

2.4 Internal and external communication

Name: _____ Class: _____ Date: _____

Total: 20 marks

KEY WORDS communication 沟通 • external 外部沟通 • internal 内部沟通 • suppliers 供应商
• feedback 反馈

Objective

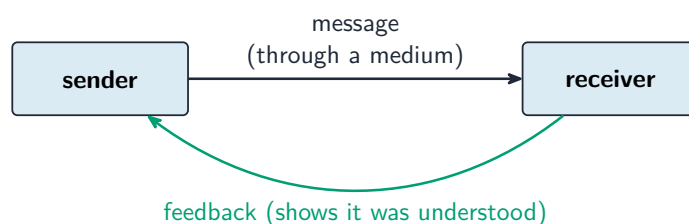
Build the skills to answer exam questions on **internal and external communication** 内部与外部沟通 — the **communication process** 沟通过程, **one-way and two-way** 单向与双向 communication, and **barriers** 障碍.

You must be able to:

- describe the communication process (sender, message, medium, receiver, feedback)
- distinguish one-way from two-way, and internal from external communication
- explain barriers to communication and how to reduce them

1 Worked examples

■ The communication process



Sender → message → medium → receiver → feedback

- **Two-way communication** 双向沟通 lets the receiver reply (feedback) — usually better than **one-way** 单向.
- **Internal** 内部沟通: inside the business. **External** 外部沟通: with customers/suppliers.
- **Barriers** 障碍: a long/unclear message, a poor medium, language differences, inattention.
- **Reduce them:** keep messages short and clear, choose the right medium, ask for feedback.

Answer shapes: K + App + An + Ev (a justified judgement, for “do you think”)

questions).

2 Practice

2.1 State the five parts of the communication process. [2]

2.2 Define the term *communication barrier*. [2]

2.3 State the difference between *internal* and *external* communication. [2]

3 Exam-style questions

3.1 Identify two barriers to effective communication. [2]

3.2 Explain two benefits to a business of good communication. [6]

3.3 Do you think two-way communication is always better than one-way communication?
Justify your answer. [6]
