

# IS WRITTEN COMMUNICATION BETTER THAN THE SPOKEN ONE?

## Abstract

The current study focuses on the language that has been transformed through ages and has impacted people in a huge way. It is a study by James Oliver, the renowned Professor of the University, abroad. It is about human communication and how it enhances the overall human personality through words. In the study, Oliver examines language from a deeper level and concludes that human communication is a very vital element in the life of humans. Through this study, the humans also come to be aware that how written communication is important and without it the humans suffer in all spheres of his/her life.

This influencer has greatly put forth his words and has not only stressed on communication but has also emphasized on communication in writing. With his study the communication has been stressed upon and the use of it in our daily lives is given importance. The article also tells that how human communication is an important aspect of the human life and the results of the study tell that written communication is for sure better than the spoken one. The study also gives a social message to the humans and the study finally adds to the body of social structures as well.

**Keywords:** Written Communication, Social Message, Social Structure.

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## **I. INTRODUCTION**

When the written word is spoken effectively then it is known as written communication. Through communication more than one person communicates. Thus, in this modern world, the use of communication through writing is very essential for everyone. Therefore, in this information age even the managers are looking for the effective written communication in their employees. In this new information age people have altered the written communication with oral communication. The use of computers has increased and the networks of computers are taking place nowadays because the need for the competent communicating skills are increasing. In the study by Dr. Craig Hogan, the former university professor briefly told in his article ‘WHAT CORPORATE AMERICA CAN’T BUILD: A SENTENCE’. In his article, Dr, Hogan states that though millions of people are trying to be effective in their communication but the employees in the companies are not up to the mark.

They write slowly and not up to the mark which makes them ineffective in their communication. The business relationships are also affected negatively if the customers and suppliers do not communicate effectively and hence, the overall business suffers. So instantly one has to be on the track and make sure that he/she does their work effectively. Thus, the words we attempt to write do not represent the reality of the people and their companies and their personality. With the help of e-mail messages people are able to know if they are sending the right messages to others. In her book “E-MAIL- A WRITE IT WELL GUIDE, HOW TO WRITE AND MANAGE EMAIL IN THE WORKPLACE”, the author Janis Fisher Chan states in her article that communication through e-mail conveys meaning in a concise and accurate manner.

The people do not develop business relationships just for the sake of it but their purpose is to get some instruction and information from it. The informal way of writing does not convey any message but this message conveys something unnatural change.

## **II. THE PROCESS OF COMMUNICATION**

In this process the receiver of the message decides to translate his/her observation into a message and use a communication medium to transmit what he/she has observed. Then the receiver of the message tells its sender that he/she has understood the conveyed message. In *EFFECTIVE BUSINESS COMMUNICATION*, Herta A. Murphy and Herta W. Hildebrandt they put forth their point that the communication should not be only wordy but it should be concise and correct. It should answer the basic questions such as ‘who, when, where, what’ and be understandable. It should be focused on the receiver and it should be surrounded with a good tone of readability.

It should not discriminate anyone and should be more accurate. It is true that ambiguous communication surely makes the employees invaluable and inappropriate action cannot be taken for the business. Hence, the advantages and disadvantages of the written communication should be studied here.

### **III. ADVANTAGES AND DISADVANTAGES OF THE WRITTEN**

#### **1. Advantages**

- In written communication, the information has not to be delivered at the very moment and it can be edited and formed accurate before getting delivered to the receiver.
- Since written communication is delivered late, the message can be kept for permanent use and can be saved for later study.
- The reviewing and study can be done accurately as the time taken is long.
- These points are proof enough that written communication is better for businesses and is a good medium of interaction.

#### **2. Disadvantages**

- When the sender does not receive his feedback of the message then he/she feels inappropriate and many individuals do not like this manner of interaction.
- But it is also observed that the written communication may take a longer time and no feedback of the received message makes the employees unhappy.
- Hence, myriad companies involve their employees in effective courses of writing so that the employees are professionally strong.

### **IV. COMMUNICATION THROUGH E-MAIL**

Nowadays the communication through e-mail is taking place of written communication in business. But the employees do not take this way of interaction effectively and pay less attention to the rules of grammar. Also, when the employees adopt a sloppy correspondence, the companies do not accept this lack of professionalism. And in return the companies want to ease this tension and hence, the companies provide ease to the employees. The companies ease the tone and content of the correspondence through e-mail.

The importance of the study states that the written communication is better, nowadays. In today's time the use of language is better as it aids the individuals to express in a better way. It is correct that one cannot express any painting in numbers and he/she needs a language to express his/her opinion. One uses language to communicate and put forth his/her opinion. Through one's gestures such as shaking of the head, taking your jacket off or slightly shrugging your shoulder can also be used to show disagreement. But it is considered less by people because in comparison to speech these gestures are low emotional systems.

When animals use a language to express their sound then it is considered as 'emotional' or 'behavioral'. For instance, chimpanzees cannot stop themselves from making a sound when they see a predator and hence, he is governed by emotions or behavior. In the two places, named Holland and Edinburgh two chimp groups were studied and their social bonds were studied. Dr. Katie Slocombe suggests in her paper that vocal learning is a very older concept. With the assistance of chimps, one can learn a lot. In another study, nine chimps were studied and it was discovered that the chimps modified their call according to the fruit hanging or their favorite fruit.

Communication is one of the most valuable interactions as suggested by the FAST COMPANY MAGAZINE. In this study 35 people were studied and their soft skills such as communication were studied. In the process, the employees were considered valuable and accordingly the cover letters and resumes were better than earlier. The written communication supercharges one's recruitment process as well because the managers become proactive while hiring new employees.

Effective communication is the core of every business line as it aids them in planning, organizing, staffing and directing at various levels. Giving feedback to the employees is also an essential element of every business. And it is very essential for the growth of an organization. Earlier the communication in the business was done through phone calls or through paperwork but now with the growing technology the use of e-mails, cell phones, communication through satellite, video conferencing and so on have taken place in businesses. This is considered as necessary because it favors the organization and also boosts the goodwill of the business.

## **V. IMPORTANCE OF WRITTEN COMMUNICATION**

It has been time and again acknowledged that the written communication is an essential process and every business aspires to involve it into their business for its goodwill and betterment. It is said that the written communication is an activity of mind and aids the business in growth and development.

- It aids the employees to form simple sentences.
- It assists the employees to avoid the use of jargon in their language.
- It aids the employees to bring forth the specific details of the business.
- It aids the employees to be conversational and be personable which means it wants its employees to be more personal in using the names of the business people and make relations with them.

### **Research Question: Written Communication is better or not?**

Throughout the paper we have noticed that written communication is more liked by the businesses these days and each business aspires to involve it in their business for further growth and development. It also reduces the possibility of any misunderstanding among the people. When speaking about the academic session, the students are expected to be excellent in their writing too. But writing requires proficiency and every student is required to achieve this excellence. Thus, writing aids the students to communicate in a better way and it plays a crucial role in developing relationships with other students.

However, when we consider, the employment process, then FORMAL WRITING is considered as most valuable in the process of employment. In the process, the employers who are interviewing the employees firstly consider the writing through which the employees are presented. The first impression is the foremost impression for the employers. The employees are judged through their curriculum vitae as it represents them. Thus, one can say that the professional writing does not only limit the people in doing their business. When one considers the domestic process. It is considered an important way of communication as when family and friends do not rely only on communication in writing they rely on verbal

communication. It is separate from e-mails and mails. But when communication is required among the friends then bridging the gap of communication. is also mandatory. However, direct communication is very important as it gives immense attitude to the family and its members. One can consider through this process that communication aids in connecting people and if the communication is good then the people in this process are able to solve their issues and problems with ease. But this needs correct guidance and analysis as well. Thus, one can say that the beliefs, attitudes and others in the process of communication. Therefore, through this research, one realizes that COMMUNICATION does not only play importance in the domestic, academic and employment process but also is an endless procedure in the organizations. It is correct that the exchange of information through ideas, signs and gestures enables the individuals to interact speedily and confidently. Through this research one realizes the written communication enhances the interaction level among the individuals.

Communication is an essential element for the people as it helps in receiving good information and it helps in building good social relations. Hence, communicating effectively is the need of the hour and even doctors, physicians and nurses write the information on a paper for the well-being of their patients. This is so because even the other people can read and know about the health and status of the health of the patients.

## VI. CONCLUSION

In conclusion, the study focuses in not only verbal but written communication as put forth by many scholars namely James Oliver. The summary of written communication focuses on the point that that human relations and bonds become stronger and it surely elevates the business. Writing does not limit itself to English classes but even in other subjects such as Science and History communication in English is very important. Communication is a vital process and it aids the individuals to share their thoughts and feelings more effectively. Thus, one can say that the more we give time for communication, the less we suffer as everything around us is better. Thus, communication in writing is very significant for the individuals as they communicate effectively. With the assistance of this study, one is able to interact with greater effect.

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