





## **Importance of communication**

Your ability to communicate clearly and share thoughts, feelings and ideas will help you in all your relationships. For example, you can inform about something or you can also influence others through communication. Communication skills are needed to:

- **Inform:** You may be required to give facts or information to someone. For example, communicating the timetable of an exam to a friend.
- **Influence:** You may be required to influence or change someone in an indirect but usually important way. For example, negotiating with a shopkeeper to reduce the price or helping a friend to overcome stress due to exam or any other reason.

## Oral Communication Vs Written Communication

BASIS FOR COMMUNICATION	ORAL COMMUNICATION	WRITTEN COMMUNICATION
Meaning	Exchange of ideas, information and message through <i>spoken</i> words is Oral Communication.	Interchange of message, opinions and information in written or <i>printed</i> form is Written Communication.
What is it?	Communication with the help of words of <i>mouth</i> .	Communication with the help of <i>written</i> form.

Literacy	<u>Not</u> required at all.	<i>required</i> for communication.
Transmission of message	<i>fast</i>	<i>slow</i>
Proof	<u>No</u> record of communication is there.	Proper <i>records</i> of communication are present.
Feedback	<i>Immediate</i> feedback can be given	Feedback takes <i>time</i> .
Revision before delivering the message?	Not <i>possible</i> .	possible
Receipt of nonverbal cues	<i>Yes</i>	<i>No</i>

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Probability of  
misunderstanding

Very *high*

Quite *low*