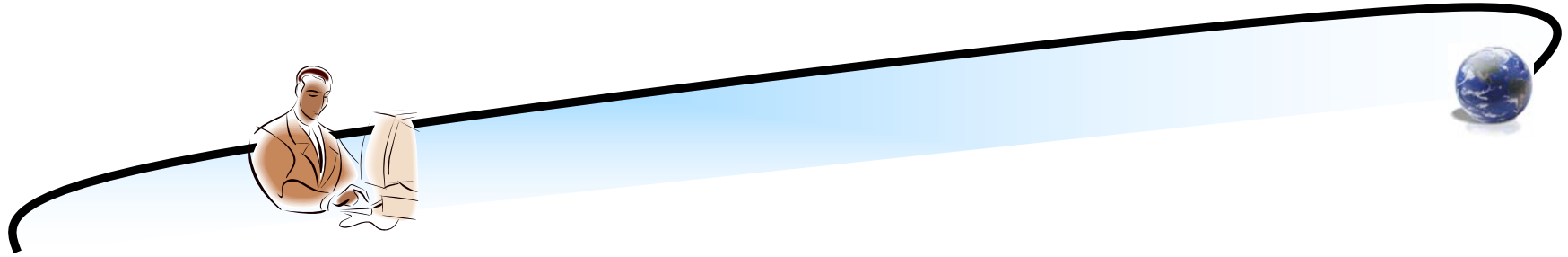
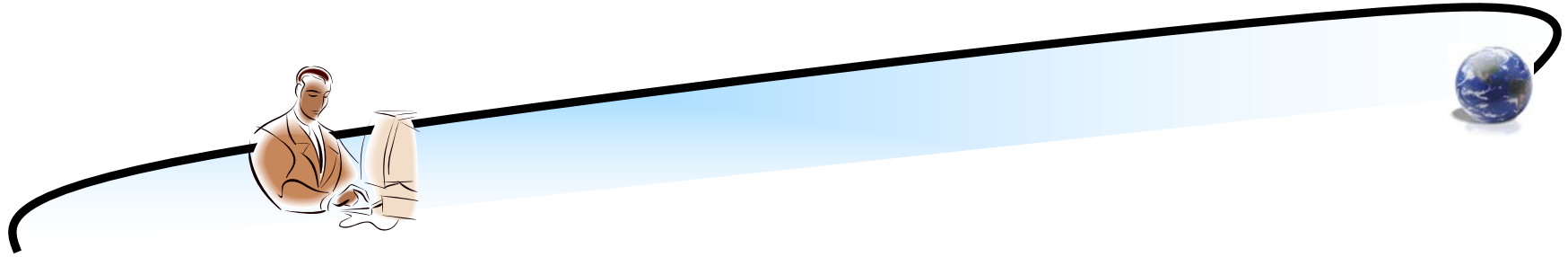


# Chapter 4

# Modes and Media of Communication



A medium having their own characteristics is the means or the channel of transmitting or conveying message. Each medium makes a different kind of impression and impact on the receiver.



**Messages can be oral or  
written; therefore a  
careful selection of the  
medium becomes  
significant**



- **Oral communication are natural, immediate, used in informal situations**  
It requires the presence of the both the parties
- **It needs training and practice for more effectiveness and a high degree strike in conveying the meaning in a formal situation**



- **Written communication has independent existence, doesn't require both the parties**
- **It overcomes the limit of space and time which confines speech**



**The attributes of Oral and Written communications which are to be considered which are as follows**

***Speed, Record,  
Precision and accuracy  
Length, Expense, Control,  
Feedback***



# Speed

**Written communication is more  
time consuming,**

**and the feedback is also slower**

**Oral communication is less time  
consuming.**

**Easy to speak, and to hear, listen to,  
and understand in an oral communication**



# Record

**Written communication is a documentary proof and serves as a record and used for or future references whereas oral can be recorded but the authenticity of the voice is questionable**



## **Precision & Accuracy**

**Written communication are more precise and accurate than oral.**

**Oral communication has the support of vocal tone, gestures, expressions which enrich the meaning**



# Length

**A written message is shorter  
than oral  
having standard formats  
for opening and closing**



# Expense

**Cost depends  
on  
availability  
of the required person  
at the particular place**



# Control

**Oral communication is more easily  
Controlled By the speaker whereas  
written communication is  
separated from the writer's bodily  
presence and is in control of the reader**

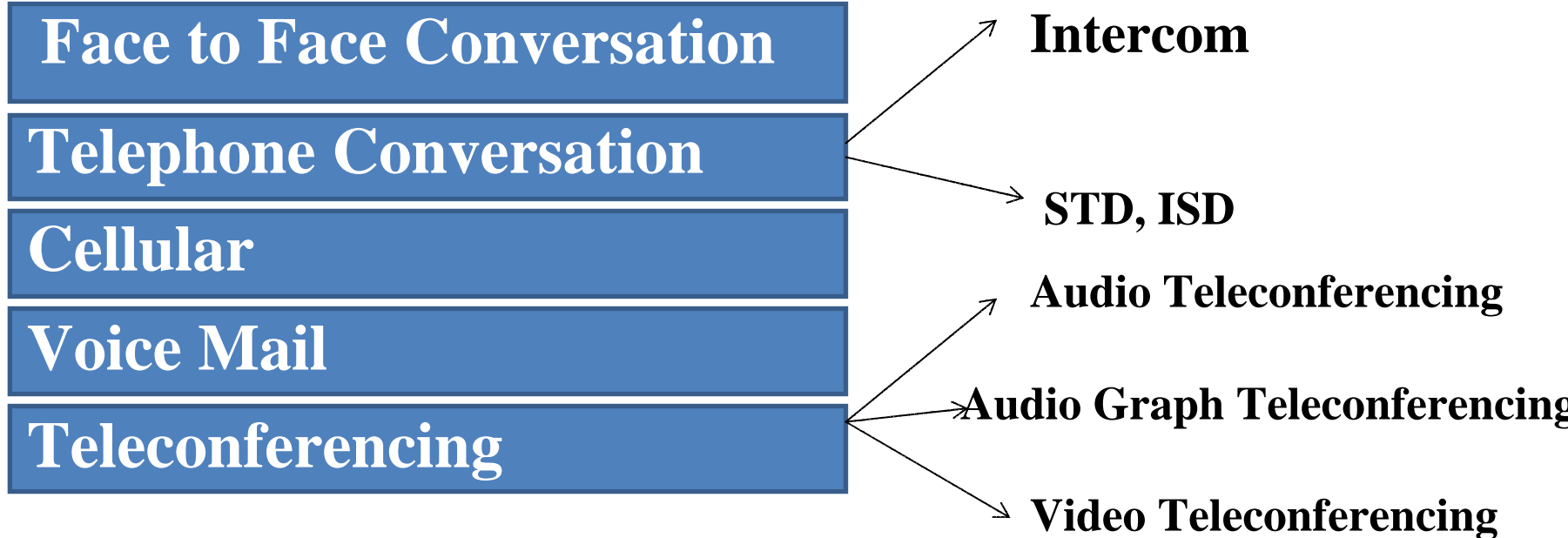


# Feedback

**Oral communication allows  
Immediate feedback whereas  
in written communication  
the feedback is delayed.**



# Media of Oral Communication





# Media of Written Communication

**Mail**

**Courier**

**Hand delivery**

**Telegraph**

**Fax**

**E-mail and Internet**



## **Choice of Medium**

**The choice of medium is based on:**

**Speed, Need for Confidentiality, Need for accuracy, Need for reliability, Cost of the medium, Availability of a particular medium, Feedback capacity, Formality, Intensity and complexity**



## **Media of Mass Communication**

**Notice Board, Hoardings and bill boards, Newspapers and Magazines, Radio, Film, Television and Internet**



## **Media of Mass Communication**

**The Film is a highly versatile medium and can be used for many purposes and adapted to different condition**



## Media of Mass Communication

The various services accessed by the users are **E-mail** , **Internet Relay Chat (IRC )**, **USENET** , **File Transfer Protocol (FTP )** and **CU-SeeMe**



## Media of Mass Communication

The Intranet is used for connecting all parts of an organization



**The Company must keep up with the technology of Communication**

**Do your best to match your selection to your message and your intentions**

**In short, it is said that the medium is a comment on the message**