

SUMMARY

Communication is generated by verbal or non-verbal channels. Nonverbal communication is critical and sometimes carries more meaning and information than verbal one. But larger volume of communication is verbal. And it is either oral or written.

Nature of Oral Communication: Oral communication implies communication through mouth. It includes individuals conversing with each other, be it direct conversation or telephonic conversation. Speeches, presentations, discussions are all forms of oral communication.

Advantages of Oral Communication: include Thorough Understanding, Flexibility, Spontaneity, Economy, Secrecy, Team and morale building. This is a major contributor to organizations placing a very high priority for clean, quick and effective communication among their employees. **Disadvantages of Oral Communication** include Lack of formality, Time consuming and Lack of clarity. Hence for all important business matters there is no option but to communicate them through clear and precise written communication.

Media for Oral Communication: Conventional wisdom tells us that face to face communication is more effective than other types of communication such as telephone or email as the latter lack important nonverbal cues to help us understand the message. The more emotional the message - or the reaction to the message - the more likely it is that face-to-face will be the best communication strategy. Do remember that effective communication also includes body language. In effective communications as we noticed earlier, : body language accounts for 55 percent, voice tone for 38 percent and spoken words for 7 percent.

Short of talking with someone face-to-face, a phone call is the best way to get a personal response. On the telephone, voice tone provides dimension and emotion to words, increasing the effectiveness of the communication. When on phone, always be ready to listen, pay attention to what the other party is saying, do not interrupt and do not try to finish the other individual's sentences for them. Let the other party speak at his own pace.

Texting service is also known as Instant Messaging Communication. When we text each other using a phone or asms, we only have words to send our message and to receive it. We are missing tone of voice, facial expressions, body language and presence to help us decode the message.

Teleconferencing -- the real-time exchange of information between people who are not in the same physical space -- is a big industry running into billions of dollars in revenue. Through teleconferencing, companies can conduct meetings, customer briefs, training, demonstrations and workshops by phone or online instead of in person.

	Words Language	Voice	Visuals	Face	Body	Presence
Face to face	√		√	√	√	√
V Conferencing	√ √		√	√		
Telephone	√	√				
Texting√		√				

Grapevine communication is the informal communication network within an organization. The grapevine is used to spread information bypassing the formal communication structure. Just like the grapevine plant: it spreads in random ways and it goes where it can. Grapevine communication creates a social bond where none existed. People like to talk to one another; whether they talk about work or family, or anything else. Teams become more cohesive. Grapevine channels carry information rapidly. With grapevine, there are some intrinsic dangers in bypassing the organizational channels to get to the facts of the matter. The main danger is that much of the information that gets spread through the grapevine is not verified. Some of the information is likely to be false and difficult, if not impossible, to verify. A smart manager should take care of all the disadvantages of the grapevine and try to minimize them. At the same time, he should make best possible use of advantages of grapevine.

Written communication involves any type of interaction that makes use of the written word. Communication is a key to any endeavor involving more than one person. Communicating through writing is essential in the modern world and is becoming ever more so as we participate in what is now commonly called the information age. Effective written communication is essential for preparing worthy promotional materials for business development.

Advantages of written communication: Written communication does not need presence of receiver of the message. Written communication helps in laying down formal principles, policies and rules for running of an organization. It is a permanent means of communication. Thus, it is useful for legal and official communication where record maintenance for evidence is required. Written communication is more precise and explicit especially when words and phrases are chosen with utmost care. Effective written communication develops and enhances an organization's image.

The benefits commonly associated with good writing skills include increased customer/client satisfaction through well drafted letters, product brochures, operating manual that are routinely couriered to the customers.

Disadvantage of written communication is does not save upon the costs. It costs substantially in terms of stationery and the manpower employed in composing and writing/typing/copying the message. There is delay in delivery and receipt of feedback. 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.

Media for written communication: Written communication has to be conveyed both within the organization and externally outside the organization. Internal written communication is delivered through mail boys/girls or electronically by intranet. Electronic mail has emerged as a highly popular business communication tool in recent years. Then we have post office whose primary function is collection, processing, transmission and delivery of mails. A "courier" delivers messages, packages, and mail. Couriers are distinguished from ordinary mail services by features such as speed, security, tracking, signature, specialization and individualization of express services, and swift delivery times, which are optional for most everyday mail services.

Fax (short for facsimile), sometimes called telecopying or telefax, is the telephonic transmission of scanned printed material (both text and images), normally to a telephone number connected to a printer or other output device. Electronic mail, most commonly referred to as email or e-mail since the year 1993, is a method of exchanging digital messages from an author to one or more recipients. Modern email operates across the Internet or other computer networks. Some early email systems required that the author and the recipient both be online at the same time, in common with instant messaging.

The choice of media available to the present generation is quite wide from traditional oral and written channels to the latest electronic media. You have to do best to match your selection to the message and your intentions. Every medium has its benefits and limitations. The choice influences receiver's perception of the sender's intentions. Different cultures favor one medium over the other. The choice of appropriate media for transmission of messages depends upon several associated factors.

The choice of appropriate media for transmission of messages depends upon speed, confidentiality, reliability, feedback, formality and costs. And then there are some tough messages that need to be handed personally.

The End

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