

Oral Communication



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Meaning of Oral Communication

Oral communication is **communicating with spoken words**. It's a verbal form of communication where you communicate your thoughts, present ideas and share information. Examples of oral communication are conversations with friends, family or colleagues, presentations and speeches.

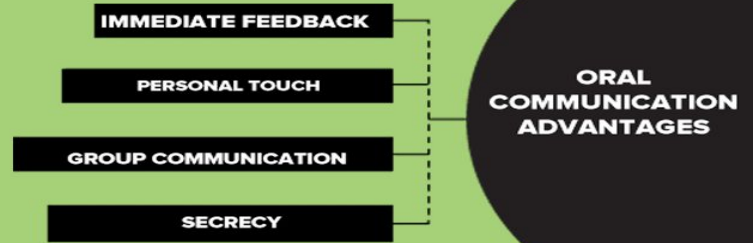
According to Bovee and others, “Oral communication shares ideas through the spoken word.”

So, when message or information is transmitted orally is called oral communication. Oral communication is communicated by means of the spoken word. When people interact with words of mouth either through face to face contact or telephone, cell phones etc is called oral communication.



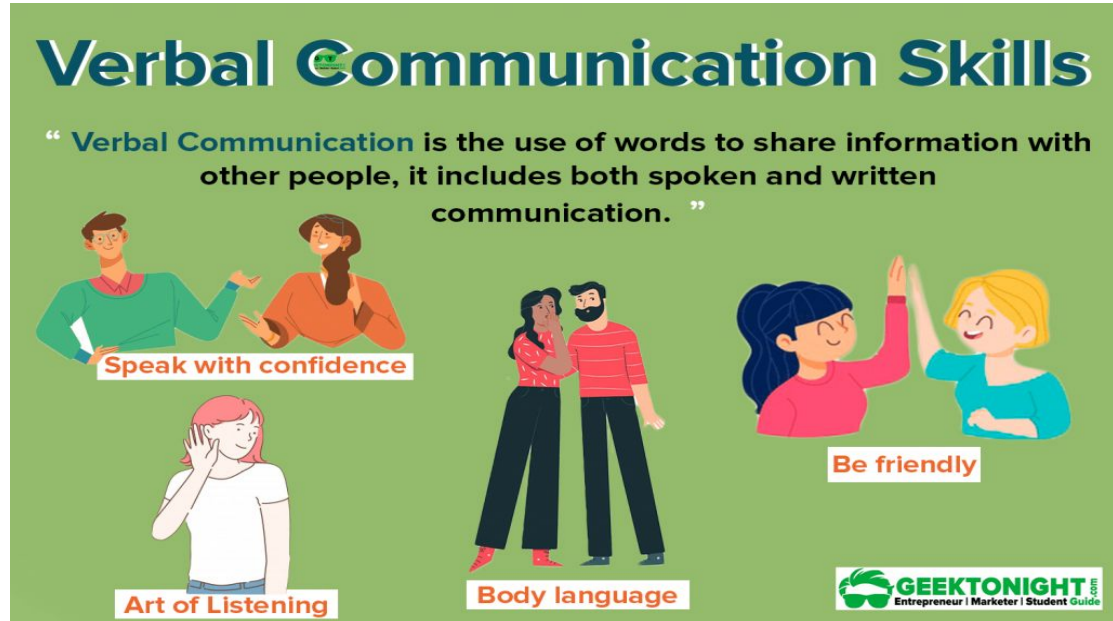
ORAL COMMUNICATION

“ Oral communication takes place in face-to-face conversations, group discussions, telephone calls and other circumstances in which spoken word is used to express meaning. ”



Characteristics of Oral communication

- 1.Speedy two way process
- 2.One off exercise
- 3.Day to day language
- 4.Presence of sender and receiver
- 5.Principles
- 6.Clearness
- 7.Pre-planned
- 8.Conciseness
- 9.Attractive
- 10.Realistic
- 11.Free from error



Principles of effective oral communication

- ❑ Well-planned
- ❑ Clear pronunciation
- ❑ Brevity
- ❑ Precision
- ❑ Natural voice
- ❑ Logical sequence
- ❑ Suitable words
- ❑ Attractive presentation
- ❑ Avoiding Emotions
- ❑ Controlling Gesticulation

Advantages of Oral Communication

**Immediate
Transmission**

Time-Saving

Cost Savings

Effectiveness

**Immediate
Feedback**

**A Relationship
Develops**

**Interacting
With Groups**

**Message
Can Be Changed**

Disadvantages of Oral Communication

No Record

Expensive

Inaccuracy

Limited Use

Confused Speech

**No
Legal Validity**

Late Decision

**Probability of
Omitting Main Subject**

Suitability of oral communication

- ❖ **Oral Explanation-**Where oral explanation is necessary to exchange information,oral communication is better than those of others.
- ❖ **Illiterate audience-** If the audience and the receiver of the message are illiterate,written communication is not possible.
- ❖ **Lack of time-** If the sender of the message wants to communicate rapidly,oral media is the best way of communication.
- ❖ **Direct Relations-** Where the direct relation is necessary to exchange views and information ,Oral communication is better than written communication.
- ❖ **Immediate feedback-** If the message sender wants to get feedback immediately, oral communication is the best way for him.
- ❖ **Maintaining secrecy-** If the communicator wants to keep the information secret, oral communication can help him.
- ❖ **Large gathering-** If the audience is large in number, it takes time to communicate through written documents.

- ❖ **Value of time-** If sufficient time is not available to exchange a message, oral communication will be the best one to exchange message between the communicator and the communicate.
- ❖ **Easy Understanding-** It is needed to make understand others about company's policy, oral media is the easiest way of understanding.

Basis	Written communication	Oral communication
1.Record	It always has permanent record.	It does not have any permanent record.
2.Cost	Written communication is high cost.	Oral communication is less costly.
3.Feedback	Written communication it takes time to give feedback.	Oral communication it gives immediate feedback.
4.Flesibility	Written communication is rigid or inflexible.	Oral communication is highly flexible.
5.Time taken	Written communication it takes more time to prepare and transmit message.	Oral communication it takes least time to prepare and transmit message.
6.Reliability	Written communication is most reliable.	Oral communication is not reliable.
7.Legality	Written communication is legal evidence.	Oral communication is not legal evidence.
8.Distortion	Written communication is not possibility or distortion.	Oral communication is high possibility of distortion.
9.Effectiveness	Written communication is not effective as oral communication.	Oral communication is most effective communication.
10.Significance	Most significant in all type of organizational context.	Less significant in the organizational context.
11.Relationship	Written communication is it establishes indirect relationship between parties.	Oral communication is it establishes direct relationship between parties.
12.Formality	It maintains formal communication relationship forms.	It maintains informal communication relationship forms.