

Oral and Written Methods of 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.

Written communication is communication by means of written symbols or sign that is communicated by or to or between people or groups

Advantages of Oral Communication

1. Less expensive; Benefits of oral communication is less expensive and saves money as no stationary or gadgets are required.
2. Saves time: Merits of oral communication are that saves time, labor and energy as it is direct, faster and personal.
3. Immediate Feedback: In Oral communication, immediate feedback or response is obtained.
4. Personal Contact: Oral communication is more effective, and it develops personal contact, which is essential and valuable for smooth working.
5. Useful in Difficult Situations: Oral communication is very useful in difficult and emergent situation.
6. Co-operative spirit: Oral communication has a human touch as it generates the friendly and co-operative spirit.
7. Useful in Secret Matters: Oral communication is very useful for some secret and confidential matters.
8. Persuasive: In oral communication, the speaker can win over the other person to his point of view.
9. Useful for all kinds of Audiences: Oral communication is very useful for addressing literate, semi-literate and illiterate masses.

Disadvantages of Oral Communication

1. No legality: Limitation of oral communication is that it has no scope from legal point of view as there is no proof or evidence.
2. Lack of accountability: Drawbacks of oral communication are a speaker or a listener cannot be

held accountable for any vocal message. As anyone can claim or disclaim having said or heard something.

3. Low reference value: As oral communication cannot be stored, it has little reference value.

4. Easily forgotten: In oral communication, what is conveyed orally, cannot be remembered for a long time as human memory is short. Hence it is easily forgotten.

The following steps should be taken to make oral communication effective:

1. Clarity
2. Brevity
3. Precision
4. Right words
5. Avoid Hackneyed Phrases
6. Understand the Listener
7. Natural Voice
8. Logical Sequence
9. Conviction

Advantages of Written Communication

- 1) Authoritative Document: the main purpose of written communication is the evidence is also known as an authoritative document.
- 2) Easily understanding: Another reason for the popularity of written communication is easily understanding like if you don't understand something for the first time you have a huge chance to see it next time which not available in oral communication.
- 3) Acceptability: Written communication has exceptional acceptability to people especially when it formal communication.
- 4) Effectiveness: Undoubtedly we can say that mass people give more priority to a written document as well as every organization announce they're an important issue in written format.
- 5) Permanent record: This is another most important facility for written communication. Every kind of written communication document is a permanent record and can preserve for further assistance.
- 6) Reduction of Risk: Written communication is one kind of evidence so, it can reduce the risk this is the most important advantage of written communication.
- 7) Less possibility of Distortion: In written communication, there is less chance of distortion because there are multiple chances to revise the written communication document.

Disadvantages of Written Communication

Written communication is not always effective everywhere as a mode of communication. Some important demerits/limitations are presented below:

- 1) Lack of secrecy: Written communication is exposed to everyone who is concerned with the message or information. So there is a chance of leakage of information from any employees which may cause a huge loss to the organization.
- 2) Expensive: Such communication is expensive. It involves expenditure in purchasing paper, ink, typewriting, and printing machine as well as the maintenance of such equipment and machines.
- 3) Wastage of time: Such communication is time-consuming. From start to end it takes a lot of time. A message is sent through a mechanical device like a telephone may take a moment to reach a destination; whereas a message if sent through any written device like a letter may require two, three, or even more days to reach the destination.
- 4) Late Feedback: In written communication, the receiver opens the letter and reads it very attentively taking more time. When he responds to the letter, he takes some additional time to answer according to the requirement. For this reason, feedback is delayed.
- 5) Lack of Direct Relations: Through written communication, there is very little scope for a personal relationship to grow between the sender and the receiver. Lack of personal touch may cause a communication gap or delayed communication.
- 6) Lack of flexibility: There are some pre-determined formalities that are required to be maintained while making written communication. Observation of such formalities is a lengthy process. If any immediate change is required, it is not possible instantly due to the lack of flexibility in written communication.
- 7) Useless for the illiterate: If the receiver is illiterate then written communication does not make any sense. So, such communication is meaningless to illiterate people. This causes ineffective communication.
- 8) Cost of filing and indexing: This is an additional cost to be borne by the Organization. Written communication is documented or filed for future purposes. Expenditures are required to be incurred for making racks and arranging other equipment.
- 9) Flattery and Inflated information: If any message is supposed to go against the interests of employees or higher officials then there is a chance of fabrication of such a message by the concerned person. To gain an extra advantage or to avoid criticism, such a person may flatter and inflate information in the written message.

10) Delayed correction: In written communication due to the lack of direct contact between a communicator and communication, any mistake if occurred takes huge time for its correction. Even if the mistake is identified immediately, still its correction is not possible.

The above demerits are required to be addressed while making written communication. Such demerits should be minimized to make effective communication.