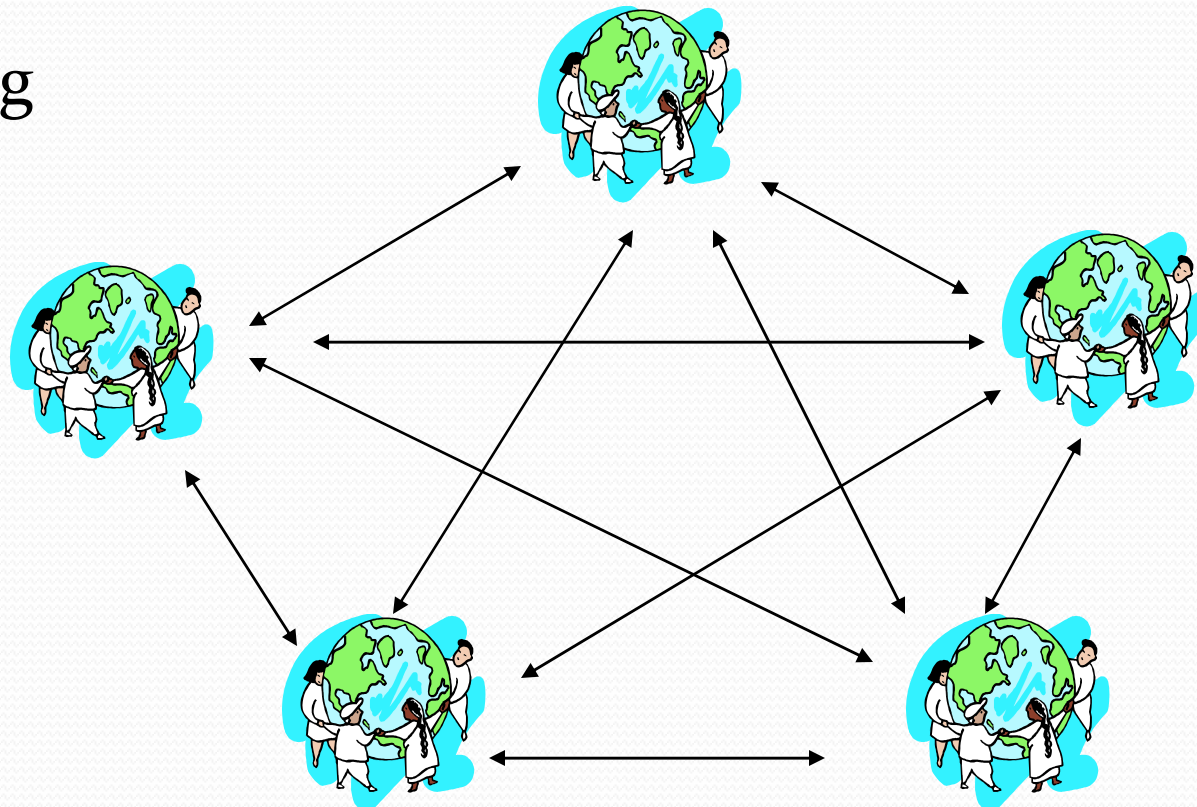


- # Communication
- A wheel network e.g. sales teams report to head office



# Communication

- An all-channel network e.g. brainstorming





# Communication

Communication in the business world is very different today compared to twenty years ago, because of:

- Information and Communication Technology (ICT)





# Examples of ICT Use

- Mobile telephones
- Video and tele-conferencing
- Lap-top computers
- E-mail
- Multi-media communications



# Communication Failure

No matter what medium of communication is used, it can fail if:

- jargon is used inappropriately
- badly written messages are transmitted
- the message goes to the wrong receiver
- information overload takes place
- the communication channel breaks down



# Communication Failure

In the UK until recently, firms wanting to move into e-commerce have been:

- prevented due to slow connection speeds
- affected by lack of broadband services

Go to the Activity for more on this.