

Unit : 2 Basic forms of communication

Que 1 : Advantages & disadvantages of written communication.

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Ans. **Introduction..**

Written communication requires a lot of effort. By its very nature writing is a result of fairly long practice and patience in learning.

*** Advantages of written communication.**

- (a) The documents of written communication are easy to preserve. It provides us records, references etc. on which important decisions rest.
- (b) Written communication is the best way to represent any complex matter easily and attractively.
- (c) Written communication builds up the image of company.
- (d) Written communication is permanent.
- (e) In written communication responsibility can be easily fixed.
- (f) Written message can be read again and again. Therefore, the message is likely to be understood better. There is little chance of any part of the message being lost.
- (g) Written messages may be used as legal evidence in court of law and in case of disputes with employees, clients, etc.
- (h) Written communication is also suitable for transmitting lengthy messages which never possible in oral communication.
- (i) When orders, instructions and decisions are recorded and conveyed in writing, responsibility for errors and untruths can be easily fixed on the communicator.

*** Disadvantages of written communication.**

- (a) Written communication is comparatively expensive. For this communication pen, paper, ink, typewriter, computer and a large number of employees are needed.
- (b) Written communication takes time to communicate with others. It is a time consuming media. It costs the valuable of time both the writer and the reader.
- (c) Written communication builds up unmanageable lot of papers and files. It costs a lot to the organisation.
- (d) In the absence of immediate clarification sometimes communication cycle remains incomplete.
- (e) Written communication calls for greater efficiency in choice of selection of words. Therefore it becomes ineffective in the hands of people who are not so good at expression.

Ans. **Introduction**

Oral communication implies communication through mouth. It includes individuals conversing each other. Speeches, presentations, discussions are all forms of oral communication.

*** Advantages of oral communication.**

- (a) The biggest advantage of oral communication is that it provides immediate feedback to both the sender and the receiver.
- (b) In the cases, where action is required to be taken immediately, it is advisable to communicate orally.
- (c) With the help of variations in the tone, pitch and intensity of voice the speaker can convey shades of meaning. This factor also contributes the effectiveness of oral communication.
- (d) Oral communication is mostly carried out helps to promote friendly relations between the parties communicating with each other.
- (e) Oral communication is not only time ending, it is also very economical.
- (f) Oral messages can be more easily kept confidential than written message.
- (g) Oral communication is extremely useful for communicating with groups in meetings, conference, assemblies etc.

*** Disadvantages of oral communication**

- (a) In oral communication, messages are difficult to record. So it is impossible to preserve the message for future.
- (b) If distortion of words occurs in oral communication, then main goals of organization may be failed.
- (c) There is very possibility inaccurate messages to reach the destination. So the reverse result of expected plan may be occurred.
- (d) The scope of usage of oral communication is limited. It is not suitable for lengthy messages.
- (e) oral messages are not recorded. Therefore, it becomes difficult to hold persons responsible for mistakes, inaccuracy, untruth in oral communication.
- (f) Oral communication may not always be time saving. Sometimes . Meeting continue for a long time without arriving at any satisfactory conclusion.
- (g) People usually take less care when speaking than when writing. Therefore spoken words tend to be less precise than the written words. The speaker often gives the message without having properly organised it earlier and so the exact point the speaker is trying to make is often lost.
- (h) Oral communication is not possible if the communicator and receiver are far removed from each other and no mechanical devices are available to connect them. Sometimes, some defects in mechanical devices also obstruct oral communication at a distance.

Ans. Introduction :

Oral communication means spoken communication or communication through speech. A person learns to speak much before writing.

Situations for oral communication :

(1) A face to face situations : This is possible between two individuals or among a small group of persons as in the interview, the conference, the meeting etc. Communication can flow both ways in these situations. This communication facilitates effective communication because of the presence of the living personality whose voice, tone, expression and movements add significance to the words. In face to face situation factors like facial expressions, gestures, other body movements are also equally important because they convey, with or without words. Some important elements that add to the effectiveness of face to face situation are :

1. Gestures : which means movements of our arms, legs, hands, torso, and head and they also communicate very meaningfully as they are natural accompaniment of speech.

2. Voice tells, us about the speaker's sex, background, education, training and temperament. Voice has qualities like tone, volume and pitch.

3. Posture : The way in which a person holds himself indicates something about his feelings and thoughts, his background and training as well as reflects his manner and habits.

(2) Public Speech : Another situation of oral communication is public speech. If the audience is large, the facial expressions and gestures of the speaker and the audience cannot be seen very clearly and this restricts the feedback. Hence, public speech is a form of one way communication. Audio visual aids can be used to increase the effectiveness of public speeches.

(3) Telephone : The telephonic conversation is another form of oral communication. This situation suffers from the defects in mechanical devices and faults in speech. Moreover, there is no physical presences of the persons involved and so one cannot see the facial expressions, gestures or posture of the opposite person. Hence, it may, at times misguide a person in taking the correct decision or coming to a proper conclusion.

Ans. **Introduction.**

Human body and its various parts play an important role in communication. Just as language uses symbols to convey meaning, our body conveys messages. Man may play with words but his body speaks the truth.

Body movements of a person are guided by his thoughts and feelings. The nodding head, blinking of eyes, waving of hands, shrugging of shoulders, etc. are all expressions of human thoughts and feelings.

(1) Head :

There is an old saying 'hold your head high' It is sign of honour, self respect and self confidence. A head bent low, on the other hand , shows modesty, politeness and guilt. A stiffly, held or backwards drawn head indicates pride or arrogance.

(2) Face :

Face has been called the mirror of the mind because whatever a person feels deep inside is reflected on his face. Every facial muscle is an instrument of face to face communication.

(3) Eyes :

Eyes communicate our deepest feelings. Therefore, eye contact is of great importance in face to face communication.

(4) Gestures :

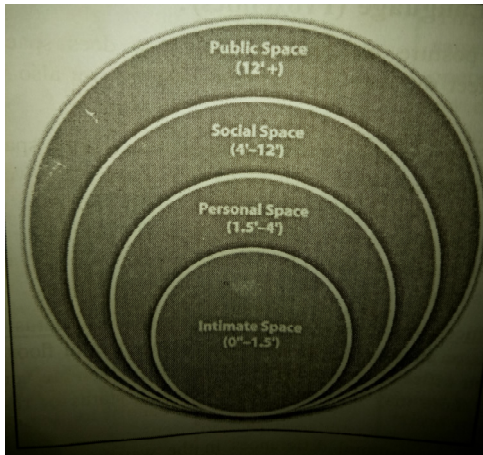
Gestures refer to the movements of our arms, legs, hands, torso, etc. Arms spread out convey the meaning of acceptance, shuffling legs indicate nervousness, an erect torso reflects intensity.

(5) Body shape and posture...

A person can make positive or negative impression of himself or others through his body posture. Therefore, we should make efforts to ensure that our body does not send out wrong signals in interviews, meeting and informal interactions.

Ans. **Introduction**

Men and women have their favourite seats in the train, their favourite benches in the park, their favourite chairs at conferences and meetings. It is all need for territory, for a place to call one's own.



(1) Intimate space language.

- * Here very close contact is maintained within the space of 18 inches.
- * It is most suitable distance for use of body language.
- * Handshake, pat on the back, eye contact, etc. are very commonly used in this space.

(2) Personal space language.

- * Personal space extends from 18 inches to 4 feet.
- * We have normal conversation with our close friends, colleagues and visitors.
- * We may, however, take some important decisions in this circle.

(3) Social space language.

- * Social space extends from 4 feet to 12 feet.
- * Most of the business communication takes place within this area.

(4) Public space language.

- * This larger area extended beyond 12 feet.
- * Communication in this space is highly formal and objective.
- * Some examples of it are public announcements, election rallies etc.

Ans. The word 'para' means like and therefore, para language is like language. It is non-verbal because it does not involve use of words. But it is like verbal communication because it is related to the way words are spoken.

1. Voice : The voice used by speaker reveals his education, training, temperament and general background. The more clear the voice, the more effective the communication.

The following aspects of voice are important in communication.

(a) Speaking speed.

(b) Pitch variation.

(c) Volume variation.

(d) Pause.

(e) Non - fluencies (such as 'oh', ah, ok, you see, you know, etc.)

2. Word stress : A speaker can change the meaning by putting stress on a word here or a word there in the same sentence. For example

Have you read the new NOVEL ?

Have you read the NEW novel ?

Have you READ the new novel ?

Have YOU read the new novel ?

In each sentence the same group of words used but the stress on different words gives it a new meaning everytime it is spoken. A good speaker should put proper stress on words or part of words. One good way to improve one's word stress is to listen to good speakers and participate in discussions. Another way is to listen to English news bulletin on radio and television.

* Advantages of para language :

(1) No oral communication is complete without para language.

(2) A speaker's educational background can be judged from his way of speaking.

(3) One can improve his para language by listening to good speaker.

* Limitations of para language :

(1) Para language is like language but not language. Therefore, we cannot fully rely on it.

(2) Unless the listener is open minded, voice quality, speaking speed, pitch etc. may prejudice him, causing poor listening.

(3) Speaker belong to different speech communities due to which uniformity becomes difficult.