




WRITTEN COMMUNICATION

- 
- One of the best methods to communicate
 - Writing is one of the oldest known forms of communication
 - In today's age of information and technology, writing has become a lost art

HISTOEICAL DEVELOPMENT



- The writing process first evolved from economic necessity in the ancient near east. Archaeologist [Denise Schmandt-Besserat](#) determined the link between previously uncategorized clay "tokens" and the first known writing, [cuneiform](#) (is one of the earliest known forms of written expression, used in Persia and Assyria around the 30th century BC).
- Clay tokens were replaced over time by the written documents to avoid the complexity of using the clay token.

- Writing is an extension of human language across time and space.
- Writing most likely began as a consequence of political expansion in ancient cultures, which needed reliable means for transmitting information, maintaining financial accounts, keeping historical records, and similar activities.
- Around the 4th millennium BC, the complexity of trade and administration outgrew the power of memory, and writing became a more dependable method of recording and presenting transactions in a permanent form.

cont.

- Researchers divide the progression of written communication into three revolutionary stages called "Information Communication Revolutions"
- During the first stage, written communication first emerged through the use of pictograms. The pictograms were made in stone, hence written communication was not yet mobile.
- During the second stage, writing began to appear on paper, papyrus, clay, wax, etc. Common alphabets were introduced and allowed for the uniformity of language across large distances. A leap in technology occurred when the Gutenberg printing-press was invented in the 15th century
- The third stage is characterized by the transfer of information through controlled waves and electronic signals.

ADVANTAGES OF WRITTEN COMMUNICATION



- Creates a permanent record
- Allows you to store information for future reference
- Easily distributed
- All recipients receive the same information
- Written communication helps in laying down apparent principles, policies and rules for running of an organization.
- It is a permanent means of communication. Thus, it is useful where record maintenance is required.

cont.



- Written communication is more precise and explicit.
- Effective written communication develops and enhances an organization's image.
- It provides ready records and references.
- It assists in proper delegation of responsibilities. While in case of oral communication, it is impossible to fix and delegate responsibilities on the grounds of speech as it can be taken back by the speaker or he may refuse to acknowledge.
- Necessary for legal and binding documentation

DISADVANTAGES OF WRITTEN COMMUNICATION



- Written communication does not save upon the costs. It costs huge in terms of stationery and the manpower employed in writing/typing and delivering letters.
- Also, if the receivers of the written message are separated by distance and if they need to clear their doubts, the response is not spontaneous.
- Written communication is time-consuming as the feedback is not immediate. The encoding and sending of message takes time.

cont.

- Effective written communication requires great skills and competencies in language and vocabulary use. Poor writing skills and quality have a negative impact on organization's reputation.
- Too much paper work and e-mails burden is involved



COMMON ETIQUETTES IN WRITTEN COMMUNICATION



- Continuing with the series of etiquettes in communication, language expert Preeti Shirodkar tells us about what we need to keep in mind while communicating in writing.
- While written communication affords greater flexibility, since it can be edited and both composed and read at leisure or at one's pace, a great deal of care needs to be taken, in order to ensure its effectiveness; as it can serve as a point of reference, which one can turn to time and again, thus creating a more lasting impact.

(Image: While writing... remember these simple rules)

1.

FOCUS ON FORMAT



- The various formal writing forms have a pre-determined, universally accepted format that accompanies them. This format, which is largely based on universal writing conventions, serves to facilitate communication, by eliminating miscommunication that may result through random writing styles.
- Moreover, these formats are likely to change with time, due to the evolving nature of communication and/or technology.
- For example, the semi block format that was earlier the most relied upon format for letter writing has now given way to the full block format, after the wide spread use of computers.

(Image: Be aware of the various writing formats.)

2.

STRUCTURING OF THE CONTENT



- Introduction, Body and Conclusion: While writing one should ensure that the content is well organized, with the overview/basic details comprising the introduction; all major points with their explanation and exemplification constituting the body (preferably divided into a separate paragraph each for every new point, with titles and subtitles, if necessary).

(**Image:** Make sure you structure the content of what you're writing well.)

3.

ENSURING CONNECTIVITY



- The content that comprises a piece of writing should reflect fluency and should be connected through a logical flow of thought, in order to prevent misinterpretation and catch the attention of the reader.
- Moreover, care should be taken to ensure that the flow is not brought about through a forced/deliberate use of connectives , as this make the piece extremely uninteresting and artificial.

(Image: Lack of connectivity can often lead to communication gaps, misinterpretation and doubts.)

4.

TEMPERING THE CONTENT AS PER THE LEVEL OF FORMALITY

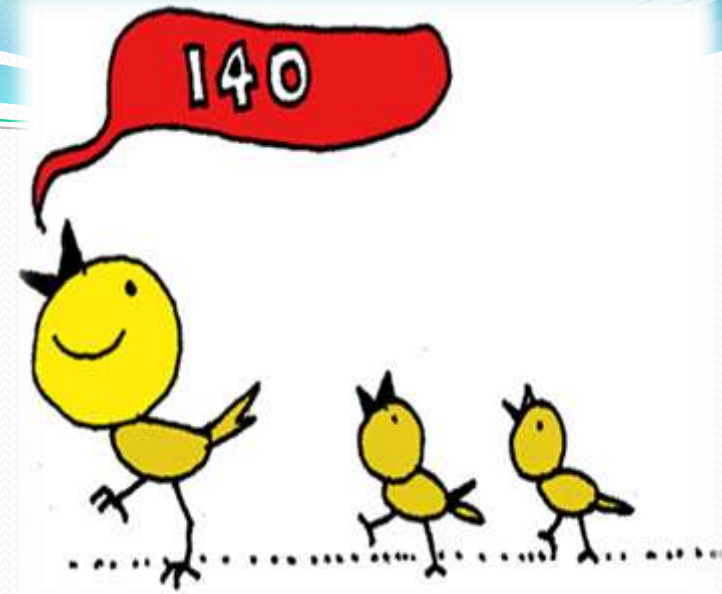


- The level of formality that is shared between the sender and receiver should define the use of salutations, the vocabulary, the content, the format and even the medium.
- Though not integral to the matter communicated, this courtesy helps in creating a balanced impression about the communicator.

(Image: Tone your communication bearing in mind how formal or casual your relationship is with the receiver.)

5.

STEERING CLEAR OF SHORT FORM



- People may not be aware of the meaning of various short forms and may thus find it difficult to interpret them. Moreover, short forms can at time be culture specific or even organization specific and may thus unnecessarily complicate the communication.

(Image: Life in 140 characters is ok for twitter, not otherwise.)

6.

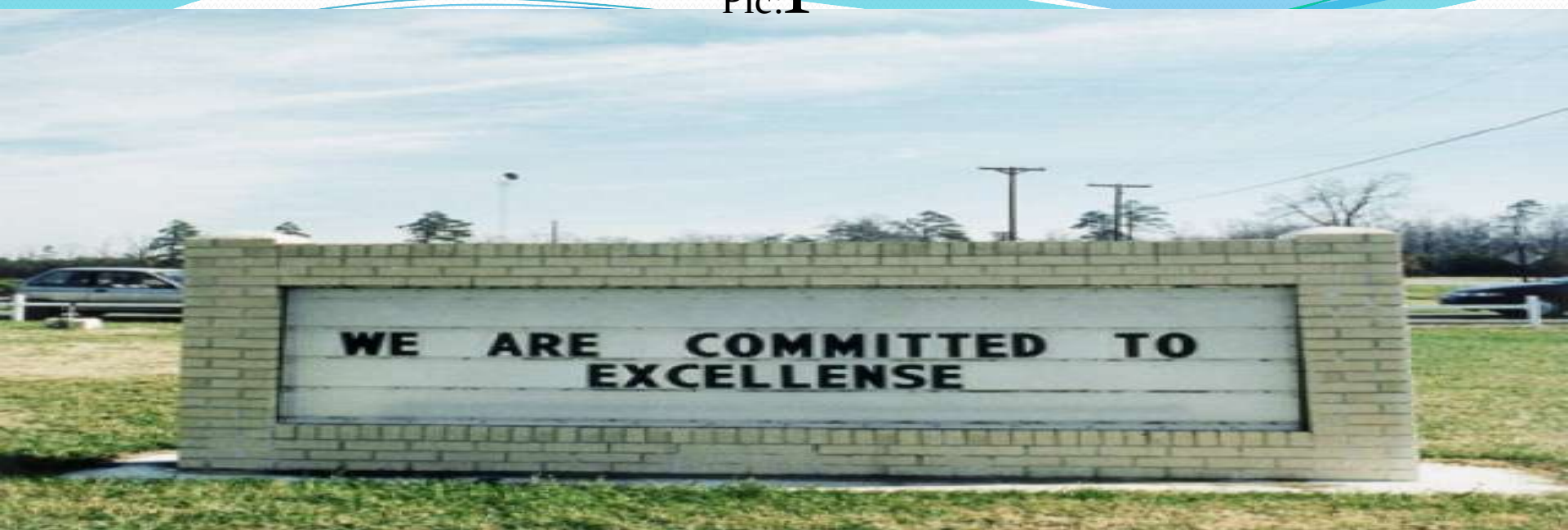
IMPORTANCE OF GRAMMER, SPELLING AND PUNCTUATION



- Improper grammar can at worst cause miscommunication and at least result in unwanted humour and should be thus avoided. So too, spellings can create the same effect or can even reflect a careless attitude on part of the sender.
- Finally, effective use of punctuations facilitates reading and interpretation and can in rare cases even prevent a completely different meaning, which can result in miscommunication.

(Image: Bad grammar and spellings can land you in trouble even today.)

Pic:1



Pic:2

Deer Sur, I wud reely lyke a job wid yur
~~organys~~ ~~orginyz~~ firm



7.

SENSITIVITY TO THE AUDIENCE



- One needs to be aware of and sensitive to the emotions, need and nature of the audience in choosing the vocabulary, content, illustrations, formats and medium of communication, as a discomfort in the audience would hamper rather than facilitate communication.

(Image: Don't take your audience for granted. Make sure they understand what you're talking.)

8.

IMPORTANCE OF CREATIVITY



- In order to hold the readers' attention one needs to be creative to break the tedium of writing and prevent monotony from creeping in.
- This is especially true in the case of all detailed writing that seeks to hold the readers' attention.

(Image: Make sure your communication doesn't end up in a pile of garbage. Be a little creative.)

9.

AVOIDING EXCESSIVE USE OF JARGON

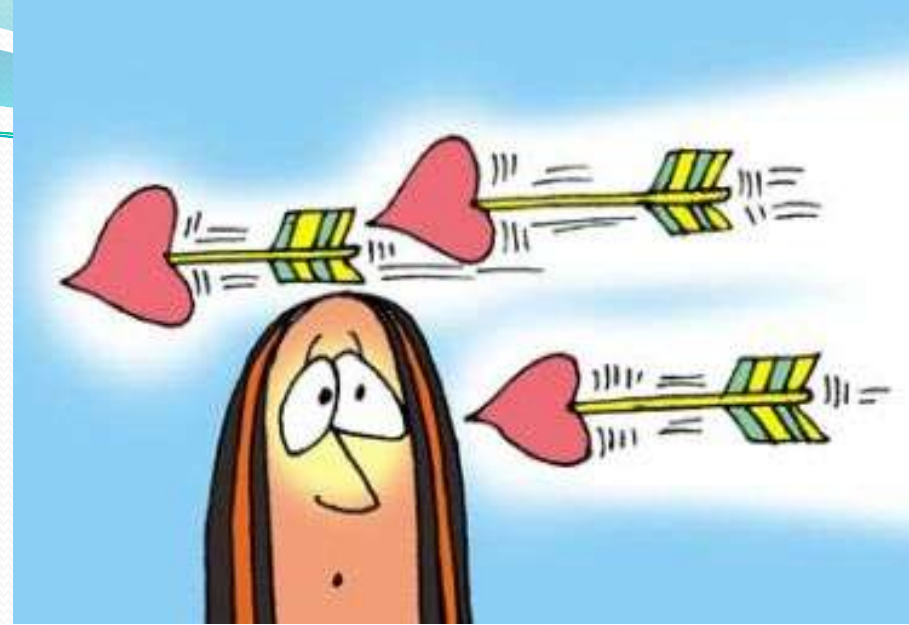


- Excessive use of jargon can put off a reader, who may not read further, as, unlike a captive audience, the choice of whether to participate in the communication rests considerably with the reader.

(**Image:** Excessive use of jargon hasn't taken anyone anywhere)

10.

AWARNESS OF THE AUDIENCE/MEDIUM



- The medium needs to be chosen, as per its suitability to the audience/content; while the content would need tempering as per the medium/audience. For example, while an elaborate message can be sent via a letter or an email, an sms, the same content may have to be heavily edited.
 - Like all effective communication, good writing could be said to occur when the gap between 'what one desires to say and what one is constrained to mean' is negligible or almost non-existent.
- (**Image:** Making points that are going over your audiences' heads... be aware of who you're speaking to.)

GOOD WRITING: Features

- ❖ **Completeness:** all information needed is provided
- ❖ **Correctness:** relevant and precise information
- ❖ **Credibility:** support your argument
- ❖ **Clarity:** should not be vague, confusing, ambiguous
- ❖ **Conciseness:** to the point
- ❖ **Consideration:** anticipate the reader's reaction
- ❖ **Vitality:** use the active voice rather than the passive voice

DIFFERENT WRITING STYLES

There are three types of writing styles:

- Colloquial
- Casual
- Formal

COLLOQUIAL



- *Colloquial language* is an informal, conversational style of writing. It differs from standard English in that it often makes use of colourful expressions, slang, and regional phrases. As a result, it can be difficult to understand for an a person from a different region or country.

CASUAL



- *Casual language* involves everyday words and expressions in a familiar group context, such as conversations with family or close friends. The emphasis is on the communication interaction itself, and less about the hierarchy, power, control, or social rank of the individuals communicating.

FORMAL



- In business writing, the appropriate style will have a degree of formality. Formal language is communication that focuses on professional expression with attention to rules, protocol, and appearance. It is characterized by its vocabulary and the grammatical arrangement of words in a sentence. That is, writers using a formal style tend to use a more sophisticated vocabulary.



cont.

Which style you use will depend on your audience, and often whether your communication is going to be read only by those in your organization (*internal communications*) or by those outside the organization, (*external communications*).

SOME DOs AND DO NOTs



- Be Specific: Just like a reporter, communicate the “who, what, where, why, when and how” of what needs to be done. Stay objective and specific.
- Avoid the Passive Voice: Instead of writing “The program was planned by Dane,” write, “Dane planned the program.”
- Be Concise: There’s no need to be long-winded. Get to the point. You’ll lose readers if you spout off too long!

- Get Things Right :Take great care when spelling people's names,, and other specifics. And also make sure that you do a careful proof of your work.
- Know When Formal Language is Required: If you're writing an informal note to group members, it's fine to use contractions ("don't" instead of "do not").However, if you're writing for a formal audience, like a proposal to the board of directors, be more formal with your language.
- Read It Out Loud :One very effective way to self-proof your work is to read it out loud. This will help you determine if you've used incorrect words, if your sentences run on too long, if your tenses don't match, and more.



First Impressions

No matter what you are writing a few things can create a negative first impression about your intelligence and your level of care: misspellings grammatical mistakes missed words messy delivery and incomplete work.

Three-Step Writing Process

Step 1



Planning

Step 2



Writing

Step 3



Quality control

WRITING PROCESS

Planning

- Keep objectives in mind and research the topic
- Think about the audience
- Outlining helps organize thoughts





cont...

Writing

- Follow your outline, use your handbook
- Inspiration is acceptable but must be carefully reviewed
- Use the interview approach to supplement the outline (who, what, where, when, how)

cont...

Quality Control

- Reread your work
- Be critical of your own work

TYPES OF WRITING

- ☐ E-mails
- ☐ Letters and Memos
- ☐ Agendas
- ☐ Reports
- ☐ Promotional Material
- ☐ Academic Documents
- ☐ Research (scientific) manuscripts
- ☐ White Papers

CONCLUSION

- Utilize full potential of written communication
- What you write will ultimately define you as a professional to your colleagues and superiors
- Match the appropriate communication method to the recipient
- Eliminating excessive or unnecessary communication will improve your workflow
- Mastering these skills will improve your ability and enhance your career.

THANK YOU

