

Ch.3. Communication at Workplace

Methods of Communication

In the process of communication, the ideas that we wish to express need a medium through which a message can be sent. The messages are sent through a flow or direction. The selection of the medium is determined by many factors such as context, purpose of communication, the needs of the receiver, cost of the message time taken in the transmission and the urgency of the message. e.g. if a sender is in hurry to send a message, he/she will use telephone instead of writing a letter. The sender needs various methods or media in different situations to suit his needs

There are main two methods of communication: Verbal and Non –Verbal. Electronic medium is also used for communication.

1. Verbal Communication: A message when expressed in words, either spoken or written, is an example of verbal Communication. Verbal Communication uses language as a medium. Language uses spoken and written words. Therefore Verbal Communication includes oral and written communication.

Oral Communication: It is communication by means of the spoken words. It can take place as a face-to-face meeting or over the telephone. It could be personal and informal communication, or a formal interview, business meeting or a conference or a speech before an audience. In our day to day life and business life we use oral communication methods regularly. This is the method of face to face communication. It is important to use oral communication effectively.

Guidelines for effective oral communication.

1. Know your objectives or goals. You must know what you want to convey or inform. You should be clear about what you want to speak.
2. Know your audience: Consider the needs of the audience, their understanding ability, age and their level of interest in your message.
3. Know your subject: Prepare your subject thoroughly. See that you know your main ideas and key points. You must know correct facts and figures.
4. Know your voice. Pay attention to your voice, volume, pitch, speed of speaking and correct pronunciation of words. Our voice conveys our emotions.
5. Know when to stop. Don't stretch your contents.

Advantages of oral communication:

- 1.It is time saving and direct.Oral communication is the best way to transmit messages quickly and it saves time.
- 2.It saves money.it does not need costly equipment or stationery.
- 3.It conveys the exact meaning.A great advantage of oral Communication is that it uses nonverbal elements of communication such as body language and paralanguage. It includes features like facial expressions and postures.Paralanguage includes the features of voice,volume,pitch ,sounds we make during speech and speed of speaking.These adds the meaning more accurately.
- 4.It provides the immediate feedback. The sender gives immediate response in oral communication.
- 5.It is more useful in arguments or debates.[persuasive in nature].
- 6.It is informal and friendlier in nature.

Disadvantages of Oral Communication:Oral communication has certain negative points or drawbacks

1. It lacks legal validity.Oral messages have no legal proof.
2. It lacks accountability.In oral messages we cannot fix responsibility. The speaker can say that he has not said something.
3. /There is possibility of misunderstanding the messages. This happens when the listener is not attentive of the messages.
4. Problem of retention[Memory]: People do not remember the oral messages for a long time. They may forget.
5. Not always effective: Oral communication is not effective when the disatances are great or when the messages are lengthy.
6. The need for good speaking skills. Oral communication cannot be effective,if the speaker does not have the necessary skills.

Written Communication: Written communication is the expression of language through the means of visible signs. As human beings progressed in their lives, language was developed. From oral Communication gradually, human beings learned how to write. Script was developed. Now day has it has become an integral part of our lives. It is essential for organizing and documenting the knowledge.

Advantages of Written Communication:

1. For References: Written Communication provides a permanent record. It can be filed and stored for future references. Files can be maintained for the future record.
2. Legal validity:It provides legal proof. Documents of importance are always stored in written way.
3. It acts as memory or retention : we can check the written material again and again. It acts as retention.
4. It is more accurate and organised. When we write a message or we draft something a letter or a report, we become more conscious. Words are chosen very carefully. More attention is given to the accuracy of the grammar. This makes written communication more correct.
5. Written communication messages are always signed .So we can fix the responsibility on the person who signs the messages.
6. Its is wider in reach. Written messages have more reach than oral messages, as printing and photocopying make it possible to send messages to large no of people.

Disadvantages of Written Communication

- 1.Written communication consumes more time to prepare messages. It is also more costly as it needs machinery and stationary.
- 2.Feedback is slow: Feedback can be slow in written messages. Getting response can be sometimes difficult.
- 3.Written communication can face the problem of saving the messages. No of documents can be more than the space available.
- 4.It can lack friendliness: Written communication can be very formal sometimes . It can lack the warmth and personal touch of oral communication.
5. It is not suitable for countries where there is a large degree of illiterary.