

**Business Communication**  
**Chapter 4**  
**MODES AND MEDIA OF COMMUNICATION**  
**Summary**

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.

**Comment [w1]:** Plural:  
media/mediums

**Oral and Written Communication**

Messages can be oral or written; therefore a careful selection of the medium becomes significant. Oral communication are natural, immediate, used in informal situations like conversations, telephonic talk, interviews, conferences, presentations, negotiations, group discussions and meetings and needs training and practice for more effectiveness and a high degree strike in conveying the meaning in a formal situation. It requires the presence of the both the parties. Whereas the written communication has independent existence, doesn't require both the parties, and 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:** 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 future references whereas oral can be recorded but the authenticity of the voice is questionable.

**Precision and 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 the 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

The media for oral communication are Face-to Face, telephone, Cellular phone, voice mail and teleconferencing. There are 3 types of teleconferencing: (a) audio teleconferencing (b) audio graphics teleconferencing (c) video conferencing.

Oral messages are carried by air vibrations, microphone/loud-speaker, telephone, cellular phone, voice mail and radio. Cinema and television are the most powerful media as they can transmit all types of messages, written, oral, visual and auditory.

### Media of Written Communication

Written communication is used for both for conveying messages within organization and as well as for external communication. The media are Mail, Courier, Hand delivery, Telegraph, telex, Fax, Email, internet

### Choice of Medium

The several aspects of media which helps in choosing the medium are **Speed**, Need for **confidentiality** of the message, Need for **accuracy** and **reliability**, **Cost** of the medium, **Availability** of a particular medium, **Feedback** capacity of the medium, **Availability** of hard copy of record, **Formality** of the medium and the **Intensity** and **Complexity** of the message. Generally the best method is to convey the information personally, face to face; the advantage of instant feedback and continuous two-way communication allows for a satisfactory closure to the communication.

Written messages are transmitted by the mail, courier, telegraph, telex, fax, e-mail, notice boards and bulletin boards, newspapers, magazines.

### Media of Mass Communication

The distance between the sender and the audience is very great and the

**Comment [w2]:** The best communication; body language is a powerful enrichment of communications

**Comment [w3]:** Universal medium for of oral communication; intercom, STD, ISD, PCO are various telephone system

**Comment [w4]:** Based on combination of the old radio technology and emerging telecommunication technology

**Comment [w5]:** Simple answering machine

**Comment [w6]:** Bringing people together without having to spend time and money on travel.

**Comment [w7]:** QMS, A.D., QMS., Express Delivery, Speed Post, under certificate of posting

**Comment [w8]:** Modernized, sophisticated form of messenger or runner of the old days

**Comment [w9]:** Government owned network

**Comment [w10]:** Short form of "Tele-printer Exchange

**Comment [w11]:** The facsimile machine is a device for transmitting copies of printed images over telephone lines

**Comment [w12]:** A government-owned network in most countries

**Comment [w13]:** A worldwide teletype service providing instantaneous communication through a direct dial teleprinter to tele-printer system. Mainly used by railways, ports, stock exchange, banks

**Comment [w14]:** Communication from many to many

message reach a number of people all over the world. Organization has internal as well as external mass communication. The various media for mass communication are **Notice board, Hoardings and bill boards, Newspapers and magazines, radio, Film, Television, and Internet.**

**Comment [w15]:** To reach all the members for various purpose

**Comment [w16]:** Used in the field of advertising and public relation.

**Notice Board:** It is the medium for public communication within communication. It should be up-to-date, neatly laid out, look attractive and gets noticed.

**Hoardings and bill boards:** Meant for the advertisements. Location of board is important

**Radio:** It's the medium of mass oral communication. It reaches all the parts of the country and all the sections of the population.

**Film:** It is the audio-visual is the most versatile medium which combines all possible forms: written, oral, visual, and auditory.

**Television:** Having the ability to transmit live events can transmit things happening at more than one place at once.

**Internet:** It is a medium of mass communication having the interactive abilities through e-mail. Intranet is used for connecting all parts of an organization. The internet enables the sellers and customers to interact without having to be engaged at the same time, which is necessary for telephonic talk. The various services accessed by the users are **E-mail, Internet Relay Chat (IRC), USENET, File Transfer Protocol (FTP) and CU-SeeMe**

**Comment [w17]:** For exchange of electronic mails

**Comment [w18]:** Message appears on the screen of the recipient's computer as soon as you type it.

**Comment [w19]:** Newsgroup for posting and answering messages on public "bulletin board".

**Comment [w20]:** For storing and retrieving data files on large computer systems

**Comment [w21]:** A videoconferencing system

Communication media have been mushroomed in the past few years. For best communication the organization has to keep up the technology of communication. Every medium influences the receiver's perception of the sender's intentions. Different cultures favor one medium over another. You have to do your best to match your selection to your message and your intentions. Every medium has limitations which filter out parts of the message. In short, it is said that the medium is a comment on the message.