

Organizational communication

Business



Organizational Communication Effective communication is a key essential of a productive and efficient workplace whether it is in the form of written or oral communication (Elmhorst, Adler, & Lucas, 2012). Presentation can accomplish a lot more than a written communication. For example, presentation can create more awareness among the audience in a clearer manner as compared to a written document. Secondly, audience can ask questions to the presenter on the spot to make the concepts clear. This cannot happen when reading a written document. Similarly, audience can extract the actual meaning of the material included in the presentation through the body language of the presenter. In written communication, the body language of the author of the written document is not revealed to the readers of the document because of which the actual meanings and accent do not become clear. These are some of the main reasons why a presentation is more effective as compared to written communication.

The disadvantages of relaying on a written document are less clarity of tone, lack of concept building due to absence of questions/answers session, and less clarity of information as compared to presentations. On the other hand, presentations provide a complete picture to the audience in a more coherent, interactive, and clear manner.

From analyzing myself as a speaker, I can get an overview of my speaking strengths and weaknesses. For example, I can know how I can explain things to people. Similarly, I can learn the ways to present information to the audience more clearly. I can also know the areas in which I am deficient and need improvement.

References

Elmhorst, J., Adler, R., & Lucas, K. (2012). Communicating at Work: Principles <https://assignbuster.com/organizational-communication-essay-samples/>

and Practices for Business and the Professions (11th ed.). New York:
McGraw-Hill.