

Q: Explain, the meaning of grape-vine communication, and describe its character.

Ans → The network or pathway of informal communication is known as grapevine. It follows no set lines nor any definite rules but spreads like the grapevine, in any direction, anywhere and spread fast. It is quite natural for a group of people working together to be interested in one another and talk about appointments, promotions, retrenchments or even domestic affairs.

Man is a social animal. Despite existence of formal channel in an organization, the informal channels tend to develop when he interacts with other people in organization.

## Characteristic of Grapevine

(i) Speed:-

As compared to formal communication, the speed of grapevine is fast.

(ii) Degree of selectivity:-

Contrary to general belief grapevine shows a highly selective and discriminating pathway. It chooses what interest it

(iii) locale of operation:-

The company grapevine mostly operates at the place of work, since management has control over work environment.

(iv) Relation to formal communication:-

Formal and Informal communication system tend to jointly active or inactive.