

Written vs. Oral Communication

Most people intuitively understand that there are differences between oral and written language.

It is important to realize that speech is genuinely different from written prose, and one should not use the logic of oral language in formal academic writing.

In more formal writing, choosing the “right words” depends partly on whether they are appropriate for the writing situation, and whether they express an exact meaning.

As a rule of thumb, the audience will remember about one-half of what was said. Written language is saved for posterity with the assumption that 100% of it will be read, understood, and remembered.

EFFECTIVE WRITTEN LANGUAGE is	ORAL LANGUAGE is
<ul style="list-style-type: none">• Precise and direct.• Chosen with greater deliberation and thought..• More sophisticated, and developed.• Less personal.• Driven by logic, organization, and explicitness• Achieved through sentence length, complex language style.• Validated by author’s credibility.• Objective.• Non-retractable (it’s forever... and so are mistakes and flaws).• Planned and deliberate.	<ul style="list-style-type: none">• A dynamic transfer of information.• Everyday spoken language, including some cultural expressions, such as “go crazy.”• Able to engage the audience psychologically and to use complex forms of non-verbal communication.• Retractable (one can apologize for a mistake or offer clarification)• Highly subjective• Spontaneous• Dependent upon orientation signals (for example, “Well, in the first place”), and projection terms (for example, “It seems to me”) to soften the tone• Conversational and indirect

References

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