

# WEEK 8

## FORMS OF COMMUNICATION

### **Learning Outcome.**

To identify and understand the various forms of communication.

To identify the advantages and disadvantages.

# WRITTEN COMMUNICAION

- The written communication can be in the form of letter, memo, report, advertisement or e-mail.
- This means that in many instances the first opportunity one has to influence others is by one's skill at putting one's thoughts on paper.

- Advantages:
  - a. It is a permanent record.
  - b. Provide supporting confirmation and clarification of the verbal messages.
  - c. Easy to be duplicated.
  - d. Capable of relaying complex ideas, aided by suitable layout.
  - e. Can be stored and retrieved for reference.
  - f. Perceived as impersonal.

- Disadvantages
  - a. Takes time to be produced and to be sent to the destination.
  - b. Once sent it cannot be immediately altered.
  - c. Feelings cannot be sent with the written documents.

# ORAL COMMUNICATION

- Oral communication can be either:
  - a. Face-to-Face
    - Conversations
    - Interviews
    - Meetings
  - b. Not Face-to-Face
    - Telephone calls
    - Audio or Video Tape recordings



# Advantages

- a. Swift and direct medium
- b. Suitable for interactive communication
- c. Creates greater flexibility
- d. Instant feedback is obtainable
- e. Added advantage of seeing and hearing is available
- f. Allows sensitive handling

# Disadvantages

- a. Technical noise would deter the effective transmission
- b. Memory is untrustworthy
- c. Less time is available for planning
- d. Strong personalities may 'swamp'
- e. Difficult to control when there are a large number of listeners

# Visual Communication

“A picture paints a thousand words.”

It is used to support written and oral communication.



# Advantages

- a. More impact
- b. More memorable
- c. Give a common meaning by consensus
- d. To explain complicated issues
- e. To be a proof or evidence
- f. Persuasive power is enabled by this
- g. To emphasize a particular point

# Disadvantages

- a. It may distract the viewer
- b. It may distort the intended message
- c. It may confuse the audience, if the image is shared
- d. It may overload the audience
- e. Lack of interpreting knowledge would make the visual aid ineffective.

