

## Types of Written Communication

There are two main types of communication: oral and written. **Written communication** involves any type of message that makes use of the written word. Written communication is the most important and the most effective of any mode of business communication.

Examples of written communications generally used with clients or other businesses include:

- Email
- Internet websites
- Letters
- Proposals
- Telegrams,
- Faxes
- Postcards
- Contracts
- Advertisements
- Brochures and
- News releases.

## Advantages and Disadvantages of Written Communication

Some advantages of written communication are:

- No need for personal contact - you can tell an employee he or she has to work overtime through an email instead of face-to-face.
- Saves money - you can send an email instead of calling long distance.
- Written proof - provides written proof in case of a dispute.

Some disadvantages of written communication are:

- Delay in communication - it may take a while to get to the intended recipient.
- Lack of secrecy - once it's on paper, anyone can read it.
- Costly - if the sender and receiver are sitting next to each other, you still have to spend money on paper or Internet service.