



You Decide! Spoken or Written?

Video Transcript

Spoken communication includes the words we say aloud, while written communication includes the words we write down. These two types of communication serve different purposes and each have benefits. You choose every day between spoken and written communication; but have you ever thought about what influences that choice? Because the two are so different, they can be used in many ways! The decisions we make about which form of communication to use influence how effective the message we send will be. Finding the proper channel to most effectively send a message is one of the most important skills you can develop today.

Spoken communication is sometimes used by salespeople to encourage an impulse buy. If a customer receives an offer in the mail that “only lasts 24 hours,” they probably will not act as quickly as if they were standing right in front of a salesperson. In comparison, written communication is used by poets and authors. If a poet could not write down his work, he surely would not remember all the poems he had written.

In your professional life, you might have to provide information to your boss about a problem at work. Think about how you might decide between writing an email or conducting a presentation in order to send this message. An email might not be appropriate if the problem is time-sensitive. Likewise, an in-person conversation might not be appropriate if it is a very detailed or nuanced problem. You might even have to do a combination of both. Additionally, sometimes a spoken conversation is asked to be recorded officially as a written conversation. Having the skills to be flexible in your communication will surely be a valuable asset in any workplace. It is up to you to decide what is the best way to communicate a problem, because it might have some important consequences.

To make the best choice, you need to understand the purpose and benefits of spoken and written communication. It is also important to know when spoken communication is more appropriate than written communication, and vice versa.

About this transcript:

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