

LESSON-8

Oral Communication

Oral—Words + voice articulation

Among the various forms of communication, oral communication is considered to be the earliest and common medium of communication. In oral communication, speech is a widely adopted tool of communication. The sender, the medium, the receiver and the message are the four basic factors associated with communication. Socrates, and Demosthenes were great and renowned speakers. The world is full of speeches. Everyday, in educational institutions, the students and the teachers come into contact; they converse and communicate. In offices, the superiors talk to the subordinates, the subordinates to superiors, superiors and among themselves: “In productive and service organizations, the customers carry on conversation with the suppliers, lawyers, doctors, auditors, consultants with their clients, so on and so forth.

Whether it is business communication or otherwise, oral communication should be clear and effective to achieve the objects of communication. Speech is an art; for this, there are no fixed rules which can be uniformly followed always and in all circumstances. There are a number of factors which influence effective oral communication. Factors like conversation style of the speaker, language, medium, the temperament of “the receiver “and speaker, size of audience; importance of message, fear of superiors etc. are important. For instance, an important person, appearing on the TV, words if wrongly selected and used, may damage his image.

Human relations are the fundamental element of public relations. It is with speech, one gets along well with the public, both internal and external. The public are of three categories: (a) there are those who know you and like you; (b) there are those who know you and do not like you; (c) there are those who neither know you nor care for.

The technique involved in the process of communication is through speech to do business with all types of people. The essential basis of all cross-sections is the communication process. It is the transfer of information from one to another. The message is transmitted by spoken or written words or by image or a combination of these or other media, such as music, color, mimicry, design, odor, and sense of touch.

In competitive and dynamic market economy, there are information gaps which cannot be filled up by the interaction of supply and demand through prices and costs. This is where communication activity steps in.

Anything emanating from the mouth is referred to as oral. With in this component would fall words and the manner in which words are pronounced. More important than the words themselves is paralanguage or voice articulation. The listener pays more attention to voice modulations than he does to the actual words. It has been found that the listener pays heed to the verbal content only 7% of the time, 38% of the time his attention focuses on voice articulation and modulation, and 55% of the time his attention centers on body language or body sport. If all these three components are in harmony, the listener has no problem in grasping the import of the message. If there is some dichotomy between the two, it creates conflict in the mind of the listener and he believes the voice modulation and the body language more than the words, e.g., the superior visits the house

of a subordinate who is about to go out for a party. The latter can neither quit the scene without offending his superior nor can he stay back happily. In a situation such as this the conflict in his mind is reflected in the difference between words, which are full of typical welcoming phrases, and the tone which lacks the same warmth.

Words both connote and denote a meaning

In oral communication, words should be very carefully chosen. Words both denote and connote a meaning. The former would almost be the literal translation of the word, something like a dictionary meaning the latter would be the implied meaning. Wherever there is difference between the two, it can lead to what we refer to as a “sarcastic remark.” This is also evidenced in tone and voice modulations, e.g., a business executive plunged in the midst of heavy work is disturbed by a friend who drops in without an appointment. Suppose he makes a statement of the following nature. “I am very delighted to see you” with an happy he is to meet his friend. However, the underlying connotations too are evident: “Did you have to drop in at this moment?” it is the intention of the sender behind the words or the connotations that are more important. These are also supported by the voice modulations.

Conversation vs Speaking in Public

You might have noticed the difference between a conversation and speaking in public or making a presentation. During the conversation you play the role both of a giver and receiver. Whereas during presentation your role is mainly that of a giver where you are the focus of attention of your audience or listeners. You are always “on trial” by your audience. You would surely find that you are being closely watched for your every movement, every gesture, every slip of the tongue and your audience would see these things magnified both in size and importance. Obviously, in such a situation you will certainly feel terrified. You must correctly understand this change of your position i.e. the shift of attention in your subconscious mind.

During the conversation among colleagues or friends or between wife and a husband, or a staff member and a superior, a buyer and seller, the speakers are supposed to know the principles. Depending upon the situation and the person you are talking to, you are in a position to be authoritative or sympathetic or provocative. But since you are talking with someone face to face and your listener is able to give you an instant and constant feedback, you are able to adjust your reactions as you proceed with your conversation.

As against the above, during a presentation you have to be in a role, which implies a totally different set of relationships. The interactive flow of information during a presentation takes the shape of a unidirectional dialogue where your audience just sits through silently during most of the time of your presentation.

Towards the end of your presentation you will, however, get feedback from the group. This may be in the form of appreciative laughter or applause or an inattentive rustling or whispering. But you have to keep your presentation continuing irrespective of the positive or negative feedback, and you must go on saying what you had planned to say. The fact that you keep on delivering your speech would send a strong signal to your audience that you are commanding the group and every thing is under your control.

COMMUNICATING ORALLY

Rockport's John Thorbeck knows that speaking and listening are the communication skills we use most. Given a choice, people would rather talk to each other than write to each other. Talking takes less time and needs no composing, keyboarding, rewriting, duplicating, or distributing.

More important, oral communication provides the opportunity for feedback. When people communicate orally, they can ask questions and test their understanding of the message; they can share ideas and work together to solve problems. They can also convey and absorb nonverbal information, which reveals far more than words alone. By communicating with facial expressions, eye contact, tone of voice, gestures, and postures, people can send subtle messages that add another dimension to spoken words. Oral communication satisfies our common need to be part of the human community and makes us feel good. Talking things over helps people in organizations build morale and establish a group identity.

Nonetheless, oral communication also has its dangers. Under most circumstances, oral communication occurs spontaneously. You have far less opportunity to revise your spoken words than to revise your written words. You can't cross out what you just said and start all over. Your dumbest comments will be etched in the other person's memory, regardless of how much you try to explain that you really meant something else entirely. Moreover, if you let your attention wander while someone else is speaking, you miss the point. You either have to muddle along without knowing what the other person said or admit you were daydreaming and ask the person to repeat the comment. One other problem is that oral communication is personal. People tend to confuse your message with you as an individual. They're likely to judge the content of what you say by your appearance and delivery style.

Intercultural barriers can also be as much a problem in oral communication as in written communication. Naturally, it's best to know your audience, including any cultural differences they may have. Then communicate your message in the tone, manner, and situation your audience will feel most comfortable with. (Chapter 3 has more information on intercultural barriers.)

Whether you're using the telephone, engaging in a quick conversation with a colleague, participating in a formal interview, or attending a meeting, oral communication is the vehicle you use to get your message across. When communicating orally, make it your goal to take advantage of the positive characteristics while minimizing the dangers. To achieve that goal, work on improving two key skills: speaking and listening.

Speaking

Because speaking is such an ingrained activity, we tend to do it without much thought, but that casual approach can be a problem in business. Be more aware of using speech as a tool for accomplishing your objectives in a business context. To do this, break the habit

of talking spontaneously, without planning *what* you're going to say or *how* you're going to say it. Learn to manage the impression you create by consciously tailoring your remarks and delivery style to suit the situation. Become as aware of the consequences of what you say as you are of the consequences of what you write.

With a little effort, you can learn to apply the composition process to oral communication. Before you speak, think about your purpose, your main idea, and your audience. Organize your thoughts in a logical way, decide on a style that suits the occasion (for example, formal or informal, lecture or conversation), and edit your remarks mentally. Try to predict how the other person will react, and organize the message accordingly. Your audience may not react the way you expect, so have alternative approaches ready. As you speak, watch the other person, judging from verbal and nonverbal feedback whether your message is making the desired impression. If it isn't, revise and try again.

Just as various writing assignments call for different writing styles, various situations call for different speaking styles. Your speaking style depends on the level of intimacy between you and the other person and on the nature of your conversation. When you're talking with a friend, you naturally speak more frankly than when you're talking with your boss or a stranger. When you're talking about a serious subject, you use a serious tone. As you think about which speaking style is appropriate, also think about the nonverbal message you want to convey. People derive less meaning from your words than they do from your facial expressions, vocal characteristics, and body language. The nonverbal message should reinforce your words. Perhaps the most important thing you can do to project yourself more effectively is to remember the "you" attitude, earning other people's attention and goodwill by focusing on them. For example, professionals like Rockport's John Thorbeck elicit opinions from others not only by asking them pointed questions but also by paying attention to their responses.

An important tool of oral communication, the telephone can extend your reach across town and around the world. However, if your telephone skills are lacking, you may waste valuable time and appear rude. You can minimize your time on the phone while raising your phone productivity by delivering one-way information by fax or e-mail, jotting down an agenda before making a call, saving social chit-chat for the end of a call (in case your conversation is cut short), saving up all the short calls you need to make to one person during a given day, and making sure your assistant has a list of people whose calls you'll accept even if you're in a meeting.

Much telephone communication now happens through voice mail rather than directly person to person. Organize your thoughts before you make the phone call so that your message will be concise and accurate. Be sure to take advantage of the system's review and editing features to make your message as effective as possible. And keep in mind that voice mail messages aren't necessarily private. Many systems make it easy to forward messages to other people, so be careful when recording sensitive or personal messages.

PRINCIPLES OF EFFECTIVE ORAL COMMUNICATION

The capacity to communicate effectively and clearly is an important skill. The speakers have to make the message clear and easily understandable, both in work and outside. In any profession, it is not possible to get through without communication. Communication is a valuable asset for all the people in modern days of a busy world, particularly to lawyers, teachers, auditors, consultants, administrators, politicians, business executives, parents and children. Thus, speech or talk is basic and indispensable in any group facilities in a civilized society. Speech is for others to understand. The confusion and misunderstanding in conversation are due to ineffective, faulty and vague speech.

There are no standard rules to be followed in making oral communication effective once and for all times to come. However, effective oral communication calls for certain principles to be followed. Whatever the circumstances, the following are the essential ingredients of good oral communication.

(1) *Brevity*: A message to be delivered should be brief. It should neither be too short nor too long. In real life quite often audience comments about a speech, as too long or too short. Time factor is important because not only the speaker's time is wasted but also that of the audience. So, a message must be brief. Lengthy sentences confuse and may lead to misunderstanding. It should be a short one. One can achieve brevity by taking pains and framing short sentences rather than lengthy and complex. We do come across people who start speech with short sentences. Conversation in short sentences gives the listener time and opportunity to follow what the speaker endeavors to put across. Using precise words, simple and familiar words, and avoiding superfluous words are important factors in effective communication.

(2) *Clarity*: The essential of good oral communication is clarity. Clarity of message is the first and foremost important among principles. The three most important qualities of oral communication style are: first, clarity, then clarity and last clarity. Before you start talking, think and rethink ideas till they are clear. Then, only can one put ideas in conversation in a clear-cut terms. Clarity can be achieved with simple words, short sentences and common words. Daniel Defoe, the author of Robinson Crusoe, said that clarity is a matter of style in which a man speaking to five hundred people of all common and various capacities, idiots and lunatics excepted, should be understood by them all.

(3) *Choosing Precise Words*: Precision is the most important principle in effective communication. Using the precise words means speaking in exact detail using the right words at right place to the context alone will convey the meaning intended by the speaker. In oral-communication, the precise words which are often the concrete words express the real and correct meaning. As far as possible, using vague words should be avoided. But in practice, it is difficult to replace one word with another. No two words give exactly the same meaning. It is better to have full knowledge of synonyms and antonyms of words.

(4) *Cliche*: Cliche means a phrase which is used often, and has no meaning. The clichés are now stale in oral communication. An effective good communicator avoids clichés. A speaker may use them unconsciously when he is involved in a serious mood of conversation. Examples of clichés are 'I mean', 'oh, really', 'quite fine', 'yes' etc.

A cliché is generally used to express indirectly a simple idea, when it suddenly strikes the speaker. The strongest objection to its use is that as it is too frequently used and in the wrong context, that it is hackneyed. They are used like catch phrases, faulty in English, because it irritates the listeners, particularly in public speech. Some of the clichés are:

- The supreme sacrifice.
- The order *of* the day.
- Conspicuous by his absence.
- Slowly but steadily.
- Cruel to be kind.

(5) *Sequences*: Presentation *of* matter in a logical sequence is yet another important principle *of* effective communication. The speaker should not jump points or change the sequence. Consistency, continuity, and logical development *of* the subject matter should be there. The manner in which a speaker says something is important than the something itself that matters in communication.

(6) *Avoid Jargon*: In our conversation, we must be conscious to avoid jargon. Jargon is a field, applicable or relating to a particular section *of* profession. It means language or terminology relating to law, commerce, sports, defence etc. It may be called as legal jargon, military jargon, commercial jargon etc. Only people who are well-versed in a particular subject can understand. But in general conversation, the words used must be clear to other people as well

(7) *Avoid Verbosity*: To convey meaning is more important than using superfluous words. Verbosity in oral communication is a great danger. Using more words *do* *not* assure greater clarity. Using more words will take more time and the time *of* audience is wasted. The listener may tire and may misunderstand the meaning.

(8) *Seven C's of Communication*: Francis J. Betgin advocates that there are seven Cs *to* remember in spoken communication. They are:

1. Candid
2. Clear
3. Complete
4. Concise
5. Concrete
6. Correct
7. . Courteous

(9) *Prepositions*: Use *of* unnecessary prepositions should be avoided. For instance, all employees must follow the safety regulations in regard to work. Here the word 'about' can be used in place *of* "in regard to." Some other examples, are: in connection with, with reference *to*, in relation *to*, with regard *to*.

(10) *Adjectives and Adverbs*: Adjectives and adverbs should be used where necessary. They emphasize the meaning with the degree *of* importance. For instance, the problem is under active consideration: a positive decision will be taken; definite results; comparatively the results are poor.

TECHNOLOGY IN ORAL COMMUNICATION

Written documents are only part of the business communication picture. Oral communication is just as important, whether it's face to face or on the phone, whether it's with one other person or with a group. Here's a quick look at the technologies used to improve communication between individuals and groups.

Individual Communication

Telephones are still an organization's lifeline. Phones link businesses with their customers, suppliers, news media, investors, and all the other parties that affect their success. Phones keep employees in touch with each other and give them quick access to the people and the information they need to do their jobs.

As it has every other aspect of communication, technology has transformed the way businesspeople use their phones. Many business phone systems act as computers. *Call management systems* give companies better control over calls both coming in and going out. For inbound calls, a *PBX (private branch exchange)* system can screen and route calls. Some are run by a human operator; others are nearly or completely computerized. To reach employees who are out of the office, a company can equip them with cellular phones or *paggers*, small radio receivers that signal employees to call the office. For outbound calls, computers can track who called whom, automatically dial numbers from a list of potential customers, and perform other time- and money-saving tasks.

The combination of phones and computers has also created an entirely new method of communication. *Voice mail* is similar to e-mail in concept, except that it doesn't require each user to have a computer (messages are stored on a central computer) and it lets you send, store, and retrieve spoken, rather than written, messages. Much more than a glorified answering machine, voice 'mail sends verbal messages to any number of "mailboxes" on the system, Messages can be several minutes long, and you can review your recordings before releasing them. When people need to get their messages, they enter a confidential code; then they can listen to, delete, and forward messages to other people on the system. Voice mail solves the time-zone difficulties of communicating across the country or internationally. It can also reduce a substantial amount of inter-office paperwork.

Voice mail can make employees more productive, but it's not universally loved. The biggest complaint comes from customers who call a company and reach a computerized voice-mail system instead of a person. In a recent survey, 95 percent of the people questioned said they prefer reaching a person on their first call to a business.²³ Businesses that use voice mail need to balance the productivity gains with the potential effects on customer satisfaction.

Group Communication

Technology can also lend a hand when people need to communicate in groups. Group communication used to take place in person (in the same room), but technology has given people a new degree of freedom. Through *teleconferencing* (which encompasses audio conferencing and videoconferencing via phone lines and satellite), it's now possible to

conduct meetings with people who are scattered across the country or around the globe. New technology also allows videoconferencing over the Internet.

In more traditional gatherings, when all participants can meet in one location, technology provides an array of presentation tools to make meetings more productive and more interesting. You're no doubt familiar with *overhead transparencies*. You might also use *35-mm slides* (just like the slides you can produce with a camera), or you could make use of a *computer-based presentation*, in which the computer's display is transferred to either a large-screen television or an LCD (liquid crystal display) panel or LCD projector. Presentation software can help you create these visual materials. But beyond visuals, technology can even help groups make decisions and formulate plans. You can connect everyone through computers using *group decision support systems*, which range from simple vote-counting systems to advanced tools that help people consider a decision from various points of view.

HOW TECHNOLOGY IS CHANGING COMMUNICATION

Communication technology is changing the way we do business. Some of the effects are unquestionably positive; others are not. New technology is increasing the flow of information. Businesspeople can now get more information on more subjects faster than ever before. At the same time, technology is producing information overload, burdening people with unwanted messages. Although much of this additional information is useful, you

MEDIA OF ORAL COMMUNICATION

In oral communication, important question that arise is as to what are the different forms of tools of oral communication. Media of oral communication means tools or vehicles of communication. The instrument or instruments used or applied in conversation, speech, talk to convey message is/ are termed as medium/media of communication. The problem of misunderstanding in group activities or improper implementation of business objectives or broad policies laid down by the top management arise from poor communication. The aims of an organization can be achieved with effective communication. Transfer of message by any medium available is essential in any organization like private, public, productive, service, educational institutions, Government departments, undertakings, assembly, etc.

However, it needs to be emphasized at this point the important and popular media of oral communication.

To make communication effective, appropriate medium or media may be selected to meet a particular situation to which the speaker endeavors to put across. All media may not be useful to all circumstances. A particular medium or instrument may be more useful as a conveyor belt carrying the message to a particular group. Any medium may be considered good only when the listener receives, understands, and responds to that or acts accordingly. Diverse educational backgrounds, filental attitude, position occupied, responsibilities, importance of the message, urgency etc. call for different media of oral communication. As such, a particular medium of communication cannot be applied to all the cases.

The chief executive's medium of communication is different from a medium applied by a foreman. Similarly, the medium of communication would certainly vary when the politician wants to convey his ideas. Similarly, the medium of communication would also vary when the Government wants to get the public informed about the welfare and development programmes and achievements during a particular period. Again the medium of communication would definitely vary when a teacher wants to convey to educate about the subject.

In this connection, it is, therefore, very much necessary to choose an appropriate medium because the success of communication would depend upon the selection of appropriate instrument or instruments to make for effective communication. Oral communication has mostly and primarily been adopted as a medium for many purposes. The forms of oral communication are many and varied which may be briefly discussed below.

(1) *Face-to-Face Conversation*: Face-to-face conversation is the most effective type of communication. It has certain advantages. Certain things can be done orally most effectively than written communication. Though modern scientific machines like telephone is used as a device for verbal communication, it is not a face-to-face communication. There are many media in oral communication in which there is no personal contact. It is only in the face-to-face communication that information can satisfactorily be conveyed. Explanations, notes etc., as used in written communication need not necessarily be used in this method, because the necessary clarifications, explanations and doubts can be exchanged orally without a loss of time.

A face-to-face communication gives an opportunity of observing facial expressions, reactions and gives effective feedback on the matter. When the communicator and the recipient talking together sitting face-to-face there is a definite understanding. Opinions can be expressed freely, opposed, offers and counter-offers and clarifications take place then and there only, which are the most essential for effective decision-making. The verbal words are more direct and personal. Words of mouth expose feelings and actions. The acceptance or rejection can be better understood and necessary clarifications can be given. But the communicator must choose words so that the receiver will be sure to understand them correctly. The following are some of the important principles of effective face-to-face communication:

- (1) To avoid waste of time and thought or both.
- (2) The message must reveal the necessary facts.
- (3) The vocabulary level of the receiver must be considered.
- (4) To convey the message in the way we feel towards the receiver.
- (5) The manner and style and temperaments are equally important.
- (6) Appropriate fitting words to be chosen to convey the central message.
- (7) Short sentences, clear words, words current in use should be used.

Benjamin Balinsky puts it: "If there is any short-cut to executive effectiveness, it is the mastery of the art of face-to-face communication."

(2) *Telephoning*: A telecommunication device". A communication device for speaking directly to someone at a distant place. The instrument may use either an electric current or radio wave.

Telephone is an instrument for speaking to someone from a distance. Message is transmitted using either an electric current which passes along a wire or radio waves. One speaks to another by means of telephone Switch board at a telephone exchange. Telephone exchange is a central control through which telephone calls are directed. Under direct dial system one can speak to Someone from a distance directly without the assistance of a telephone exchange.

Telephonic communication is very essential to create a good impression. It has a good potential for providing two-way interaction when people are scattered over a vast area in an organization or otherwise. Telephone has, thus, in recent years come to be used for direct contact. Under this, one can hear the natural voice and which is more clear in telephonic communication. It is recognized that telephone is one of the oral communication devices to save time and get the things done quickly.

But in telephonic communication, one should be precise, clear in presenting the message. Similarly, it is not desirable to allow the telephone to ring long because it leads to annoying. In recent years, in many organizations, intercom system has been introduced. Intercom is a system of communication within an organisation, usually by means of microphones and loud speakers. Telephone directory is a book containing the list of names, addresses and phone numbers of all the subscribers in a particular area who have telephone facilities, quick reference of a particular number to whom to be talked. The directory may be compiled covering limited local area, a taluk, district, state and may be a national telephone directory.

C') *Conference*: Another medium of oral communication is conference. "Conference" means a meeting for discussion. A conference is the pooling of thoughts of two or more individuals to assist in solving the problems. The conference of political leaders, conference of chief executives, conference (If press reporters, conference of scientists etc. meet together to discuss and find a solution to the problem of their interest. In conference, mutual problems constitute the subject of discussion. Eminent and expert participants contribute their thoughts and experience in solving the problem. It is a joint-effort of the people gathered. They interact, exchange with others, teach each other and learn from each other.

Thus, a conference is an assembly of a group of persons gathered to exchange information for some particular purpose. The words "conference" and "meeting" are generally used interchangeably. The group may be small or large. Similarly, there is no difference between speaking in conference and meeting. A conference is also called "convention. Then it is attended by a large number of people. In a conference, the speaker speaks his own ideas and opinions on the subject on which conference is conducted. All the speakers present their own solutions or opinions and the leader of the conference

summarizes the proceedings. In this type of oral communication, the success is based on the thought process and how well the members are stimulated.

(3) *Press Conference*: It is gathering of journalists and press reporters. In a press conference⁷ journalists and reporters from various news agencies are invited to participate, to listen and cover the same in the press. A press conference may be with politicians Government, corporate executives, local bodies, educational institutions, voluntary agencies etc. The purpose of a press conference is to appraise a situation, problems, achievement, progress, public matters etc. Press reporters are supplied pamphlets covering⁷ information and statistical data so as to enable them to cover in the press. The conference enables to carry message to the public. The press is entitled to raise questions and solicit replies or explanation. In a democratic set up press conference is a powerful medium of mass communication.

(4) *Demonstration*: Action and message is a communication medium¹¹ called "demonstration". This medium is mostly adopted by corporate marketing strategy. Demonstration is also used to educate the voters as to how to exercise his franchise. The demonstration is a part of the sales presentation where a salesman proves that his company's product will do all. The purpose of the demonstration is to maintain the interest that was aroused on the previous occasion and to build to desire in the mind of the prospect.

The salesman shows and states the benefits that the prospect will receive, supported by facts. He places the product in the hands of the prospect for his examination. The demonstration gives the prospect the opportunity to experience JOT himself the benefits to be obtained from using particular product. Everyone would rather enjoy a pleasant experience than just be told about it by another person.

(6) *Radio*: Radio is a vehicle of mass medium. It is a type of communication technology. Radio is extensively used for broadcasting many programmes mainly because of its wide accessibility and relatively low cost. It is one-way communication system. But some institutions in the advanced countries like New Zealand and Australia have evolved radio tutorials and radio conferences. It is only an audio medium. Nassif suggested that audio-visual electronics programmed used must be complemented by other media. The effective use of radio to correspondence course began- in Japan in 1976.²¹

(7) *Recording*: Recording is a process which involves recording a programme at a particular place. The process of making a record of something like message, talk, interview especially on a record or on a tape. Record-player is an electrical instrument which reproduces the sound recorded on records. The information or statements recorded or intended to be repeated are made- public. It is written down or recorded for future reference. Recording make it possible to capture a speech or radio programme and replay it by radio before an audience or over a-public address system anywhere. Some recordings are made on the spot, special occasions or events. In other cases, special programmes are deliberately produced at recording studio.

(8) *Dictaphone* In oral communication, a mechanical dictating machine is called "Dictaphone." Dictating machines by a combination of electronics and mechanical means record the voice. The transcriber reproduces the voice. The machines are most popular and used for dictation of correspondence, recording of proceeding conferences recording of interview and are used for the market research. The advantages of using dictating machine are: (1) they save time. (2) Reduce the cost involved in corresponding work (3) the mistakes in hearing by typist are avoided. (4) speed and accuracy can be achieved. (5) Personal presence of the typist or stenographer is avoided. (6) The advantage of centralization can be achieved.

Thus, there are many types and models of Dictaphones.

The main function is to record the dictation and transcribe the dictation by switching on the machine, which is recorded on a magnetic tape or plastic disc. Making use of a Dictaphone to be effective in communication demands and calls for certain norms. They are: (1) clarity in pronunciation; (2) clarity; (3) simple; (4) Short sentences; (5) stop when interruptions take place (6) avoid a pipe, gum, cigar In mouth while dictating; (7) dictation should be read back.

(9) Meetings: in the real situation, meetings are yet another medium of oral communication. In a democratic set-up meetings are a common method. In a restless age of communication meetings are business. Message can be easily and understandably communicated through the medium of meetings. Message is carried in family meetings, street gatherings, samiti meetings, panchayat meetings, parishad meetings, municipal corporation meetings. Assembly and Parliamentary meetings. Meetings may be convened regularly and in an extra-ordinary circumstances. In corporate management, we frequently come across company meetings.

A company may conduct several types of meetings to convey the matters of the company for the purpose of taking decisions. The usual company meetings are statutory meetings, annual general meetings, extraordinary general meetings, Board of Directors' meetings, shareholders' debenture holders meetings, creditors meetings etc. Meetings are gatherings which comprise groups of persons belonging to a particular interest to whom, as groups, some common matters or issues are entrusted. At this place, information is communicated orally, discussed, deliberated and debated to come to a solution or decision. Meetings are supposed to be of democratic origin.

Sometimes, special invitees, ex-officio Government nominees, institutional representatives are invited to have their specialised and technical advice for consideration. Meetings ensure collective decisions or team decisions. Collective decisions are taken with oral discussion sitting in meetings and hence fear of authority being concentrated in one person is avoided. A meeting may be informational, advisory, problem solving. In information meeting, the object is to present ideas, data to the members. In advisory type of meetings, the purpose is to gather and seek advise information, suggestion relating to a problem. The object of problem-solving meeting is

to seek a solution out of collective discussion and mutual understanding of a problem. Thus in meetings, communication flows both ways. Discussion is an important object of a meeting. In this verbal form of communication, the group act as a team with responsibility since they help in arriving at a collective decision.

(10) *Rumor*: A rumor is an oral information circulating something. It passes from person to person sometimes unfounded news. In rumor communication, a piece of news or story is passed from one person to another person, which may not be true A verbal general talk or gossip. A loud untrue sound. It is a talk or report of a person or thing in some way noted or distinguished. The fact of being generally talked about reputation and renown. A rumor is a verbal statement or report circulating in a group, of the truth of which there is no clear evidence.

A rumor once spread is not soon removed. A rumor spreads like a wildfire and may create wonderers and miracles as a channel of informal communication. The two persons involved in a rumor are: rumor spreader or a rumor breaker and the receiver. The originator of a rumor is also called “rumor-monger.” In grapevine, the leader of a group passes from message to each person in that group. A communication leader recognizes rumors. The leader must be trustworthy and should have credibility.

The management can use them for effective communication. The information can be fed into the informal channel to dispel rumors and to provide quick and easy access to the information.

Model Rumors.

- (1) A rumor circulating that the managing director is going abroad.
- (2) Rumor passing from one person to another about the change in holiday arrangements.-
- (3) A news that secretary got a new job.
- (4) A person spread a rumor that a colleague has left the country.
- (5) It is rumored that they are getting transferred.

(11) *Demonstration and Dramatization Method*: It is a method in which doing skills may be shown, explained and applied. Demonstration is made and dramatized as a means of giving emphasis to the Subject under consideration.

(12) *Public Address System (PA)*: In oral communication, public address system is another important dimension. It is a technical system. It is a system adopted at meetings, shows, carnivals, melas, exhibitions, gatherings of employees or mass audience. Through a public address system, it is possible mechanically to project the human voice among a large gathering. Mounted on a mini-truck or any other mobile auto, the P A system can be transported from place to place, presenting speakers and programmes as it goes, and reaching a widely distributed audience. Sound tracks can also be rigged up at stationery locations, providing facilities for meetings and special programmes in lieu of a

permanently installed P A system. Portable bull horns afford greater mobility wherever amplified sound is needed.

(13) *Grapevine*: Informal communication is termed as “grapevine.” So, the informal medium in oral communication, as the very name implies, is based on informal relationship of the people in the organization. A successful management must recognize and give importance to the grapevine. It is also known as grapevine communication which means an information communication network constituted to pass message speedily. When an informal channel is used to communicate, it is termed as “grapevine” or “informal communication.” it is not a deliberately created and officially prescribed channel for the flow of information and hence free from all sorts of formalities. The network is formed out of personal relationship, social and group relations, but not out of position of line and authority, superior and subordinate, or based on organizational hierarchy. It is a quick vehicle for message.

Informal communication may be conveyed by a simple glance, gesture, smile or mere silence. It is composed of a series of small groups of people linked to one another covering everyone in the organization. One person in the group passes a message to another person in a particular group. The individuals of the group in turn pass the message to someone in another group. Because of inter group links and chains, the message quickly passes in to all the persons. There are communication leaders in the grapevine and the management can make use of them to communicate. On the other hand, management may create its own grapevine and Brown clearly describes the advantages of grapevine to the management in words - “advantages to management include expediency it save time, gets immediate response; provides a useful feedback for decision -making; generates ideas and suggestions that may prove helpful; disseminates accurate, factual information that needs to be relayed. In using the grapevine the management must be able to pinpoint the leaders and work through them must feed them factual information, listen to the feedback response, and be discerning in not overloading the system and using it inappropriately.

(14) *Group Discussion*: In the context of group’ discussion, it is more appropriate to quote Robert Bales who defines: “A small group is defined as any number of persons engaged in interaction with one another in a single face-to-face meeting or series of such meetings in which each member receives some Impression or perception of each other member distinctive enough so that he can either at the time, or in later questioning, give some reaction to each of the others as an individual person, even though it be only to recall that the other was present. “

In a group discussion, members of the group are in interaction with one another. A group may be small *or* large. There are no fixed norms as to the right size for a group; it all depends upon the circumstances of a particular case. A group is headed by a leader generally called “chairman” controller of group discussion. A group may be a causal group, permanent group, learning group policy-making group and action group. For certain reasons, groups are formed to take decision or to carry out some activities. Communication in the group takes place in the form of deliberations among the leaders

and group members. Group reaches decisions after discussion. Group discussions are collective opinions. Group decisions through discussions are superior and better to individual decision, which is one-sided. *Group* discussion is a process of decision-making where communication exchange on validity, reasonability, practicability, time, cost, factors are interacted. Thus, group discussion involve yes defining a problem, generating solutions, analyzing alternative solutions, the solution and evaluating the results.

(15) *Oral Report*: Oral report means presentation of written matter before a group. One must have a oral communication skill for oral report presentation. This method is used in every business activity and at every level. The originator of oral report presents informational and analytical message. The essentials of good speaking will equally apply to oral reports. According to L. Brown, "The function of an oral report is to furnish the facts necessary to expedite action *or* to persuade someone or any number of persons to take the action the group decided on *or* to take the action the group decided on or to implement the group solution.

Like in oral message, a oral report to be effective must carefully be planned and developed. When a report is orally read before a gathering, it is similar to an oral presentation and should be written in such a manner. An oral report is generally drafted for a particular group of people. For instance oral report to the executives of all departments like a speech, oral reports have an introduction, body and ending. With a view to clarify certain things or to create interest audio visual aids may be used.

A successful and effective oral report must follow certain essential principles. Some of the principles are:

- (1) A report should be complete, clear and short.
- (2) To practice report reading by imagining an audience.
- (3) To set a gentle style and tone.
- (4) To know the audience.
- (5) To fix time limit to read.
- (6) To divide a report into paragraphs each paragraph should give separate central idea.
- (7) Other principles of good oral communication and written communication are equally applicable.

The following are logical steps to acquire self-confidence to present an oral report as suggested by Leland Brown.

- (1) Preparing your talk carefulness. Fear of forgetting result in stage fright.
- (2) Practicing aloud. You will know your talk better after rehearsing. Practice alone, going over it again and again, imagining your audience before you or viewing yourself in a mirror.
- (3) B): not memorizing your talk a tape recorder can be helpful for it allows you to hear yourself
- (4) Checking your appearance. Dress appropriately for the occasion and your audience.

(5) When you face your group, waiting a few minutes before you start to talk, think of your audience as your friends. They want you to do well. Do not think about yourself.

(6) Begin slowly do not give up once You have begun. Stage fright disappears before you start.

(7) Speaking louder than ordinarily, at least at the outset.

(8) Speaking as often as you can. The more practice you get, the easier it is to speak with confidence.

(16) *Closed Circuit Television:* Closed circuit television means live pictures and sounds can be piped from the originating point at one or more receiving locations for viewing by a selected audience. The programmes of this TV are not transmitted to stations for board casting to general home viewers. TV programmes are designed for specifically invited audience. It is as private as a Telephone conversation. Tele-lectures are being used quite widely in education technique widely adopted nowadays and less expensive in comparison to broadcast.

The medium of oral communication operates by using a television set. Television camera is connected to the receiving set. The camera scans the picture to be transmitted. The camera converts the picture into electrical signals, i.e., video signals. The video-amplifier applies the range of frequencies. Amplitude modulated picture transmitter is a circuit which places the visual information on a carrier wave. The microphones convert audio signals into electrical signals. The complete process gives us continuous viewing of the pictures and listening of sound.

(17) *Dictation:* Dictation is a communication process in which something is read or spoken to by the sender to another to write it down. Dictation of message is also another medium of oral communication. It is one of the multi-media communications. It is writing with a voice. It involves an effective message dictation and effective listening to write down. It is a work of team task consisting of messages, stenographers, transcribers, typists professional secretaries. They have to follow a set of dictation procedure and practice.

In the pre-dictation stage, the speaker has to collect, organize the data or material and has to plan to dictate. The person giving dictation has to write notes or cues or the proposed message. Then he has to visualize the listeners or the person to whom the actual dictation of message is to be given. The actual dictation stage should consider some important factors like classifying the message, delivery in a positive way, constructive tone, speaking clearly, use even-rate of delivery, use conventional language etc.

There are two methods of dictation. First" face-to-face dictation. It is dictation to a personal assistant or secretary or stenographer in person. It facilitates instant interaction. Secondly, machine dictation. The speaker uses the recording element and the typist uses transcribing listening element. A micro-phone, tape, volume, control, playback control on and off switch etc., constitute the dictation machine system.

(18) *Conversing*: Conversation is a special category of communication or colloquial. It is opposed to dialogue which has a purpose and is formal, while conversation is without a purpose. Some persons are fond of or good in conversation. This category includes relatively formal and informal speaking that may range from friendly to casual discussion. It is common in social gathering, informal groups. One uses one's speaking skills, listening skills, reciprocal discussion, talks on mutual affairs, friends, sports, travel, entertain-ment etc.

STYLES OF ORAL COMMUNICATION

The word "style" with reference to communication means the manner or way of speaking or writing the subject matter of communication. It may include a formal or informal style of writing or speaking. We find in practical life several different styles of communication. No two people communicate exactly in the same manner. On the other hand, we do not communicate the same way all the time and to all the persons. A person may converse "in a variety of manners. Traditional way or fashionable way of communication may be followed. Some people adopt their own way for communication. So, the various ways and features in interpersonal communication is termed as styles in communication.

Different styles may be adopted in different situations, depending upon time, person, place, situation etc. A particular style may be useful in Some specific interpersonal situation or group situations. Not everybody communi-cates as well as everybody else. Much of this difference is related to personal qualities and language used. A particular style should not be used for all interpersonal. situations. For instance, using aggressive style in communication in a particular interpersonal situation group situation is unfit in another interpersonal situation. However, the following are five basic communication styles suggested by Virginia Stair on styles of communication.

(1) *Blaming or Aggressive Style*: "Blame" means to consider the responsibility for something bad as belonging to a particular person. It means finding fault with a person. Some people communicate in a blaming style to find faults with others. They transmit messages which imply that everybody is foolish and slow at understanding. They exhibit this quality when speaking to a person. The speaker tries to win and dominate the other person, even sometimes, with force Fault-finders do not recognize the dignity, right and the role of the recipient of the message. Aggressive style of communication always opposes the other person and behaves in the attacking and quarrelsome manner. Some short -tempered persons behave in an imbalanced way, sonletimes exhibit aggressive tone and fight with others. Blamers always like to order others. The blaming or aggressive style of communication is not a good quality of the communicator, Managers or Executives with this style of communication may' their informational, interpersonal and decision roles. The response from subordinates may be negative in conflict and dispute. They cannot establish harmlonious and co-operative relationship with others. Myers and Myers have described the nature of blamers in the words: "Blamers usually fail to establish close relationships and feel they have to be constantly vigilant against

other peoples: attack and possible retaliation. They tend to feel alienated from other people misunderstand and unloved. They are usually lonely people.

(2) *Placating or Non-Assertive Style*: The word “placate” means “to stop -a person who is not in his- usual mood or feeling otherwise.” The persons who placate are called “Placates.” People of conversing nature often attempt to get one self-liked by others. A manager may try to ingratiate himself with the top management. They are polite, neutral, sympathetic and do not hurt other person’s feeling. They always exhibit pleasing and appealing-”behavior always keep friendly relations and avoid conflict. “Yes” men, non-controversial people, are opposed to say no.” Accommodation, adaptability, and adjustability - these qualities are found in placates they easily yield to others and try to please everyone.

(3) *Computing or intellectual style* : Computers, or intelligentsia are -people who are clever and having ability to understand. People of this type in their interpersonal situations and relations apply intelligence. This style of communication represents the quality of being intelligent: These people appear gentle, polite, calm, with hidden feelings. Myers and Myers have emphasised the qualities of this type of people in these- words: “Intellectual often feel quite vulnerable and simply deal with their fears of inadequacy by presenting a distant and aloof front, so that no one can really get to close to them. They chose professions which do not put them in *much* contact with other people whom they find unpredictable or irrational.

(5) *Distracting or Manipulative Style*: persons using distracting or manipulative style act in a quite-distinctive way. They tend to act in such a way as to draw aside the mind or attention. In an organization a person may be often distracted from his work out of unpleasant things. They always try to handle interpersonal situations skillfully or by manipulating other person’s feelings. It involves to manager influence, cleverness and dishonesty. The people adapting this style while Clearing with other people exhibit violet, bitter feelings against someone or something, causing injury-e or pain to the other people. Other manipulative techniques applied are guilt, i.e., a sense of shame, because he knows that he has done wrong.

(6) *Leveling or Assertive Style*: The leveling or assertive style of communication can well be understood with the help of the following observation suggested by Myers and Myers. “Levelers are able to stand up for their rights and express feelings, thoughts, or needs in a direct, honest, straight forward manner. Messages are all congruent. Tone of voice, gestures. Eye-contact and stance all fit the words that are spoken. Action also matchss *words* and the assertive people follow through on what they say will do...” the basic point about assertive communication is that it is style which, in our opinion, is most likely to foster mutual trust, self-respect and respect from others. Those are all vital ingredients for effective communication transmission on the job.

Other Styles: This part of description of communication styles is based on M.P. Wolf, D.F.Keyser and R.R.Aurner’s discussion on effective communication in business. The ten stereotyped miscommunications they describe include information hog, chatterbox, vague reference, twister, thundered, mulberry, scarecrows, laughter’s, chronologists, and wanderers.

(7) *Information Hog*: A communicator is one who hoards the message or subject matter unnecessarily. Hoarders are miscommunicators. Information hoarders are miscommunicators.” Information hoarders retain information and thereby attract the attention of others on the ground that the communicator may have a secret message. In other words, it is called information hog. Hog means selfish or greedy like a miser. It is nothing but a verbal tease.

(8) *Chatterbox*: A Chatterbox is a common communicator, whom we may come across in interpersonal situations. Chatterbox is a person who is talkative. Chatterbox speaks or talks quickly and noisily. He is a person who talks about unnecessary and unimportant things. He conveys needless information to too many people. A Chatterbox generally does not maintain secrecy or confidentiality of the subject matter.

(9) *Twister*: Untwist” means to turn round and round. Twisting with reference to communication refers to transmitting information to others by twisting words and the theme. A twister in conversation tries to change direction of information transmission. The twister in communication is a dishonest or deceiving and unreliable person.

(10) *Laughter*: Laughter is a person who is addicted to laughing. A laughing communicator is very fond of making sounds while in conversation and showing happiness, amusement. This communicator laughs in transmitting information, speech with full of happiness and fond of making in relevant merriment. While speaking, this type of communicator cuts jokes needlessly or inappropriately while message to be transferred is a serious matter, and the listener or the listeners are in a serious mood. It has been rightly remarked by learned people that:

(i) “Never try to make people laugh at the wrong time or just for the sake of being entertaining - make the joke to teach a point.” (Corwin’s Law)

(ii) “Humor is okay; wit can be dangerous, wisecracking is disastrous.” (Markel’s Law)

(10) *Vague Reference*: “Vague” means not clear distinct, definite: and imprecise. “Reference” means to mention and the act of referring to someone.

“Vague reference” in communication is a person who acts or speaks or writes has if to avoid a noun is to earn a fee.” A man or woman either in singular or plural or about something in the message to which a speaker is referring used for reference. He uses “they”, or “it”, “he”, or “she” when a communicator of this types names certain person (s) or object (s). He makes reference to others without clarity or definite and not clear. -

(11) *Mumbler* “Mumbler” is a person who speaks indistinctly or in muffled tone. This communicator speaks words in such a way that it is difficult to hear. It appears that one is articulating sound with closed lips, indicating inability to speak or to utter a faint sound. It lacks strength, a mumbled indistinct utterance or sound. Broken voices. The listener listens to the old man mumbling quietly to himself. The speech of a mumbler is

inaudible. By speaking inaudibly, this type of communication compels the listeners to be careful and attentive to understand the message. -

(12) *Scarecrow*: The literal meaning of the word “scarecrow” is a person employed /for scaring birds. A device used for frightening -birds from growing crop usually a figure of a man dressed in old and ragged cloth. It is a figure set up in a field to create scare, to drive away birds and prevent them eating the seeds. With reference to communication, scarecrow communicator distracts the attention of the listeners from the message. He may use needless-or inappropriate words, facts, body movements, gestures etc. “scarecrow occasionally amuses, often exasperates, but rarely informs.

(13) *Wanderer*: Scare row does impose at least a distraction upon a message. This communicator who specializes in transmission of messages to move about without a fixed course aim or goal in conversation. This communicator while communicating move quickly from one subject matter to another and returns to the original theme, further jumps to another message and backtracks to another. Wanderer seems to roam over or across something. A wanderer transmits message without any fixed plan or purpose without any clear idea about the message to be transmitted. A wanderer has a mental deviation with no definite destination or subject matter in mind. He does not transmit information to achieve the very purpose of communication. So, the speech is not organized and listeners sometimes get involved in confusion and cannot understand the message.

(14) *Thunderer*: Thunderers are addicted to give greater emphasis for thought and express feelings. “Thunder” literally means the deep rumbling sound heard in the sky after a flash of lighting. Tone of voice along with action all fit the words that are spoken. Sometimes, words also match actions of the thunderer. He makes a speech like a thunder. A thunderer exhibits greater emphasis on thought communicator of this type is likely to be ignored and singled out.

(15) *Chronologist*: The chronologist style is based on not directly with the importance of the message. This communicator is fond of or addicted to report facts according to the order or time. For instance, a manager asks his subordinate “What happened while I was away? This communicator habitually replies that at II A.M. he had a regular tea-break at I P.M. he had a usual rest, at 2 P.M. an accident took place in the workshop etc.

Advantages Of Oral Communication

Thus, the most important and the earliest form of communication is verbal or word, everything is oral and there is no question of black and white. Face--to-face discussion telephone talks, lectures, conferences, interviews, public speeches are the forms of media of oral communication. The most important merits of verbal communication are outlines as under:

- (1) *Time Saving*: Considerable amount of time is saved in verbal communication. Time is the most important factor to be productively and profitably utilised. It

reduces the time of one person. It reduces duplication and errors in saving of time.

- (2) *Saving in Cost:* In oral communication, nothing is reduced to writing. There is no work to put in black and white. There is no need to have qualified and technical personnel like stenographers and typists. The whole of the typist and stenographic work is avoided in verbal communication; ultimately resulting in saving of cost. It results in saving of stationery and other incidental cost in various departments;
- (3) *Effective Media:* Oral communication is comparatively more effective than the others. Communication between persons in the departments is always by way of face-to-face or through mechanical devices. Convincing impression can be created immediately. The action, reaction and the attitude of the persons can be understood by observing facial expression.
- (4) *Easy Understanding:* Easy understand ability of message is important in oral communication so that the receiver can respond quickly and correctly. This advantage of easy understandability can be achieved in oral communication. In a face-to-face conversation, there are no chances of misunderstanding or inability to-understand the message. Doubts and clarifications can be sought and the correct idea and meaning of the speaker can be understood. Intentions and objectives can immediately be interacted and confusion can be removed.
- (5) *To Measure the Effect of Communication:* To measure the effect of communication is difficult in written communication. But, in oral communication, it is easier to understand the listener whether he is understanding or not the speaker's message, so that it is possible to clarify and explain immediately his viewpoint to the other party. In the case of oral communication, immediate changes and amendments are possible in the spot. The recipient's attitude as to acceptance or rejection of communications can be studied.
- (6) *Emergency Needs:* Oral communication is the best media to send messages during an emergency or urgency or extraordinary circumstances, when you need quick and speedy communication.
- (7) *Not a Costly System:* Since in each department, communication takes place without the use of any tool or tools like pen, paper, typewriter and other requirements which are necessary in the case of a written communication.
- (8) *Mechanical Devices:* In large organizations, modern mechanical devices are used for oral communication. These devices do not disturb the work of others; quietness is created in the office. For instance, signals are simple devices used for calling a person.
- (9) *Decentralization:* Oral communication ensures decentralization in communication, because everyone can speak to others in a language known to the

speaker and the listener. In a pool system, the typist has to type out the messages and circulate to all concerned. There is no secrecy in oral communication and there is nothing behind the screen.

- (10) *Effective Co-ordination:* The importance of co-ordination in management cannot be overemphasized. The problem of management today is coordination in all group activities. As there is close personal touch and contact in oral communication, effective coordination is achieved an organization's relationship can be better promoted largely through communication. Written communication is impersonal and indirect.
- (11) *Accuracy and Speed:* Verbal media carry messages accurately and speedily. The twin advantages of accuracy and speed are possible in this system.
- (12) *Use of labor-Saving Devices:* Labor-saving devices can be used in oral communication. They are mostly mechanical devices such as signals, speaking tubes, Dictaphones, telephones, inter-corn-system, house exchange system, private automatic branch exchanges etc.
- (13) *Proper Control and Supervision:* Oral communication ensures- proper control over implementation. Supervising the effects of communication can be achieved effectively and efficiently.
- (14) *Follow-up of Message:* The success of effective communication is that the receiver must be dealt with and must respond in time. Therefore, the speaker should see that the message received is accepted. If rejected, follow-up action is quite possible without loss of time in oral communication.
- (15) *Others:* Thus, effective oral communication in management ensures smooth and uninterrupted running of the business, quick decisions and implementation, proper planning and co-ordination, informal relations and morale building.

Disadvantages of oral Communication

The merits of verbal communication for effective information in management or otherwise has been widely recognized in recent years. The importance of this form of communication has been judged point-wise in detail under the above paragraphs. In all forms of oral communication, the speaker and the listener must keep in view the limitations associated with oral communication. There are some inherent demerits in this form. The disadvantages of oral communication may be enumerated as under:

- (1) *External Communication:* The need of typists and stenographers cannot be avoided for the sake of cost saving. In the case of external communication correspondence with several people in different places is difficult with verbal media. In non-mechanical devices, oral communication is most suitable for internal communication.

- (2) *Noise:* Again, conversation always disturbs the work of others on account of the noise creates. Written communication is less noisy and gentle and an typing work is done in a typing pool. Thus there is less disturbance to the other staff.
- (3) *No Secrecy:* Secrecy of official matters cannot be maintained in oral communication. In oral communication, there are chances of secret matters being leaked out When one is speaking to another openly, there is every possibility of its being overhead by others. There are always certain official matters which are strictly secret.
- (4) *Problem of Language:* Personnel with a diverse educational, literacy and language background are working in an organization. People with different linguistic backgrounds may not derive the benefits of oral communication. In such a situation, a common medium like English or Hindi, as the case may be, be adopted and the information must go to them through typing.
- (5) *Drawback of Machine:* The mechanical devices used for oral communication create a lot of disturbance to work like calling bell, buzzer, etc. In many cases, they may be misused for personal work.
- (6) *Problems in Technical Work:* A typist or stenographer is well versed in technicalities and ensures better communication. All people may not be familiar with the technicalities and legalities of the subject matter to be communicated. Thus, when there is a typing pool, the typist or steno is familiar with the work of all departments. So written communication helps in a greater way in such circumstances.
- (7) *Absence Creates Problem:* The essential requirement of non-mechanical oral communication. is the timely presence of both the speaker and the listener. It is normal that subordinates or superiors may go on leave which creates a problem for timely communication of information. Sometimes, they may be absent, or they may not be on their seats. This type of problem does not arise in the case of written communication because the written message can be sent to the desk of the person concerned. Face-to-face communication presupposes the presence of the speaker and the listener.
- (8) *No Evidence:* In verbal communication, there is no work of black and white. Everything is oral and there is no record of matter for future reference. Poor memory, lack of understanding, forgetful nature and absentmindedness, may create a lot of problems. There is no documentary proof or evidence. In a scientific communication in big organization filing of communication is essential for successful office organization.
- (9) *Place of Work:* Oral communication is not possible effectively when the communicator and the recipients are far off. It takes a lot of time to meet each

other. It is a problem particularly with field workers and others who are at different work places within the premises but located at distant places.

(10) *Costly Devices*: Introduction of mechanical devices for oral communication involves a lot of capital investment and recurring expenditure. Since each department or section is to be equipped with mechanical devices for effective communication, it amounts to a costly system. The small organizations cannot afford to go in for such system.

DIFFERENCE BETWEEN ORAL AND WRITTEN COMMUNICATION

Though both oral and written communication are part of one discipline, there are major differences between them. It is this characteristic that makes a communicator adopt them separately on different occasions. Oral communication is interactive, while written communication is non-interactive. In the former, interaction between the sender and the receiver through words is what characterizes and differentiates it from written communication. It is extremely fluid and knows no limits. If the sender feels that his goal is not being met, he can resort to a change in strategies. However, the same is not true for written communication. The medium is frozen. Whatever has been written finally gets transmitted as a complete picture in itself. If it is incomplete, it is reworked. Complex issues are best sorted out through written communication. On the contrary, oral communication looks only at basic issues. The minute they start getting convoluted, the normal reaction is to request the recipient to open down the ideas for greater clarity. As it takes a comparatively long time to formulate ideas and put them down, written communication normally enjoys a longer time frame than oral communication which is aimed at being brief and succinct.

Oral communication has the distinct advantage of being conducted almost any place where the two participants meet. The places where they are received are highly restrictive. Despite this advantage coupled with the cost factor that is rather high when compared to oral communication, written communication is still preferred to in many situations. Probably one of the reasons for this is that written messages have a greater impact. The same things when stated orally may not create the same impression. Finally, there is the difference in terms of feedback. In the case of oral communication, feedback almost always is immediate. If the time span in providing feedback exceeds the normal timeframe, conclusions are almost always arrived at: company is not interested, references are being worked at, people are influencing and swerving the direction of the feedback. It is because of these differences that oral and written communication are used on different occasions and situations. Both have their advantage and disadvantages. However, none can take the position of the other. Both are essential and needed. What can, nevertheless be done, is for one to be aware of the disadvantages and make attempts to improve upon the situation.

Differences between Written and Oral Communication

Communication mix	Written	Oral
<i>Purpose</i>	Analytical & Reasoning	Assimilative & Emotive

<i>Audience</i>	Non-Interactive	Interactive
<i>Medium</i>	Frozen (Verbal) Seeing	Fluid (Verbal & Non-verbal, Hearing)
<i>Message</i>	Complicated/Long	Simple/Short
<i>Feedback</i>	None or Delayed	Quick & Immediate
<i>Time</i>	Long/Flexible	Short/Inflexible
<i>Place</i>	Non-restrictive	Restrictive
<i>Cost</i>	High	Low

Purpose: Any document is written with a purpose to analyze the situation and to give reasoning for the recommendations which were being made. Whereas an oral presentation is assimilative and emotive. Speaker has to make his/her presentation impactful by involving himself/herself with the topic or subject. Speaker is an integral part of the message, and therefore the challenge is in selecting the right combinations of facial expressions, tone of voice, gestures, postures etc

Audience: The other difference is that in an oral presentation the audience are interactive, Le., you can read the audience's reaction in their body language and you may even adjust your message accordingly, if desired. While in a written communication the audience is non-interactive as you write down a message to send across and you may not" have any interaction with the receiver.

Medium: In a written communication, whatever you write or illustrate is. frozen in words and visuals. While in the case of oral presentation the medium is fluid. The audio visual aids, their synchronization with verbal, body language, atmosphere, etc., can make a presentation successful.

The non-verbal, particularly in oral presentation is of extreme importance. Your facial expressions, tone of voice, gestures etc. help to make spoken words clear, meaningful, convincing and effective.

Message: In a written communication the message is invariably long and complex, whereas an oral presentation has to be short and simple. For example if you are making a presentation on a report you have written, you can make your presentation in the form of paper reading. Imagine how much time you would require to read a fifty-page report and do you think that the audience will have patience to listen to you for that long? Therefore, you have to tailor your message, which should appeal to your audience and for this reason it should be small and simple.

Feedback: The chief advantage of oral communication is the opportunity for an instant feedback. This channel or medium can be effectively used when you don't require a permanent record of feedback. In a written communication invariably the feedback is delayed or it doesn't exist at all.

Time, Place, Cost: These are the other three points of differentiation between oral and written communication. A presentation has to be made at an allotted place, on a predecided date and time, while in written communication the place is non-restrictive and time is flexible. As far as the cost aspects are concerned, in general, cost of an oral presentation is low as compared to written communication, unless one is using sophisticated high technique equipment.

After noticing the difference between oral presentation and written report you should be now clear that an oral presentation is just not reading a prepared text; rather it is an interactive situation with the audience, where your non-verbal matters and the challenge is in putting across your message in a simple and short form, which your audience can comprehend and retain. You also use body language to influence clarity. This was the holistic approach of presentation. When dealing in detail the head Presentations can be studied in three major sections that are Structure of the presentations, Strategy for dealing with it and Skills required for carrying out a successful presentation. Going into intricacies of each we would start with Structure followed by Strategy and Skills.

Feedback in Oral Communication

The advantage of oral communication is that it can be used for instant feedback. In oral media, feedback is used to improve understanding and avoids faulty communication. It permits subordinates and superiors to interact or ask questions about any points of view that are in doubt to them. Both Managers and subordinates directly and personally are involved in the process. Emotions, values, attitudes, perception etc., may lead people to interpret the message in different ways. This is the reason for faulty communication. Multiple meanings for different words causes misunderstanding.

For a word “fast”, there are over ten different meanings or definitions given in Webster’ s Dictionary.

So, oral communication permits instant feedback which helps the speaker or sender to avoid some problems. It checks emotional feelings, values and perceptual impact of the message. Receiver of the message or the listener in oral communication is important in the entire process of communication. Feedback enables the listener’s interpretation of his communication and-whether he has been specific enough and the words he has used mean the same thing to the listener. Feedback also helps both the parties in the communication, the sender or speaker, make his message clearer, the listener to interpret the message more accurately.

Purpose of oral presentation

The reason why you communicate is that you want to produce some result. You wish something to happen based on what you say through your words. If we look in totality, your goals are: to inform, to persuade, or to entertain.

1. *To Inform or Instruct.* Here your core goal is to clarify, secure understanding and explain a process. For example, in your school your teacher delivered lectures to inform and your boss speaks to you for instructing you to do a particular task. Put in other words, the purpose of your oral message is that your listeners should receive a better comprehension of an issue; an idea and a process or a procedure.

2. *To Persuade.* Obtaining a willing acceptance of an idea is the main purpose of persuasion. Note that the key word here is ‘willing’. Your goal is that after you have finished your presentation, your listeners should accept

your proposal, claim and thesis. You also earnestly hope that they will do as you ask expect them to do.

3. *To Entertain.* In some cases the purpose of your oral presentation may be to entertain. This type of presentation may include not only humorous statements you will make not only at occasions like ceremonies, introductory, but also at social gatherings like promotion parties, retirement or anniversaries, etc.

Ways of Delivering the Oral Message

There are four ways in which you can transmit an oral message, namely: extempore, reading, memorization and impromptu delivery.

1. *Extempore:* Extempore means extemporaneous, improvised and spontaneous. An extempore speech may have been prepared in advance, but not to the extent of being written down or memorized in every detail. Both the audience and speakers, generally, prefer this method of speech, since it allows a speaker to instantaneously express his views on a given topic. This method allows the speaker more space and opportunity to make better eye contact with the audience and also permits you to establish rapport and enables you to move with ease.

2. *Reading:* This particular method is more popular among not so well versed but often fallible political personalities since they do not want to make mistakes while speaking from a public forum. Another form of delivering read-out messages is the one you see on television where the newsreaders often “read” from a teleprompter, a device allowing them to read their words directly from a script passing in front of the camera lens.

Reading from a manuscript is the most formal type of delivery. It is also an effective choice when you want to have the greatest control of the wording of your speech.

You will probably use a manuscript when speaking on a highly sensitive topic for which it is important to have precise wording. Or, if you have spent special effort embellishing your speech with stylistic elements, reading from the manuscript will ensure that you speak the phrases just as you wrote them.

Often, however, reading your speech will rob the presentation of spontaneity and the conversational dynamics that effective speakers strive to achieve.

To compensate for that, you will need to practice your reading to give it the feeling of being spoken for the first time. Skillful manuscript readers will also make spontaneous changes in their speech at the moment of delivery.

A good example of a manuscript speech that maintains the sense of spontaneity is a speech presented by President Franklin D. Roosevelt on September 23, 1944 before the International Teamsters Union. Appearing before a wildly enthusiastic crowd of supporters, President Roosevelt creates the impression of simply speaking from the moment. Yet, the speech was carefully crafted as a manuscript.

Listen to a recording of “I have a dream” speech from Broadcast.com. A written text of King’s address can be found at page for the Martin Luther King, Jr. Center in Atlanta, which includes links to King’s papers. You must register and receive a password to access the files of King’s papers. Once there, you will see that his speeches are organized by year. The “I have a dream” speech is identified as the “Address at March in Washington, August 28, 1963.”

3. *Memorization*: Remembering or memorizing the entire content of your oral speech is a Herculean task, which is not always possible. These days very few speakers memorize complete speeches or like to do so. Nor should they. Often the first few words of a statement can be memorized, but the time needed to recall a long speech is prohibitive. Because of the inherent flaw in this approach, it is, not possible to deliver the messages in entirety and hence it may become a serious obstacle in communication. However, a risk of memorization is forgetting most often the precise words, and groping for such words in front of an audience is creating self-hindrance in speech making and this will ultimately decrease the speaker’s credibility. Unless you have had training and practice memorizing long passages of text, the memorized mode is the hardest to pull off. Freed from a manuscript or notes, you are likely to have the added anxiety of forgetting what you wanted to say.

A memorized speech can also sound “canned” and lacking in spontaneity.

Some speakers, however, are extremely skillful at memorizing. Others, who have presented the same ideas a number of times, will memorize their lines whether they intended to or not. Each time they speak on that or a similar topic, they can draw from memory.

You can hear an example of the memorized mode of delivery with Martin Luther King Jr’s “I have a dream speech.” The first half of the speech was presented from manuscript. The second half was from memory.

King was to have presented a five minute speech for the March on Washington. Indeed, the first part of the speech was written out to fulfill that expectation. For the second half of the speech, King drew from his memory.

Listen to Kennedy’s speech on the History Channel. A text of the speech at the History Place. To access speeches on the History Channel, click on the icon for the Speech Archive for the full list of speeches and scroll down to find the speaker you want to hear.

4. *Impromptu*: Impromptu means unrehearsed, unprepared, unpremeditated, off the cuff, ad-lib and off-hand. Many of us are called upon at the last moment to offer comments. When you speak “off the cuff”, without preparation and without a forewarning that you will speak, you are speaking impromptu. Such situations occur quite frequently in your daily life. For example, in your meetings you are suddenly asked to give your views on a particular decision or policy of the organization.

When you speak extemporaneously you are literally making up the words of your speech as you go. That does not mean that you do no preparation. Rather, as you rehearse you work from an outline or speaker notes that remind you of the progression of ideas in your speech.

Because you are developing the words on the fly, an extemporaneous speech is likely to be very dynamic and sound spontaneous and fresh.

An excellent example of an extemporaneous speech is Robert F. Kennedy's Eulogy to Martin Luther King, Jr.

On April 5, 1968, Martin Luther King, Jr. was assassinated in Memphis. Robert Kennedy, then a candidate in the Presidential primary in Indiana, learned about King's assassination while airborne. He was scheduled to address a group of people at the airport upon his arrival in Indianapolis. The audience for that speech had assembled on the airport runway, unaware of the assassination of King. Kennedy delivered his eloquent remarks extemporaneously.

Delivery Dynamics

Effective speakers enhance their presentations using several methods:

- Develop a conversational style
- Use vocal variety
- Use gestures and movement
- Express emotions naturally
- Use eye contact
- Use spontaneous expressiveness
- Develop a signature style of speaking