

TOPIC: WRITTEN COMMUNICATION

C.P.A College

Dr.S.NAGALINGAM,

M.Com., M.Phil., P.G.D.C.A., Ph.D.,

Assistant Professor,

PG & Research Department of Commerce,

Cardamom Planters' Association College,

Bodinayakanur.

Written Communication

A —Written Communication‘ means the sending of messages, orders or instructions in writing through letters, circulars, manuals, reports, telegrams, office memos, bulletins, etc. It is a formal method of communication and is less flexible.

A written document preserved properly becomes a permanent record for future reference. It can also be used as legal evidence. It is time-consuming, costly and unsuitable for confidential and emergent communication. Written communication, to be effective, should be clear, complete, concise, correct, and courteous.

Advantages of written Communication

1. Easy to preserve:

The documents of **written communication** are easy to preserve. Oral and non-verbal communication cannot be preserved. If it is needed, important information can be collected from the preserved documents.

2. Easy presentation of complex matter:

Written communication is the best way to represent any complex matter easily and attractively.

3. Permanent record:

The documents of written communication act as a permanent record. When it is needed, important information can be easily collected from the preserved documents.

4. Prevention of wastage of time and money:

Written communication prevents the waste of money and time. Without meeting with each other the communicator and communicate can exchange their views.

5. Accurate presentation:

Through the documents of the written communication top executive can present the information more accurately and clearly. As it is a legal document everybody takes much care does draft it.

6. Use as a reference:

If it is needed, written communication can be used as future reference.

7. Delegation of authority:

Written communication can help the authority to delegate the power and authority to the subordinate. It is quite impossible to delegate power without a written document.

8. Longevity:

Written document can be preserved for a long time easily. That is why; all the important issues of an organization should be back and white.

9. Effective communication:

Written communication helps to make communication effective. It is more dependable and effective than those of other forms of communication.

10. Maintaining image:

Written communication helps to maintain the images of both the person and the organization. It also protects the images of the company or organization.

11. Proper information:

It is a proper and complete communication system. There is no opportunity to include any unnecessary information in a written document.

12. Less distortion possibility:

In this communication system information is recorded permanently. So, there is less possibility of distortion and alteration of the information.

13. No opportunity to misinterpret:

There is any opportunity to misinterpret the information or messages of written communication.

14. Controlling tool:

Written communication can help to control the organizational activity. The written document may be used as a tool for controlling.

15. Easy to verify:

The information and messages that are preserved can be verified easily. If there arises any misunderstanding any party can easily verify the information.

16. Others: Clear understanding, Legal document, Acceptability, Reduction of risk, Creating confidence, Easy circulation, Wide access or coverage etc.

Disadvantages of Written Communication

1. Expensive:

Written communication is comparatively expensive. For this communication paper, pen, ink, typewriter, computer and a large number of employees are needed.

2. Time consuming:

Written communication takes time to communicate with others. It is a time consuming media. It costs the valuable time of both the writer and the reader.

3. Red-Taoism:

Red-Taoism is one of the most disadvantages of written communication. It means to take time for approval of a project.

4. Useless for illiterate person:

If message receiver is illiterate, written communication is quite impossible. This is major disadvantage written communication.

5. Difficult to maintain secrecy:

It is an unexpected medium to keep business secrecy. Secrecy is not always possible to maintain through written communication. Because here needs to discuss everything in black and white.

6. Lack of flexibility:

Since writing documents cannot be changed easily at any time. Lack of flexibility is one of the most important limitations of written communication.

7. Delay in response:

It takes much time to get a response from the message receiver; prompt response is not possible in case of written communication that is possible in oral communication.

8. Delay in decision making:

Written communication takes much time to communicate with all the parties concerned. So the decision maker cannot take decisions quickly.

9. Cost in record keeping:

It is very difficult and expensive to keep all the records in written communication.

10. Complex words:

Sometimes the writer uses complex words in writing a message. It becomes difficult to meaning out to the reader. So the objectives of the communication may lose.

11. Lack of direct relation:

If there is no direct relation between the writer and the reader, writer communication cannot help to establish a direct relation between them.

12. Other:

Prompt feedback is impossible, Slowness, Bureaucratic attitude, Understanding problem between boss and subordinates, lack in quick clarification and correction, formality problem, lack of personal intimacy, etc.
