

# ENGLISH MANUAL



## CHAPTER 06

### CHANNELS OF COMMUNICATION





There are two popular and widely used channels of communication:

■ **Oral Communication**

■ **Written Communication**

**Oral Communication**

Oral communication (or verbal communication) is a way of transmitting messages etc., through words spoken by the sender of communication to the recipient of it. Some of the popular methods for expressing oral communication are:

- ❖ **Communicating through a face-to-face contact** between the sender and the recipient.
- ❖ **Communicating through mechanical devices** like, telephone, intercom, dictaphone, loudspeakers, etc.
- ❖ **Sending oral message** through - peons, agents, servants, special messengers, etc.
- ❖ An exchange of views at **meetings, conferences**, etc.
- ❖ Speaking to people through delivering **lectures**.
- ❖ Arranging for communication through holding **group discussions** among a group of individuals.

**Written Communication**

Written communication is a way of transmitting messages etc., through words reproduced in writing by the sender of communication for the information of the recipient of it. Some of the popular methods for expressing written communication are:

- ❖ Sending **letters** by the sender to the recipient.
- ❖ Transmitting information through preparation of **reports** and submitting these to appropriate personnel.
- ❖ Large scale written communication through sending **circulars**.

## A comparison between oral and written communication

Oral and written channels of communication could be compared with each other in the following manner:

Basis of Distinction	Oral Communication	Written Communication
1. Cost	Oral Communication is economical. Usually it is quite short. Thus it saves time and money.	Written communication is rather costly. Drafting of messages is required. Usually, it is somewhat lengthier. it requires more time and money.
2. Effectiveness	Oral communication is effective, because of its personal touch. The personality of the sender, influences the effectiveness of communication.	Written communication is less effective, because of an impersonal approach. Its influence over the recipient is rather restricted.
3. Distortion	Distortion of messages is possible. There might be a slip of the tongue, on the part of the sender.	Distortion is not possible; as messages are carefully drafted and scrutinized.
4. Memorizing value	Memorizing value of oral communication ranges from nil memory to partial memory, in most of the cases, on the part of the recipient.	Memorizing value is there; as written information is available with the recipient; which might be gone through by him, time and again.
5.Speed	Oral communication is quick; and rather immediate, in most of the cases.	Written communication is slow-moving; because of procedural problems.
6.Understanding	There is better understanding of messages by the recipients, as their questions & doubts can be immediately clarified by the sender.	There is usually poor understanding of messages, because of lacuna of drafting and unclarified assumptions.
7. Feedback	There is immediate feedback to communication, by the recipient. As such, communication can be modified, in view of this feedback.	Feedback to communication by the recipient is postponed. As such, communication cannot be modified immediately to get better response to communication.
8. Conflicts	Because of immediate feedback to communication, there are chances of conflicts, between the sender and the recipient.	No conflicts between the sender and recipient are possible, as there is no immediate feedback to communication, by the recipient.

9. Recording	Recording of communication is not possible. As such, verification of the validity of communication is not possible unless messages are tape recorded.	Record keeping of written messages is possible. As such, verification of the validity of communications is facilitated.
10. Secrecy	Secrecy of communication is possible. Secret information could be conveyed only to the confidant.	Secrecy of communication is not possible. A written communication is an open secret. Even unintended persons may easily get the news.
11. Repeat value	Repeat value i.e. possibility of repeating communications is not there in case of oral communication.	Repeat value is there in case of written communication as already drafted messages can be transmitted again. Written communication saves time, money and efforts.
12. Language problem	Language problem is quite serious. Use of wrong or unintended words might invite resistance or misunderstanding to communication, on the part of the recipient.	Language can be planned in case of written communication makes it sweet and friendly.
13. Coverage	Oral communication might cover several aspects depending on the skills of the sender.	Written communication is official. It covers only the planned aspects of communication.
14. Withdrawal	Oral communication cannot be withdrawn.	Written communication can be withdrawn through subsequent revocation.
15. Seriousness	Oral communication might not be taken seriously by the recipient.	Written communication is often taken seriously, as per human psychology.
16. Parties at a distance	Oral communication may not be possible when parties are at a distance, unless advanced mechanical communication devices are available.	Written communication is possible, even though parties are quite apart from each other.
17. Scale of communication	Large-scale communication is not possible through oral methods of communication.	Large-scale communication could be easily undertaken, through written methods of communication.
18. Supported through gestures	Oral communication can be supported through gestures i.e. movement of head and hand to	There is no possibility of making written communication more impressive supporting it through gestures.