

Channels of Communication

LEARNING OBJECTIVES

AFTER COMPLETION OF THE CHAPTER, YOU WILL BE ABLE TO :

- ☐ Explain merits and demerits of oral communication
- ☐ Explain merits and demerits of written communication
- ☐ Discuss the various channels of oral communication—*face to face, Teleconferencing, Telephone, Voice Mail*
- ☐ Discuss the various channels of written communication : *FAX, E-Mail*

☐ INTRODUCTION

Channels of communication refer to the vehicles or instruments through which communication is delivered or channelised. The choice of the communication medias depends upon number of factors like the derived speed, amount of information, cost effectiveness, etc. Numerous communication channels are used like face to face conversation, telephones, tele-conferencing, E-mail, fax, etc. In addition to these verbal communications, non-verbal communication like communicating through face expressions, body language, etc. are available. But non-verbal communications are not formally used. The formal verbal channels of communication are divided and discussed into two broad categories :

- (A) Oral Communication
- (B) Written Communication

☐ (A) ORAL COMMUNICATION

Oral communication is vital for any business, social or political organisation. Whatsoever the form it may assume, it occurs through spoken words, through speech either face to face or through any electrical device such as phone, teleconferencing, public address system, etc.

Effective Oral Communication

Whatsoever the form it may assume the underlying principles are the same :

1. Pronunciation—All the words should be pronounced correctly and clearly. Bad pronunciation creates adverse image in the mind of the listener.

2. **Self Confidence**—The person speaking must have self confidence which comes with sufficient knowledge of the subject and overcoming inner inhibitions.
3. **Concise and Complete Message**—The message to be presented must be concise and complete. Over-loaded message diverts the reader's attention whereas underloaded message misleads him.
4. **Logical Sequence**—The speaker should present the message in logical sequence with marshalled arguments. Only then his message will be more vivid and forceful.
5. **Natural Voice**—The message should be presented in the natural voice. This voice should be made pleasing and clear with practice, confidence and emotional content.
6. **Tone**—The tone of the message should be according to the situation so that the message should not only be intelligible to the mind but also appealing to the heart.
7. **Variations in the intonation pattern**—The sound of the voice should not be steady and flat. There should be variations in the intonation pattern i.e. both rising as well falling pitch, according to the occasion. It definitely creates interest and maintains the attention of the listener.

Advantages of Oral Communication

1. **Immediate Clarification**—In oral communication, the communicator can immediately clarify the message if the receiver has any doubt about the message. This is not possible in written communication which requires certain time for feedback.
2. **Speedy**—Oral communication, whether face to face or through electrical or electronic devices, is speedy. Unlike written communication it does not require time to be spent on dictating, drafting, printing, proof reading, revising and recopying.
3. **Suitable for Emergency**—Since oral communication is the most speedy method of communication, it is suitable for conveying emergency message. With this, instantaneous feedback is received that eliminates the chances of misunderstanding and misinterpretation of the message and simultaneously helps to convey the meaning and sense without wastage of time.
4. **Lesser Formal**—Oral communication is lesser formal as compared to written communication. As a result, the concerned parties can exchange their opinions frankly and fearlessly.
5. **Group Communication**—Through oral communication, group communication is possible. Therefore this type of communication is most used in conferences, meetings and seminars where different persons can interact with one another.
6. **Personal Quality**—Through oral communication, effective impact can be made on the receiver through personal quality and influence of the personality. Such advantage is not possible in case of written communication.

Disadvantages of Oral Communication

Oral communication has some of the following disadvantages :

1. **No record**—Since there is no documentary record of the oral communication, it does not become legal evidence. It can be used for future or legal reference, if it is tape-recorded. But it is not possible in every case.
2. **Lengthy message**—If the message is lengthy the chances of its misunderstanding,

delusion and forgetting are very high. Lengthy messages usually fail to retain listener's attention, as a result communication failures occur.

3. **Distortions**—In oral communication, misunderstanding and misinterpretation of the message usually occur because of the distorted meanings by the receiver. The main theme of the message is lost as a result of these distortions.

4. **Speaker's ineffectiveness**—Speaker's inability and ineffectiveness adversely affect the creation and retention of the listener's interest. To make the oral communication effective speaker's vitality and effectiveness are essential.

5. **Limitations of human memory**—Because of limitations of human memory oral communication becomes ineffective. Human memory cannot retain all the spoken words even if they have been clearly heard and understood.

Oral communication takes place through any of the following medias :

- (1) Face to Face
- (2) Teleconferencing
- (3) Telephone
- (4) Voice Mail

□ (1) FACE TO FACE COMMUNICATION

Face-to-Face communication may be between two persons or among small group or gathering of persons. It may also assume the form of speech or address by one person to an audience. Face-to-Face communication has the same pros and cons as oral communication, except the following additional :

Benefits

(a) **Control over reader's attention**—Compared with written or telephonic communication, face to face communication provides the advantages of exercising control over reader's attention. The speaker can effectively capture the listener's attention by making his message clear and interesting.

(b) **Effect of Facial Expressions**—Another advantage of face-to-face communication is that the speaker can make it more vivid and forceful by conveying through facial expressions, tone and pitch of the voice.

(c) **Suitable for Discussions**—Face-to-face communication is most suitable for discussion where instantaneous feedback is imperative. Even communication on telephone or teleconferencing is not as effective as it is in case of face-to-face situation, when a lot of discussion for negotiation, brainstorming or persuasion has to be done.

Limitations

(a) **Inattentive Listening**. For effective communication, not only the ability of the communicator matters but also the listening skill of the listener plays important role. Most of the persons seem listening, but do not listen because of wandering of mind to other matters, wrong or selective perceptions, egotism, etc. As a result the communication does not take place because of inattentive listening.

(b) **Difficulty in arranging personal contacts**. Face-to-face communication suffers from the limitation of arranging personal contacts. If the various departments and persons are working at different places, especially noticed in big organizations, it is very frustrating

and difficult to arrange their personal contacts. Moreover it is not easy and economical, rather expensive and time-consuming process.

(c) **Unproductive in unhealthy relations.** Face-to-face communication sometimes proves counter productive when the relations between the parties are unhealthy. It may lead to further conflict and confrontation among them. Under such situations, better will be to avoid this mode of communication. First, make the communication environment congenial, then proceed with such medias of communication.

□ (2) TELECONFERENCING

Teleconferencing is interactive group communication through telecommunication such as telephone, computer based equipments or internet, etc. A teleconference is a telephone meeting among two or more participants involving technology more sophisticated than telephone connections. It can bring people together under one roof even though they are separated by hundreds of miles. At its simplest form, a teleconference can be an audio exchange of talks among two or more persons sharing a speaker phone. With elaborate arrangement, it can be videoconference in which the participants setting at different locations can see still or motion video images of each other. Teleconferencing is used in many ways, but there are three basic types:

- **Audio-conferencing**-verbal communication through the telephone with optimal capacity for telewriting or telecopying.
- **Computer conferencing**-printed communication through keyboard terminals.
- **Video conferencing**-television like communication augmented with sound.

The last type of teleconferencing is called as video conferencing. Thus teleconferencing include audio-conferencing as well as videoconferencing.

Advantages

- (a) One of the major advantages of teleconferencing is it potential to reduce the costs of group meetings. It can save travel costs.
- (b) People who would not normally attend a distant meeting can easily participate and present their views.
- (c) Follow-up to earlier meetings can be done with relative ease and little expenses.
- (d) Compared with actual meetings, socializing process is very minimum. Consequently, it can reduce the time and attentions utilised in socialising process.
- (e) Compared with actual meetings, meetings through teleconferencing are shorter and more oriented and focused to the primary purpose.
- (f) It is particularly satisfactory and suitable for simple problem solving, information exchange and procedural tasks.
- (g) Participants are generally better prepared and focused than for attending actual meetings.

Disadvantages

However there are certain disadvantages of teleconferencing:

- (a) Teleconferencing requires heavy investment and consequently is not suitable for small size and scale business houses.
- (b) Technical failures with equipment, can reduce the purpose of the conference.

- (c) This arrangement is not suitable and satisfactory for complex interpersonal communication situations like that of negotiation, bargaining or persuasion.
- (d) This arrangement is more impersonal and is less easy to create an atmosphere of group rapport.
- (e) Lack of participant's familiarity with the equipment, the medium itself and meeting skills are common problems in the functioning of teleconferencing.

(f) In teleconferencing, there are difficulties in determining participant speaking order, frequently one or few persons monopolize the meeting.

(g) Informal, one to one, social interaction is not possible in case of teleconferencing.

□ (3) VIDEO CONFERENCING

Video conferencing allows group of people and individuals sitting at different locations to hold interactive meetings by using telecommunications of audio and video. This technology overcomes the disadvantages of the voice (as in telephone) or data (as in a mail) and provides real feel of the conversation by adding visual part in that. It is powerful business tool that facilitates a virtual visual meeting environment between two or more participants, located at different sites by using computer networks to transmit and receive audio and video data. The videoconferencing can be simple as a conversation between two people in private offices (point-to-point) or involve several sites (multi-point) with more than one person in large rooms at different sites. Besides transmission of audio or visual images, videoconferencing can be used to share documents, computer-displayed information and whiteboards.

Video conferencing involves the mechanics similar to telephonic conference. Each participant has a microphone, speakers and a video camera mounted on the computer. As two or more people communicate with each other, their voices are carried over the network to the others, and images appear on the other participant's monitor. Besides construction of room and provisions of equipments - like camera, television set, monitors, whiteboards, software WAN/LAN equipments, the company has to incorporate ISDN or leased line for WAN besides paying monthly charges for WAN connection.

Advantages

- (a) The biggest advantage of video conferencing is that it offers the ability to meet with people in remote locations without incurring expenses or other expenses associated with face-to-face communication.
- (b) It enables the organisation to save travelling costs and hotel expenses that are usually incurred in face-to-face meetings.
- (c) It enables the people sitting at remote area to be connected at great ease and still have the impact of face to face meeting.
- (d) It is substitute for face-to-face communication and communication is also in real and virtual time.
- (e) Video conferencing can stimulate better brainstorming, knowledge sharing and information gathering because different people sitting at different places can present their ideas without travelling. Thus it helps to promote expansion of knowledge among people.
- (f) With video conference, meetings can be organised at short notice.
- (g) Videoconferencing can also be used to transmit files and documents and to provide real time information.

Disadvantages

- (a) The foremost disadvantages of video conferencing are the technical difficulties associated with smooth transmissions that could result from software, hardware or network failure. Remote connections are sometimes hampered by environmental factors.
- (b) It also encourages the dependence upon the technical support staff. Their absence may create difficulty for participants who may be unfamiliar with the videoconferencing technological concepts.
- (c) Videoconferencing is not perfect substitute of face-to-face conversation because of videoconferencing system sometimes provides inaccurate impression that the remote interlocutor is avoiding eye contact. Sometimes the cameras may be located in the screens that reduce the amount of parallax observed by the users.
- (d) Because of presence of camera on the speaker, he or she may become more appearance conscious and consequently fail to communicate spontaneously and openly.
- (e) Moreover videoconferencing lacks personal interaction that may be part of business culture like handshakes or eye-contacts.
- (f) Videoconferencing requires space as well as investment. Therefore it may not be suitable for small business houses.

□ (4) TELEPHONE

Telephone is one of the most frequently used means of oral communication in the present business world. Most of the urgent matters, are dealt with on phone. Not only one-to-one contact but group communication is also possible through **audioconferencing**, when more than two persons, sitting far away speak on telephone.

Merits of Telephone

- (a) Through telephone, contact with persons sitting miles away is possible.
- (b) It saves the time wasted in transmission of message either through first or personal contacts.
- (c) On telephone instantaneous feedback is possible. Consequently the communicator can clarify the doubt if the receiver can adjust his message accordingly.
- (d) Sometimes it is very difficult to contact a person busy with his job. Through telephone, he can be contacted without disturbing his busy schedule.
- (e) Telephonic communication can be made more effective than face-to-face communication, through modulations of voice.

Demerits

- (a) Since telephone lacks visual feedback, it is difficult to reveal the moral of the receiver. As a result, communication becomes ineffective if the receiver is in hurry or anger.
- (b) Unlike face-to-face communication, on telephone it is very difficult to hold the receiver's attention for a long time. Therefore, It is not suitable for conveying lengthy messages.
- (c) It is expensive especially when geographical distance between the sender and receiver is more. But compared with videoconferencing, it is cheaper.

(d) Telephone message does not provide a permanent record for legal purposes, unless they are recorded on audio tapes.

(e) It is very frustrating when the concerned person can not pick up the receiver, because of his touring or travelling. **Pagers** and **mobile phones** have overcome this disadvantage, but they are still expensive in India.

Barriers to effective telephone use

The common barriers to effective telephone use may be Physical or Psychological barriers. The Physical barriers include noise in transmission, telephone tags due to busy calls, non-connectivity due to problem with telephone exchange, etc. The Psychological barriers relate with user's attitude, ability and approach. The person with negative attitude (such as rude, irritable, arrogant, harsh, hostile, sarcastic, etc.) fails to communicate message in effective way as his wrong attitude provokes the negative reactions of the receiver. On the other hand, a person with positive attitude (such as polite, cheerful, flexible, warm, calm, compassionate, etc.) is likely to convey the message in better and effective way. The communicator's lack of ability is likely to leave any good impression and impact on the listener. On the other hand, well-planned and properly thought out messages are likely to have good impact upon the listener. Similarly inability to listen emphatically affects the flow of communication. One's approach in handling telephonic talks also affects the transmission of the message. In business affairs, one should not waste time in talking personal matters and should talk to the point in straight forward manner.

Professional Approach in handling telephonic conversation

While handling telephonic conversation in professional manner, one should :

- Prepare oneself mentally and think about the objectives of conversation.
- Sit upright to avoid being lazy or constricting the voice.
- Keep the tone neutral and speak clearly.
- Be polite and make sure to leave good impression upon the listener.
- Choose appropriate words which do not sound ambiguous.
- Be warm and friendly while talking.
- Be assertive, not aggressive or submissive.

How to make effective use of telephone ?

- Before ringing up, plan the message to be conveyed.
- Always keep pen and paper for noting down the main contents of conversation.
- Speak in polite, pleasant and positive manner.
- Do not waste time in unnecessary and undesirable talk.
- Do not shout or speak too low. Speak in natural voice.
- Be more alert and attentive while talking on phone. Listen to the other person patiently without any interruption.
- Say 'good morning', 'good afternoon' or 'hello' before introducing yourself.
- Introduce yourself before conveying or receiving the message.
- Make sure about the identity of the other person before talking.
- Ask the other person to repeat the message, if it is not clear.

Mobile Phones

Mobile phones provide definite edge over fixed telephony when we talk of connectivity, convenience and freedom to roam. The person holding mobile phone can be contacted at anytime, at any place. The possessor of mobile phone can talk and transact even during driving car or travelling in train. Because of the advantages of latest information in "real time" among "virtual reality" during mobility period, subscribers of mobile phone are outpacing fixed telephones at global level.

Advantages of Mobile Telephony

Mobile telephony provides the following advantages to the user :

- Anytime, anywhere connectivity.
- Convenience and freedom to carry anywhere.
- Possibility of doing business during travel.
- Transfer of data along with transfer of voice.
- Digital photography in new models.
- Internet access at any time.

Disadvantages of Mobile Telephony

Mobile telephony has following disadvantages.

- Compared with fixed telephony it is expensive to use especially from mobile to landline.
- Wide spread use of cell phones has led to increased concerns about possible health hazards particularly brain diseases as the antennas of these phones lie along the head and the radio frequency waves have both electrical and magnetic components.
- Use of mobile phones during driving increased the chances of accidents.
- Wider use of mobile phones is problem for environment.

(5) VOICE MAIL

Sometimes it happens that the receiver is not available on first or sometimes second, third or more attempts. To overcome this, telephone tag, the electronic message system of voice mail is used. This system allows the sender to leave the message with the receiver who will pick it up later on. With this, the sender can feel confident that the receiver will receive the message by listening to his (spoken) voice. This system saves time and money when one way information is to be conveyed. However this system is relatively expensive.

(B) WRITTEN COMMUNICATION

Written communication includes written words, graphs, charts, reports, diagrams, pictures, etc. It comes in a variety of forms. Letters, memos, bulletins, reports, etc. It may be ordinary manual based internal or external mail or may be based upon computer technology. Whichever the form or channel it may assume, every piece of written communication requires use of human memory, imaginative power, ability to observe and think, mastery over language and ability to write.

Advantages

(1) **Permanent Records**—Written communication has the advantage of being stored for

future, reference or legal document. Therefore policy matters, procedural instructions and confidential orders are communicated through written communication. Even if the receiver forgets the message, he can refer to the files where written records are preserved.

(2) **Easier to Understand**—Written communication is easier to understand than speech as it allows ample time to the reader to read at his leisure, analyse and think about the message. He can take a break, if his interest wanes. Therefore lengthy and large messages are usually communicated through written words.

(3) **Composing in advance**—Written communication can be composed in advance before it is delivered. The sender can ponder over the words and their effect on the receiver, and accordingly, can change his message.

(4) **Accuracy**—Written communications are less prone to errors, as they are organized more carefully than the spoken messages. While writing a message superfluous words and all possible errors should be avoided to make it concise, clear and complete.

(5) **Wider access**—Written messages, being frequently circulated, have wide access to the employees. This is not possible in case of oral message.

Disadvantages

(1) **Time consuming process**—Written communication involves time in writing, rewriting, printing or proof reading the message, to be communicated. In oral communication such problem is avoided with instantaneous communication. Not only does it take time in drafting and producing the matter, but also takes time to reach the receiver.

(2) **Not suitable for the illiterate**—Written communication is not suitable for illiterate people as they can not read or write.

(3) **Formalism**—Written communications, is more formal and rigid than oral communication. As a result it leads to defensive behaviour among employees and red-tapism in organizations.

(4) **Immediate feedback not possible**—Unlike oral communication, in written communication immediate instantaneous feedback is impossible.

Fascimiles (Fax) and Electronic mail (e-mail) are the most used computer-based medias for transmission of the written message. They deserve special attention due to their growing need in the present business organizations.

(1) FACSIMILE (FAX)

A facsimile or fax machine is one of the most useful media for transmission of written especially visual material such as diagrams, copies, etc. Fax machines are connected with telephone both at transmitting and receiving end. In fax a document is fed in the transmitting end which is converted into electrical signals. These signals are transmitted through telephone lines to another fax which reconverts these signals into printed out hand-copy. Then the receiving fax machine sends a message confirming the receipt of entire message.

Important Features in a Fax Machine

There are several brands of faxes, with distinctive features. Some of the features commonly possessed by fax machines are :

(a) **Remote Activation**—The user can activate his machine via his cordless or even a parallel phone line. This telephone works even during a power failure.

- (b) **Memory**—The fax machine can store the message in memory if there is no paper for printing the message.
- (c) **Transmission Speed**—If the speed of transmitting the message is high, the cost of transmission and reception decreases.
- (d) **Auto Paper Cutter**—Fax machine has a paper roll, printing the transmitted message. This paper is to be cut if auto paper cutter is not available.
- (e) **Answering Machine**—Usually fax machines have inbuilt answering machines.

Advantages of Fax

The fax offers the following advantages :

- (a) It is quick means of communication.
- (b) It can contain pictures as well as words.
- (c) The recipient needs not to be at the receiving end to receive the message.
- (d) Generally it is cheaper to fax the message than to send it through postage or courier.

Points to be considered while sending message through Fax.

The message, whether hand written or typed that is going to be transmitted by fax should carry at least the following information for its clear understanding by the recipient :

- The organization and the person by whom the fax is sent.
- The organization and the person for whom the fax is intended.
- The number and date of the letter.
- The number of pages of the letters being sent.

□ HOW DOES FAX WORKS?

The technology behind working of the fax machine is very simple. The machine itself is connected to standard phone lines. A document is inserted into the machine where it is fed into rotating cylinder. A light beam scans the document as it enters and passes, and the light spaces in the document are translated into pulses of electric current by the photoelectric cell. Dark spaces in the document produce no pulses and grays are interpreted according to the intensity of the tonality. The receiving fax machine picks up the transmission and translates the pulses into corresponding light and dark space on the paper. These pulses approximate the letters, drawings, diagrams, photographs and white spaces on the original.

To send a fax, one should place the document into the feeder tray of the machine. Once the paper is in the feeder, dial the phone number of the fax machine to which document is being sent. When the connection is made as is visible from signals, the document will be drawn into the machine and scanned by the photoelectric cell. When the transmission is complete, the line disconnects and the document can be retrieved.

Technology in this area is continuing to develop and the latest development is a fax that can be directed to an individual's email address. Faxes can also be sent via email using integral scanners and special fax programmes. The software will compress the information in the fax and then digitize it for transmission to a standard fax machine, e mail account, or Internet account. It is anticipated that with development in technology, Fax will be available on cell phones or PDAs.

□ (2) ELECTRONIC MAIL (E-MAIL)

E-mail is another instantaneous medium of communication. It transmits the written message via computers connected on network. For access to network area, a computer, a telephone, a modem with software are needed to function on E-Mail. If the net work is linked with internet it provides the added advantage of global communication at local charges.

Advantages of E-Mail

1. E-mail is easy quick and cheap means of communication.
2. In the present business world, rapidly advancing towards less formal structure, E-Mail facilitates more paperless office and enables the employees to function even without sitting at office.
3. The messages sent by e-mails are in the form of text. As a result, the correspondents can include them in computer programmes of their own.
4. E-mail has created an easy communication link among executives and employees transcending hierarchical barriers and has facilitated them to work at home beyond their duty hours.
5. E-mail is the instantaneous means of communication at distant places at significantly cheaper rates.
6. Through E-Mail, message can be sent to large number or selected persons simultaneously.
7. Like Fax, E-mail system also provides the advantage of storage of message in the memory. As a result, it saves the sender's time wasted in telephone tags.
8. The sender needs not to spend a lot of time worrying about layout, typing faces, paper quality or print quality of the message. Therefore he/she can focus his/her attention on the words. As a result, e-mail messages are short and informal.
9. One can attach computer files—for example, desk top publishing (DTP) pages, graphics or spread sheets—which others can use in their own work.
10. When one receives an email and wish to reply to it, one can attach one's reply to the message. This keeps that correspondence together, which is useful when checking back what has already been said.

Characteristics of Successful E-Mail Messages

Like business letters, e-mail messages reinforce professional and business relations. Therefore care should be taken to make the e-mail messages more effective.

For this, e-mail messages should have the following features :

1. **Concise.** Usually the reader has limited time to read the e-mail messages. Therefore e-mail message should be concise. For this unnecessary explanations, repetitions and worthy expressions should be avoided, and ideas should be organized with fewest possible words.
2. **Single theme.** The e-mail message should focus on one topic only. Focusing on two or more themes reduce the impact of the message.
3. **Correct.** The e-mail message should be correct in various aspects. Correct format and structure should be used; correct e-mail address should be written; the facts and figures should be accurate, and the message should be free from punctuation, spelling and grammatical mistakes.
4. **Conversational tone.** In writing e-mail message, one should try to maintain

professionalism without being too formal. For this, one should use a tone which gives a personal touch to e-mails. However one should avoid being emotional.

5. Clear. E-Mail messages should be simple and clear. For this, message should be written in direct approach, and short sentences should be used.

Guidelines for Writing e-mail Message

While writing e-mail message, keep these guideline in mind :

1. E-mail messages are not private like conversation. It can be checked by other person. Therefore be careful about e-mail messages.
2. All the principles of good writing like you-attitude, positive emphasis, clarity of the message, considerate attitude, conciseness of the language, completeness of the message, etc. all apply to e-mail messages.
3. Use spell checks for spelling and ensure that the message is grammatically correct.
4. Reread and proofread the message before sending.
5. Do not write when you feel anger. First cool down and then draft the message.
6. Subject lines should be appropriately written.
7. Use full caps only to emphasize a single word or two. Putting the whole message in caps is considered as rude as shouting.
8. Find out how your recipient's system works and adapt your messages to it. Most people would rather get a separate short message on each of several topics, do so that the message can be stored in different mail boxes.
9. When you respond a message, include the essential part of the original message and delete the rest.
10. If the quoted material is long, put your response first and then the original material.

With the increasing popularity of E-mails in the present business world, the use of phones for instantaneous communication is becoming lesser. People are more interested in E-Mail addresses, than postal address or telephone numbers. E-mail is becoming popular not only because of cost-effective and instantaneous means of communication, but also because of present social shift to E-culture and ultimate form of E-expression.

One of the disadvantages of E-Mail is that it is restricted only to people with computers. To remove the computer from E-Mail loop and to facilitate transmission of message irrespective of location, **E-Pagers** have been introduced in the market. The E-Page holder can send a reply that will follow the same route to reach the addressee.

Review Of Chapter

Channels of communications are channels through which communication flows. The verbal medias of communication may be oral or written. Oral communication provides the advantage of greater impact, speed, suitability in emergency. But it has its own disadvantages : no legal record, lengthy message, chances of forgetting, etc. This communication usually takes place in the form of face to face communication, teleconferencing, telephone and voice mail. The written communication includes' written words, reports, diagrams, pictures, etc. It provides the advantage of permanent records, accuracy, wider access, etc. But it is time-consuming process. FAX and E-mails are popular forms of written communication prevalent in these days. Each media of communication whether oral or written has its own merits and demerits. The user should use them judiciously.