

Paper –Principles and Practice of Management

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## **Topic-Types of Communication**

### **Oral and written communication and gestural communication**

#### **ORAL COMMUNICATION**

Words are the most common symbols of communication and that too in oral form both in organisational and non-organisational contexts. In organisational setting, many employees' communication, both the parties to the communication process-sender and receiver exchange their ideas through oral words either in face-to-face communication or through electronic devices like telephone, etc.

#### **Merits of Oral Communication**

In organisations, people use oral communication because it serves a number of purposes which are as follows:

**1. Easy Communication.** Oral communication is the easiest one as it saves time and cost involved in decoding the ideas into words. It can be used to send the message instantly to the receiver. With the development of telephone facilities, two or more persons can exchange their messages orally even if they are at distant places. This is the reason that oral communication is used most frequently.

**2. Effective.** Oral communication is an effective system because in face-to-face oral communication, possibility of use of gestural communication, that is, emphasising any part of

the message through facial expression and movement of parts of the body, is Increased. Therefore, the message is passed in its true sense.

**3. Instant Feedback.** In oral communication, there is instant feedback for the message transmitted. Where two-way oral communication is used, feedback process is an integral part of the communication process. Even in one-way oral communication, feedback is available from the listeners in the form of their gestures. Instant feedback from the receiver allows the sender to recast his message offering clarification to what has been said earlier. Thus, there is very little scope of ambiguity.

**4. Facility for Informal Communication.** We have seen in Chapter 12 that along with formal organisation, informal organisation also exists to supplement the former.

### **Demerits of Oral Communication\**

Oral communication, however, is not free from certain limitations though its merits score over these limitations. Some of the demerits of oral communication are as follows:

**1. Lack of Proof.** Oral communication has a significant demerit that there is no proof of what has been communicated. Though in normal circumstances, it may function of the two parties involved in communication process, it may become a serious handicap where the proof of communication is required for future references. Therefore, in such a situation, it is better not to rely on oral communication.

**2. Lack of Authenticity.** Sometimes, oral communication may lack authenticity. This may happen not only in informal communication but in formal communication too. Oral orders may not be taken so seriously as compared to a written order; oral advice may not be taken so seriously as compared to a written one, and so on. However, to what extent, such things may happen depend on the mutual trust and respect that exist between sender and receiver of the message.

**3. Time Consuming.** Sometimes, oral communication becomes time-consuming process because both the parties to the communication do not adhere to the actual and precise subject-matter. Many more items enter the communication process which may not be relevant for communication. Often, managers complain that they are over burdened with communication and much of this communication is in oral form. This takes significant time of the managers and their effectiveness is affected adversely.

## **WRITTEN COMMUNICATION**

Written communication is in the form of letters, circulars, notes, manuals, house magazines, etc. in the organisational context. Besides, there may be diaries, suggestion system, etc. where written communication is used. Like oral communication, a part of the total communication of an organisation is in written form. With the invention of internet, instant written communication has been facilitated.

### **Merits of Written Communication**

In various situations, written communication is used because it has certain merits. In one way, all the demerits of oral communication are the merits of written communication as both are opposite to each other. In general, written communication has the following merits:

**1. Authenticity,** written communication is authentic whether it is in the form of orders or organisational manuals. When any thing comes in writing, people tend to take me seriously and it becomes binding on them. Therefore, it has much force as compared to oral communication.

**2. Proof for Future Reference.** Written communication provides proof for future reference and this is the biggest merit of written communication. In the society, we learn lot of things about the past because of written communication. In the organisational context, many records are maintained for future reference such as policies, procedures, rules, performance records, employee information, and so on. All such records are in written form.

**3. Communication to Distance Places.** Written communication is useful in sending and receiving messages at distance places where the contact may not be possible through alternative sources. Thus, it saves time and cost to that extent. Presently, fax system and internet have provided facilities to send written messages to distant places.

### **Demerits of Written Communication**

Like oral communication, written communication has certain limitations which are as

**1. Costly.** Written communication is a costly affair as compared to oral communication Cost involved is both in terms of time and money. In drafting written communication, much more time is involved because it has to be drafted more precisely, clearly, and authentically leaving no scope for ambiguity. This requires much more time to structure the message than what it may require in oral communication. Moreover. In preparing written follows: communication, cost is involved on stationery etc.

**2. Overemphasis on Formalisation.** Written communication becomes a formal means While some degree of formalisation is essential, Its overemphasis hampers efficiency. In bureaucratic organisations where too much emphasis is put on formal written communication, inefficiency

emerges because the efforts are directed towards maintaining written records rather than achieving results. Secrecy particularly when the

**3. Lack of Secrecy.** Sometimes, communication requires information is a sensitive one. In the written form, the message comes in record and leakage of that may be detrimental to the organisation concerned. Of late, there have been cybercrimes in the form of decoding the confidential information of others transmitted through Internet which is in written form.

## **NON-VERBAL AND PICTORIAL COMMUNICATION**

Besides words in oral or written form, message can be transmitted without using words. Such methods may be either non-verbal in the form of gestures or pictures including graphs and diagrams. Most of the time, these are used along with communication through words though occasionally, these can be used exclusively. For example, in news telecast meant for deaf, the news reader does not use words but communicates through fingers and other

: Parts of body.

It is also known as gestural communication

**Gestural Communication**-Expression through body parts is known as gestural communications. Facial expression, nodding of head, twinkling of eyes, movement of hands are examples of such communication. Sometimes a hand shake or a frown may convey easily what several words cannot do. Pictures, charts, diagrams and models are also used for communication. Such communication through visual aids may be called pictorial communications.