

## Learning Guide Unit 1

### Reading Assignment

#### Types and forms of Written Communication

##### Read:

1. University of Minnesota. (2010). *Principles of management*. Licensed under CC -4.0.

- o Read [Chapter 12.5 Types of Communication](#)

This reading introduces you to the different types of communication, its features and advantages. The section on written Communication in this chapter discusses about types of written communication in brief.

2. University of the People. (2023, June 14). *Written communication types and forms*.

Types of written communication in business include transactional, persuasive, informational and instructional.

Some examples of written communication types and forms are emails, [text messages](#), blogposts, reports and much more.

The type or form of written communication is determined by context and audience. We generally use written communication in the following cases:

- Convey facts
- The message needs to become part of a permanent file
- There is little urgency
- The ideas are complicated
- You do not need immediate feedback

Click on each of the examples of communication types to understand their uses and purposes.



**> Emails****> Text Messages****> Blog Posts****> Business Letters****> Reports****> Proposals****> Contracts**

Contracts are legally binding agreements between two or more parties. They outline the terms of the agreement, such as the responsibilities of each party, the payment terms, and the dispute resolution process.

**> Employee Manuals****> Job Descriptions****> Memos****> Bulletins****> Instant Messages****> Postcards****> Faxes****> Advertisements****> Brochures****> News releases**

These are just a few of the many forms and types of written communication. The specific use of a particular form or type of written communication will vary depending on the situation. However, all written communication should be clear, concise, and professional.

**References:**

- Ahmed, A. (2019, March 7). [Types of written communication in business](#). Bizfluent.
- Indeed (2023, April 12). [A complete guide to effective written communication](#).
- Radtke, L. (2015). 5.4 Different types of communication and communication channels.  
In [Principles of leadership and management](#). Licensed under CC – 4.0.
- University of Minnesota. (2010b). [Chapter 12.5 Types of communication](#). In [Principles of management](#). Licensed under CC –4.0

