

WRITTEN COMMUNICATION

Effective communication is two way, it involves active speaker and active listener. Written communication is also very important besides Oral Communication. Written communication involves three main components: Structure, Style and Content.

STRUCTURE: The way the written content is constructed.

STYLE: the way it is written

CONTENT: What you are writing about.

EFFECTIVE WRITTEN COMMUNICATION

- Write from the reader's viewpoint.
- Aim at specific objectives.
- Show reader/receiver the benefit(s).
- Choose words that draw pictures.
- Have action in your verbs.
- Avoid unnecessary jargons.
- Write short sentences – average maximum 20 words in a sentence.
- Use paragraphing.
- In longer written reports, use titles and sub-titles.
- Organize for interest and action.
- Develop your vocabulary.
- Simplify.

ADVANTAGES OF WRITTEN COMMUNICATION

- Provides a permanent record and reference.
- Can be used as documentary evidence in cases of legal matters.
- Can cover a large number of people in case of mass communication.
- Builds up an image for the organization.

- Helps in bringing in objectivity/clarity in allocation of responsibilities, performance appraisals, delegation, decision making etc.

DISADVANTAGES OF WRITTEN COMMUNICATION

- Creates enormous records that require lots of storage and retrieval.
- Does not evoke immediate feedback/response
- More time consuming process- sending, receiving, results. Therefore, slower.
- Costly.
- Compared to non-verbal communication, somewhat impersonal.