



## Effective oral and written communication

R. Prabavathi\*, P. C. Nagasubramani

Department of Pedagogical Sciences, Tamilnadu Teachers Education University, Karapakkam, Chennai - 600 097, Tamil Nadu, India

(Received: 20-03-2018; Accepted 16-04-2018; Published Online 21-04-2018)

\*Corresponding author

---

### Abstract

People communicate using different methods such as sending an email, talking on the phone and placing print advertisements in specific places. Communication is the process of sending and receiving messages between two people, a person and a group or a group to a group. Written and oral communication is used daily in meetings, lecture halls and exams. Written and oral communication are unique in that each word used must have specific purpose, otherwise it can lead to misunderstandings. Over 70% of our time is spent communicating with others, and that's the one interaction every person must do. Everyone must communicate their needs and ideas. Every organization must communicate its products and services. Unfortunately, many people have trouble in this area. Some just don't have the professional impact they need to get ahead in today's corporate world. Communication is technically defined as the process in which information is enclosed in a package and imparted from the sender to the receiver through a medium. Communication can be of many types and can be summarized in short as WOVEN, i.e. Written, Oral, Verbal, Electronic and Non-Verbal. Oral and written forms of communication are the most common and frequently used forms of communication. This article is a consolidation of details so as to help you understand in detail about oral and written forms of communication.

**Keywords:** Effective, oral, written, communication

---

### Introduction

Communication is just as important as what we say because people judge us, our companies, our products, our services, and our professionalism by the way we write, act, dress, talk, and manages our responsibilities. In short, how well we communicate with others. Successful people know how to communicate for results. They know how to say what they mean and get what they want without hurting the people they deal with. You deal daily with peers, outside groups, customers, employees, and managers and you must have a good communication style. Communication is full of risks; despite whatever precautions and plans we make, we can never really be sure of our success. No communication ever travels from sender to receiver in the same shape intended by the sender. And, no matter how hard you try, the message will never be what you say—the message is always what they hear. But if you have a system to go by, you can at least reduce the risk and improve your chance of being effective. For communication to occur there must be a two-way interchange of feelings, ideas, values; clarification of signals; and a fine-tuning of skills.

### Five universal facts about communication that you should know

#### 1. Communication is related to every human activity

Communication is closely linked with every sphere of human life. It is essential in leading a meaningful human life. Enjoying peaceful life, developing person-to-person relationships, building a prosperous state etc. are not possible without communication.

#### 2. Communication involves two or more parties

At least, two parties are involved in any communication

process. The party who sends information is called sender and the party who receives the information is called receiver. However, in some cases a sender can send message to a large number of receivers.

#### 3. Communication may be one-way or two-way process

Communication can take the shape of two-way or one-way process. In two-way communication, the receiver sends his feedback to the sender after receiving the message.

One-way communication refers to the flow of information from sender to receiver only. In this process of communication receiver does not convey his reaction to the sender.

#### 4. Communication in organization flows in various patterns

In organization information flows in various directions, such as upward direction, downward direction, horizontal direction etc.

#### 5. Communication is media or channel based

Every human communication occurs by using a particular medium. The media may be written, oral and non-verbal or a combination of verbal and non-verbal media. In light of the above discussion and definitions, Communication is the transfer of information from one person to another person. It is a way of reaching others by transmitting ideas, facts, thoughts, feelings, and values.

### Principles of making effective communication in organization

Effective communication is the key to mobilizing your employees behind a new vision.

Poor communication, on the other hand, is the best way

to demotivate your employees and stall any progress. The six principles below will help you to avoid mistakes.

1. Establish a Warm Atmosphere
2. Actively Engage People's Interest
3. Be Believable
4. Speak With Your Own Voice
5. Use Gestures Well
6. Remember That Your Knowledge Is Limited.

### Oral communication

- ❖ Oral communication is transfer of information from sender to receiver by means of verbal and visual aid. Examples of oral communication include presentations, speeches, discussions, etc.
- ❖ Though the message is conveyed through words, most of the times oral communication is effectively carried out with the help of non-verbal communication like body language and tone modulations. Oral communication is also at times mixed with visual aid to help establish the conveyed message in a clear manner.
- ❖ Examples include usage of presentations in a seminar or meeting to put across the message in a clear manner. Oral communication can also be mixed with written communication methods to ensure that maximum effectiveness is achieved.
- ❖ There are many benefits of oral communication. This form of communication is a quick and direct method of communication. Be it a criticism or praise or information, it helps to convey the message immediately to the receiver. This method of communication enables in obtaining immediate feedback and hence is a form in which two-way communication can be enabled.
- ❖ The other main advantage of this communication method is that it helps in conveying the message with the desired pitch and tone that is needed for the message. It also saves on time in a huge way and saves enormously on effort that is spent. Oral communication is a less formal method as compared to others and hence adds a personal touch to your message. Combined with the right kind of verbal communication, oral forms can create confidence and loyalty on the sender from the receiver's side.
- ❖ There are many ways to create an effective oral communication. It is important to ensure that the words are framed properly and are delivered in the right pitch and tone. Clarity, brevity and precision are mandatory features of an effective oral communication system. It is advisable to avoid complicated sentences and jargons so as to make sure that the message is conveyed across properly. It is important to establish an eye contact and to modulate body language based on the message. For example, a strict order can be conveyed better when communicated with a formal and stern body language as opposed to a casual and friendly one.
- ❖ Though it has many advantages, oral communication has its set of limitations also. This form of communication can be misinterpreted or

misunderstood very easily. Communicating effectively through oral forms require high skills and is not something that everyone can master. It is also not a form of communication that can be used as a form of documentary evidence.

### When oral communication is more effective

Oral communication is more effective when communication needs a human touch, establishing a direct relationship, maintaining secrets, reaching mutual understanding and avoiding complexities with oral consent.

#### 1. Instant communication

Oral communication is more effective when it is needed to communicate with someone instantly.

#### 2. Detailed Explanation of Policies

If any direction of managers and policy or procedure of the company requires explanation, oral communication is the best way to communicate.

#### 3. Developing direct relationship

If it is important to establish a direct relationship between sender and receiver, or between workers and management, they should communicate orally.

#### 4. Maintaining secrecy

Oral communication is best suited when information is to be kept secret. Written communication leaks secrecy as the message passes from hand to hand.

#### 5. Instant response

Where instant reply from the receiver is required, oral communication is the best suited there.

#### 6. Reaching to mutual understanding

Sometimes the open discussion is needed for reaching a consensus. Such discussion is possible only through oral communication.

#### 7. Illiterate receivers

When the receivers are illiterate, written communication is meaningless to them. Oral communication is only the way to communicate with them.

#### 8. Avoiding bureaucratic complexities

Bureaucratic complexity delays the communication. In order to avoid any delay caused by bureaucracy or red-tapism, oral communication should be used instead of written communication.

### Causes of failure of oral communication

#### 1. Absence of planning

If the message of the oral communication is not properly planned, it cannot draw the attention of the audiences. Therefore, before delivering oral message, the speaker should prepare necessary plan.

#### 2. Over confidence

In case of oral communication, communicator should have self-confidence. Though self-confidence is essential in oral communication, over confidence may collapse the communication.

### 3. Over busyness

In most of cases, oral communication occurs in a busy situation. This may cause distortion of message. As a result, communication becomes ineffective.

### 4. Quick transmission

When the communicator transmits a message or information very quickly, the audience may not understand a part or whole of it. In such case, if the message is not repeated, communication will fail.

### 5. Poor and defective presentation

Presentation is an important prerequisite of oral communication. Sometimes communication becomes ineffective due to poor and defective presentation of the speaker.

### 6. Inattention

Inattention is greatly responsible for failure of oral communication.

Both the parties must pay due attention towards the communication message. If either of the party is inattentive, communication between them becomes ineffective.

### 7. Presence of emotion

Emotions of both parties may influence the effectiveness of communication. Sometimes in oral communication, parties may not control their emotions. Their emotional behavior may lead the communication in vain.

### 8. Status difference

Status difference of the speaker and listener greatly affect the success of oral communication. If either of the party boasts of his position and ignores the other party, then communication between them will be blocked.

### 9. Lack of evaluation

In oral communication, there is little opportunity for both speaker and listener to evaluate the message. This also causes failure in oral communication.

### 10. Linguistic barrier

Improper language is another cause of failure of oral communication. Linguistic barrier arises from using unknown words, technical words, jargon's, accent difference etc.

### 11. Disregard to receiver

When superiors communicate orally with subordinates, sometimes they may show disrespect to the subordinates. Due to such disrespect, subordinates may show less interest towards the message.

### 12. Difference in personality

In case of oral communication, listener pays attention to the personality of the speaker. If the speaker holds less personality, the listener will not pay attention to the speaker's message.

### 13. Receiver's interpretation

Receiver's interpretation of the message severely affects the effectiveness of oral communication. Generally, listeners

try to understand the speech of the speaker from their own emotional behavior. In such a situation, listeners may interpret the message wrongly.

## Written communication

- ❖ Next to oral communication, written communication is the oldest known form of communication. Any form of communication which is written and documented from the sender to the receiver is known as written communication. Examples of written communication include letters, memos, research papers, reports, etc.
- ❖ It is a very concrete form of documentary evidence and can also be used for future reference purposes. As the information is written, it can be easily distributed to many people thus making it a bulk communication method. As the information does not change from person to person, the accuracy of the information conveyed is same across the entire audience.
- ❖ To ensure an effective written communication form, it is a must to follow completeness, clarity and correctness in your writing. As there is no immediate feedback that can be received, it is important that written communication is detailed and accurate to ensure that the write message is communicated.
- ❖ Also remember to keep the communication simple and without any errors. Written communication also has its limitations like lack of feedback, absence of modulations to convey message effectively, etc. These can be overcome effectively by mixing oral communication with written so as to combine the advantages of both along with eliminating the disadvantages.

## When Written Communication is More Effective

- ❖ *Conveying Complex Information:* When the sender wants to convey complex information, written communication serves better than oral communication. Having the written document, the receiver can read it repeatedly until he/she understands the entire message.
- ❖ *Need for Permanent Record:* Written communication is preferable when a permanent record is needed for future reference.
- ❖ *Communicating with Large Audience:* When the audiences are large in number and geographically dispersed, written communication is fruitful there. The sender can communicate repeatedly with the same written document or information sheet.
- ❖ *Less Need for Interaction with Audience:* Written communication is also suitable when immediate interaction with the audience is either unimportant or undesirable.
- ❖ *Maintaining Uniformity of Application:* When any message is to be applied uniformly at different places, the sender should prefer written communication instead of oral communication.

## Tips to improve written communication

1. Use Short and Familiar words.
2. Use Short Sentence and Paragraphs.
3. Use Technical Words with Caution.

4. Use Active Voice.
5. Give Examples and Charts.
6. Express Thoughts Logically.
7. Avoid Unnecessary Words.
8. Avoid Discriminatory Words.

### **Conclusion**

Oral Communication is an informal one which is normally used in personal conversations, group talks, etc. Written Communication is formal communication, which is used in schools, colleges, business world, etc. Choosing between the two communications modes is a tough task because both are good at their places. People normally use the oral mode of communication because it is convenient and less time-consuming. However, people normally believe

in the written text more than what they hear that is why written communication is considered as the reliable method of communication.

### **References**

Kidblog or Blogger

Edu-article.blogspot.com

<http://www.readingquest.org/strat/tps.html>

[www.educationalrap.com/song/public-speaking.html](http://www.educationalrap.com/song/public-speaking.html)

Mind Tools: Writing Skills

University of Louisville: Verbal Communication

[www.csuohio.edu/gened/documents/OralCommHandout.pdf](http://www.csuohio.edu/gened/documents/OralCommHandout.pdf)