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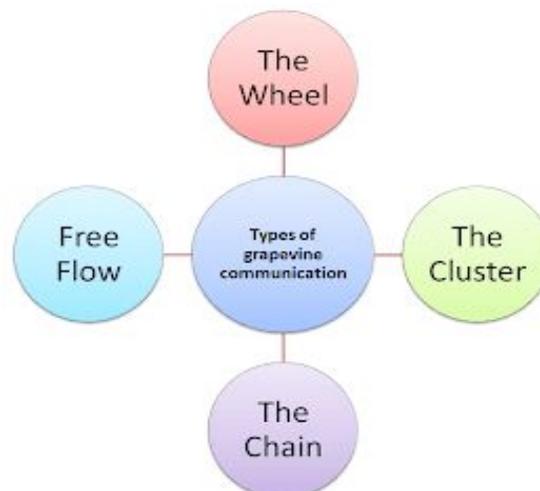
Subject: **AECC English**

### **TOPIC: Grapevine Communication**

- Grapevine is an informal communication, unorganized and unofficial channel of communication in an organization. When the formal channels fail or do not work properly and some over-smart people spread rumors, false and irresponsible statements or half-truths in all the directions. It is called the communication on the grapevine channel.
- Grapevine communication, information spreads very fast in all directions as this vine of grapes spreads. Grapevine means a source of secret information. It is a kind of horizontal communication, which takes place within a group, between persons of equal status. Grapevine is an integral part of the communication system in an organization. This is a highly sensitive channel as it is a great boon as well as a curse.
- The grapevine consists of a complex network of informal contacts between the workers at all levels, wherever there are human beings, there is grapevine. It is the natural activity of workers and denotes a basic human weakness.

### **Types of Grapevine Communication**

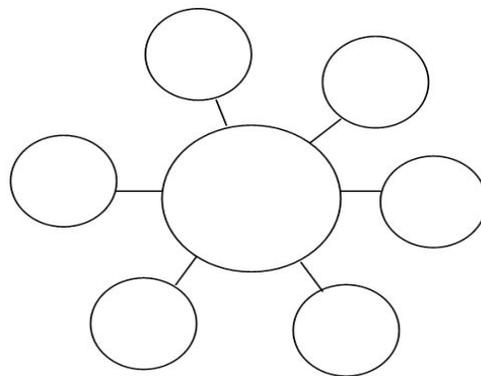
Types of grapevine communication are given in the diagram below.



1. The Wheel,
2. The Cluster,
3. The Chain and
4. Free Flow.

1. The Wheel

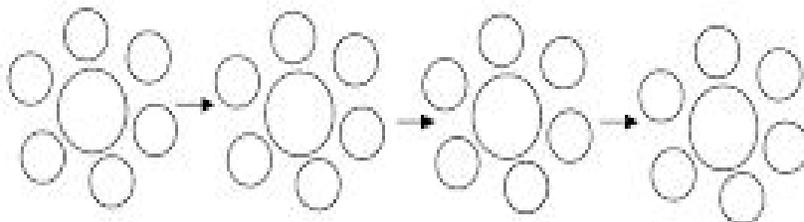
In this type of grapevine, one person is predominant. He transmits grapevine to different persons or a group of persons. He is at the center and various lines of communication become the spokes of the wheel. Every person in the wheel becomes the causative factor for starting another wheel.



## THE WHEEL

2. The Cluster

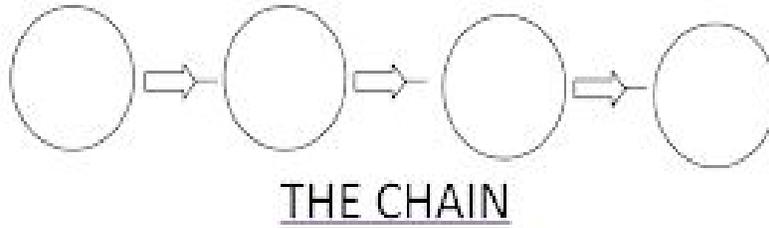
The cluster-like grapes, have several groups of people linked together by a cluster or chain of communication.



## THE CLUSTER

### 3. The Chain

Chain is the most common pattern in which information passes through a series of people linked together in the organization.



### 4. Free Flow

Most of the rumors or idle gossip is spread by random, free flow or haphazard networks, which includes a number of people who are not necessarily linked by any organizational thread.

