

Task 3

Internal Communication Media

E-mail/network/intranet (internal E-mail)

E-mail is short for electronic mail. This involves sending messages, data files, picture and photographs to other users on the computer network. Each person that sends and receives e-mails has an e-mail address such as Lisa@ems.co.uk.

If in an organisation e-mails can be sent to employees within the organisation.. It would be only programmed for the workers and they would each be given a e-mail address each. This is known as **Intranet**. This means that if a social event was going to happen instead of the main person handing out flyers and putting up notices not sure if everybody would get it, they would just sent each person an e-mail as he/she would have them all down and send them off. Knowing that it would get there quickly.

To be able to use the intranet and e-mail they would have to have a **Network**. This is the system that links up all the emails and makes sure that the messages are sent to the receiver .Without a network they would not be able to collect there information and not even log onto the intranet.

Example

In the school the intranet is used. Students can send e-cards (electronic cards) or little messages to each other and also send messages to teachers if allowed. They could also go on the intranet to see what the school has recently put on the website.

Advantages

- E-mail is useful to organisations spread over a number of different sites.
- Messages can be sent to a group of users.

Disadvantages

- Users need a modem and a computer
- Users have to subscribe to an ISP- Information Service Provider, for example AOL or Demon.

Memo

This is an internal method of communication. They are brief and sent through by e-mail.

Example

If the school was closed and outside people (e.g. Catering company) could not telephone the school they could just send them a short message saying that they wanted to book an appointment etc... Using memorandum and the school would just pick it.

Advantages

- They can provide a permanent record for future reference
- They are short and to the point.

Disadvantages

- There is no intermediate feedback
- If many e-mails are received, there is a possibility that some are missed and the receiver can suffer from information download

Telephone

A fast form of communication in which other people can talk from one place to another. It can also be used to phone aboard to call different types of organisations. Mobile phones (portable hand phones) can ensure that people can be contacted in case of an emergency.

Example

If the office needed to call a teacher for a message; instead of them walking/ finding out where that teacher was they would ring up the head of that particular department e.g. I.C.T. Department. That way would be much easier for the teacher to give the message and it would be much more convenient for the office as well.

Parents can call up the school to give messages to there children and also teachers can call up parents to talk about the students success. If talks and lectures are to made and the lecturers can not make it then they can call up the school to cancel it.

Advantages

- They provide two-way communication
- Problems can be sorted out quickly

Disadvantages

- There is no written record of the conversation
- When using mobile phones, it is sometimes difficult to get a signal or the signal fails.

Meetings

Meetings can be also known as face to face communication. It is just like the telephone, an oral communication meaning a verbal conversation. Meetings can be just one person e.g. parent/teacher conference or it can be for many people e.g. P.T.A, staff meeting etc..

Example

The student council holds a meeting. This would be really based on them touching on important subjects, discussing and sorting out social e vents , problems an so on.

Everyone's voices would be heard and things would get probably dealt with in person.

Advantages

- Meetings ensure everyone gets the same message at the same time
- Everyone can look at paper work and discuss any issues accordingly.

Disadvantages

- In big meetings there is no way of telling whether everybody is listening

- There is also no way knowing whether everyone has understood the message.

Notices

Notices are short messages that are frequently used to communicate to groups of people or employees within an organisation. They can be used to inform about forthcoming events, social events meetings and so on.

Example

A show is coming to the school and it is open to all pupils and staff. Notices would be put up all around the school saying what the show is about, what time and how much it costs. Even if some people did not see it, as others see and they would tell them.

Advantages

- They can be seen by a large number of people.
- They are cheap to produce

Disadvantages

- Notices can be torn down or damaged
- There is no guarantee that everyone will read the notice.

Reports

This is an output form from a database or a written account of a certain thing. Reports are usually given as the end result of an investigation and research which are shown sometimes in a presentation. They can also lead to action and help people make a decision. They are very good to refer to as well.

Example

A pupil had to write up an incident about something that has happened and the teacher has to the same. They would write a report on what happened and it would then be followed up and further action would be taken.

Advantages

- Reports can be copied and circulated to many people.
- Reports usually deal with complicated matters, which are best dealt within writing rather than other methods.

Disadvantages

- They can be complicated
- The language can be too difficult for some people to understand.

Letters are important an means of internal communication within an school because as there are so many people and most of the time information needs to be always given out, it is very useful to write letters by computer and it being printed and given to many people. This reason is because if spoken over tannoy then it would sometimes not be heard and if said by word of mouth it can sometimes be misunderstood.

Although when said within an organisation it can be a different matter. My reason being because a school is full of children and is better given by written than word. Even though they may lose it at least the sender knows that they had received one. Now it is a workplace where adults work and information (latest news) is not always given, it is really not that appropriate. It would be much better if it was announced or notices were put up.