



Written Communication in Business

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Written communication has great significance in today's business world. It is an innovative activity of the mind.

- Effective written communication is essential for preparing worthy promotional materials for business development.
- Speech came before writing. But writing is more unique and formal than speech.
- Effective writing involves careful choice of words, their organization in correct order in sentences formation as well as cohesive composition of sentences.
- Also, writing is more valid and reliable than speech. But while speech is spontaneous, writing causes delay and takes time as feedback is not immediate.

ADVANTAGES OF WRITTEN COMMUNICATION

- Written communication helps in laying down apparent principles, policies and rules for running of an organization.
- It is a permanent means of communication. Thus, it is useful where record maintenance is required.
- It assists in proper delegation of responsibilities. While in case of oral communication, it is impossible to fix and delegate responsibilities on the grounds of speech as it can be taken back by the speaker or he may refuse to acknowledge.
- Written communication is more precise and explicit.
- Effective written communication develops and enhances an organization's image.
- It provides ready records and references.
- Legal defenses can depend upon written communication as it provides valid records.

DISADVANTAGES OF WRITTEN COMMUNICATION

- Written communication does not save upon the costs. It costs huge in terms of stationery and the manpower employed in writing/typing and delivering letters.
- Also, if the receivers of the written message are separated by distance and if they need to clear their doubts, the response is not spontaneous.
- Written communication is time-consuming as the feedback is not immediate. The encoding and sending of message takes time.
- Effective written communication requires great skills and competencies in language and vocabulary use. Poor writing skills and quality have a negative impact on organization's reputation.
- Too much paper work and e-mails burden is involved.



CHANGES IN WRITTEN COMMUNICATION

There have been, three important changes in written communication within the last few years affecting the art of letter writing

- Part of that is the relentless pressure of communications technology: PCs, e-mail, fax machines, voice mail, cell phones, and personal digital assistants means we are constantly bombarded with messages from people who want our attention.
- Because of time pressures and information overload, you have to work harder than ever to get and keep the reader's attention. Online marketers know that simply changing the subject line can double response to an e-mail marketing message.
- How many e-mails do you delete each day without even opening them? How many letters do you open, read, but not respond or react to — because you are too busy?

**First, we are universally acknowledged
to be busier than we were 10 or 20
years ago**

- The shrinking of letter size. Not the size of the paper, but the size of the message, the key being: The shorter, the better. The modern reader, however, has neither the time nor the patience for long letters.
- Conciseness has always been a virtue in writing — and an enviable skill to be acquired. Philosopher and mathematician Blaise Pascal is often quoted as saying to a correspondent: “Forgive me for the long letter; I did not have time to write a short one”.
- But in the twenty-first century, being concise has graduated from being a virtue to a necessity: If you don’t get to the point quickly, and get your message across in the fewest possible words, you’ll turn off your reader.

The second major change in writing is also related to information overload and time pressures



THE THIRD MAJOR CHANGE IN WRITING IS THAT CORRESPONDENCE HAS BECOME LESS FORMAL AND INCREASINGLY CONVERSATIONAL IN STYLE.

Conversational style, like conciseness, has also long been a virtue in writing. But the advent of e-mail has accelerated the acceptance of conversational style and the banishment of “corporateese”. We get right to the point: “Marketing plans are due today at 3.00 PM please add information focusing on new product development”.
