

21/10/22

Oral Communication and Written Communication

Oral Commⁿ is the exchange of info and ideas through spoken word.

It can be directly, in person, in a face to face interaction or through an electronic device such as a phone, video platform or radio. The most effective way for business to transmit info verbally is through oral communication. Such as staff meetings, webinar, and workshop.

* Importance of oral commⁿ

- Solve problems
- Resolve conflicts
- Influence people to work together
- Persuade others to be involved in organization
- Be assertive without being aggressive
- Listen thoughtfully
- Negotiate effectively
- Make proposals

Media / Types of oral commⁿ

- ① Group commⁿ
- ② Speeches and presentations
- ③ Press conferences
- ④ Demonstrations
- ⑤ Radio
- ⑥ Recording
- ⑦ Rumors
- ⑧ Informal face-to-face talk
- ⑨ Interviews.

Written commⁿ is any written message that
two or more people exchange.

Written commⁿ is typically more formal
but less efficient than oral commⁿ.

Examples:

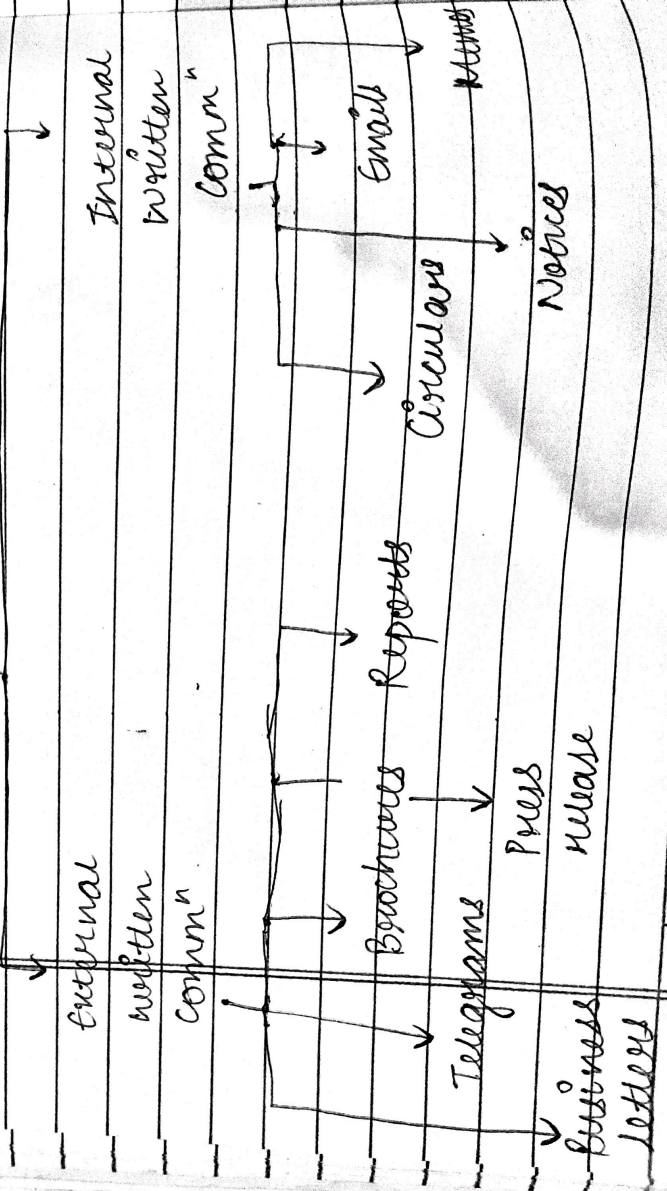
- Emails
- Text messages
- Blog posts
- Business letters
- Reports
- Proposals
- Contracts
- Job descriptions
- Bulletins
- Postcards
- Faxes
- Advertisements
- Brochures

Importance of written commⁿ:

- economical and efficient
- accuracy
- record keeping
- Goodwill and branding
- identify and clearly state your goal

Types of written commⁿ:

written commⁿ



Proof / Evidence
There is no real proof because there will be no record of the message because the way of commⁿ is via word of mouth. Records of witness commⁿ can be preserved properly. So, there is proof / evidence.

Suitable
It is often suitable as it is applicable and applicable if the sender and receiver are at a remote to each other and receiver are at a distant place or far away from each other.

Reliability
It is a very much reliable for within viable range of commⁿ.
communication