



Statistical Capacity Building (StatCaB) Programme
[2019-STATCAB-63001]

'Effective Written Communication Techniques'
INSTAT of Albania
18-19 March 2019



Day 1| Session 4

Introduction to Written Communication





- **INTRODUCTION**



- **COMMON FORMS OF WRITTEN COMMUNICATION**



- **ADVANTAGES OF WRITTEN COMMUNICATION**



- **DISADVANTAGES OF WRITTEN COMMUNICATION**



- **TYPES OF COMMUNICATION IN BUSINESS WRITING**



- **EFFECTIVE WRITTEN COMMUNICATION**

- A form of Verbal Communication
- Written communication is anything that uses words and language in print or written to convey a message.
- The most common form of business communication
- Writing is critically important to the modern organization because it serves as the major source of documentation
- Is influenced by the vocabulary & grammar used, writing style, precision and clarity of the language used
- Efficient reading skills is necessary when a written communication channel is used.



| Basis | Written communication |
|---------------|---|
| Record | It always has permanent record |
| Cost | Written communication is high cost |
| Feedback | Written communication takes time to give feedback |
| Flexibility | Written communication is rigid or inflexible |
| Time taken | Written communication takes more time to prepare and transmit message |
| Reliability | Written communication is most reliable |
| Legality | Written communication is legal evidence |
| Distortion | Written communication is not possibility or distortion |
| Effectiveness | Written communication is not effective as oral communication |
| Significance | Most significant in all type of organizational context |
| Relationship | Written communication establishes indirect relationship between parties |
| Formality | It maintains formal communication relationship forms |

Common Forms of Written Communication

Memos

Essays

Websites

E-mails

Circulars

Reports

Bulletins

Press Releases

Social Media Postings

Questionnaires

Brochures

Pamphlets

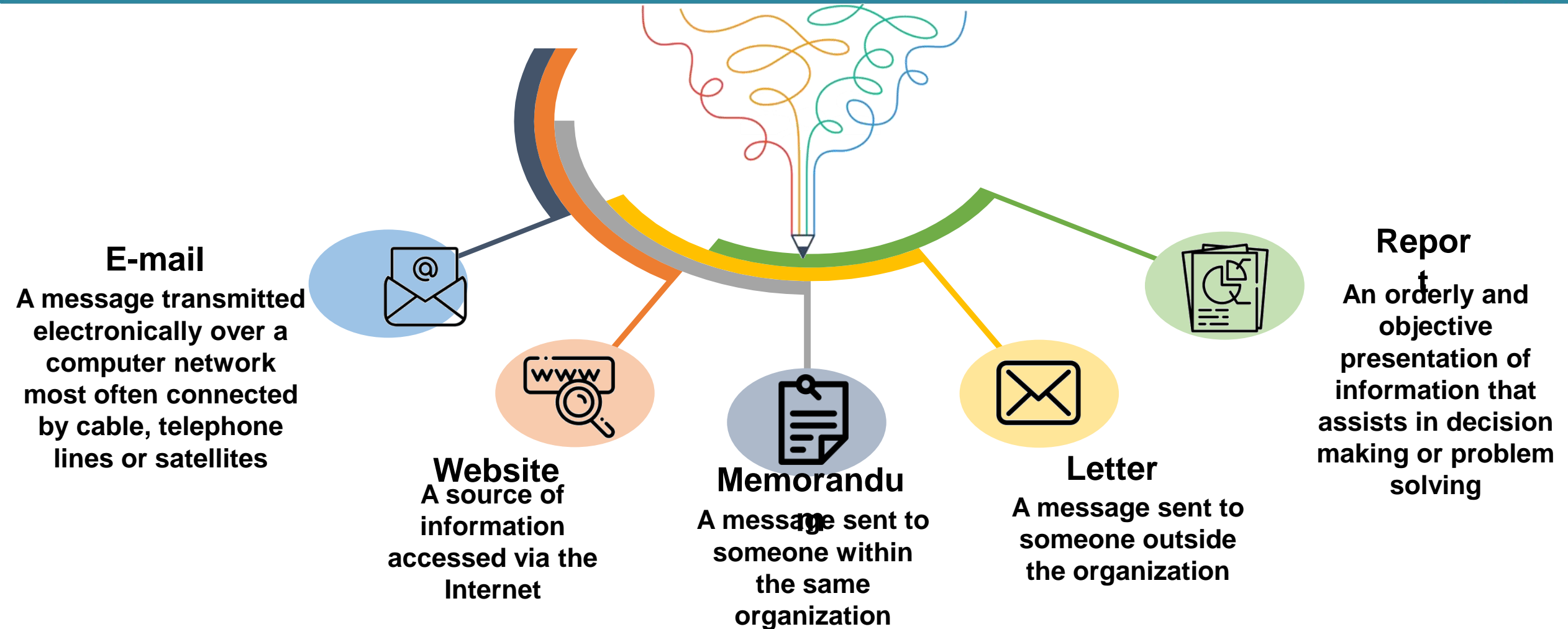
Journals

Blogs

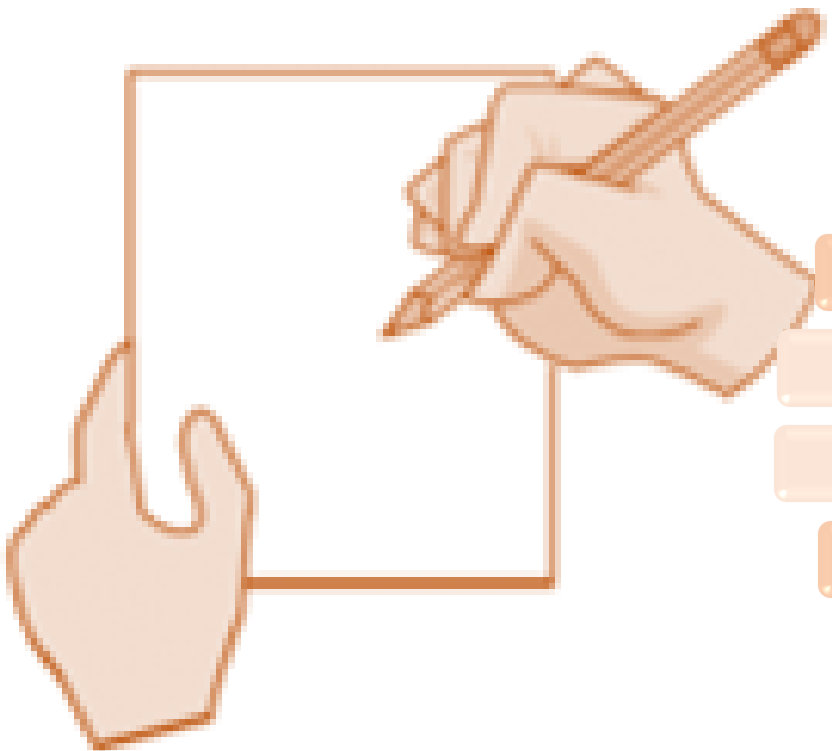
Letters



Forms of Written Communication in an Organization



Advantages of Written Communication



Authoritative Document

Easily Understanding

Acceptability

effectiveness

Permanent Record

Reduction of Risk

Less Possibility of Distortion

Alternative Method

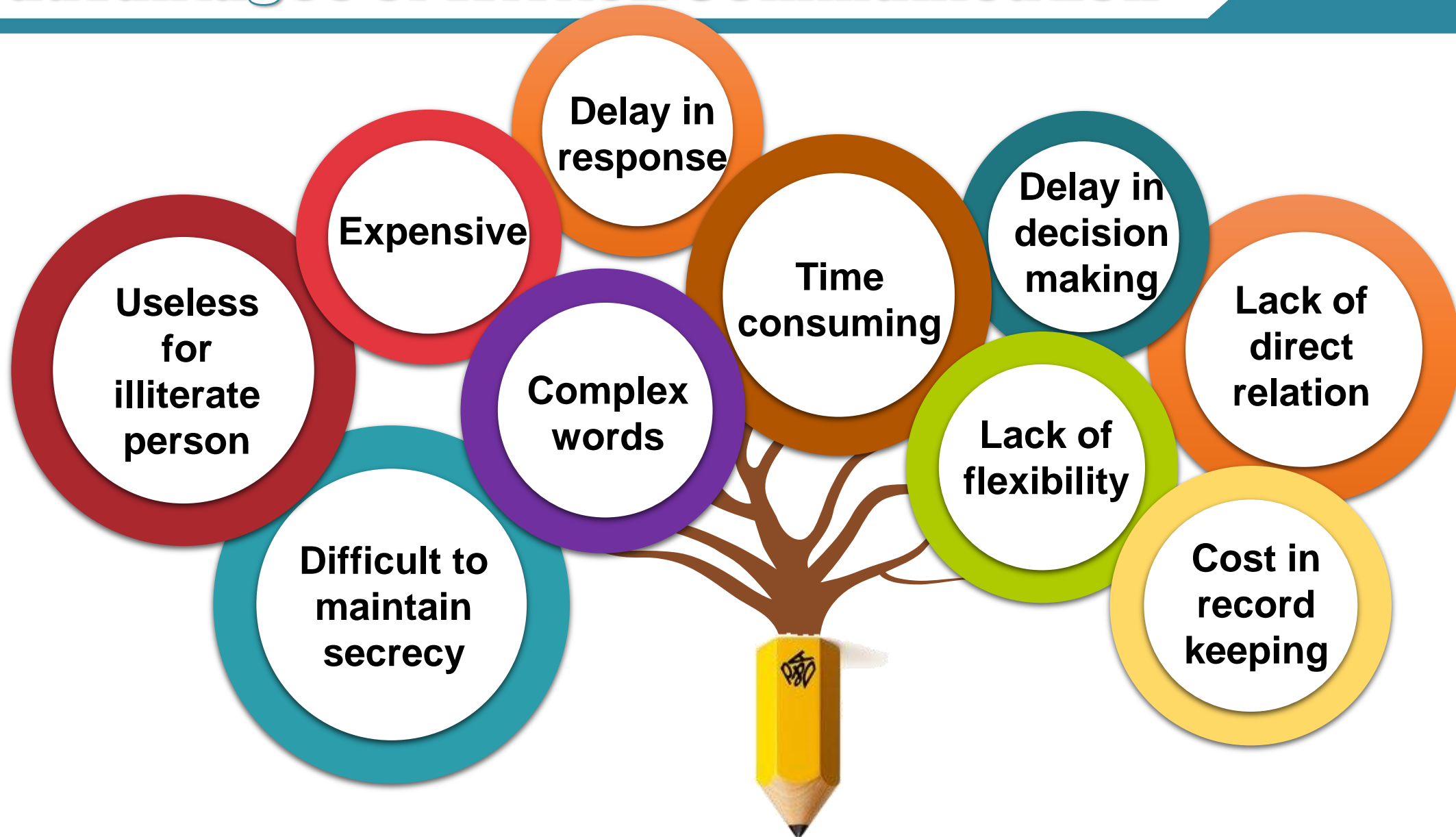
Delegation of Authority

Effective Control

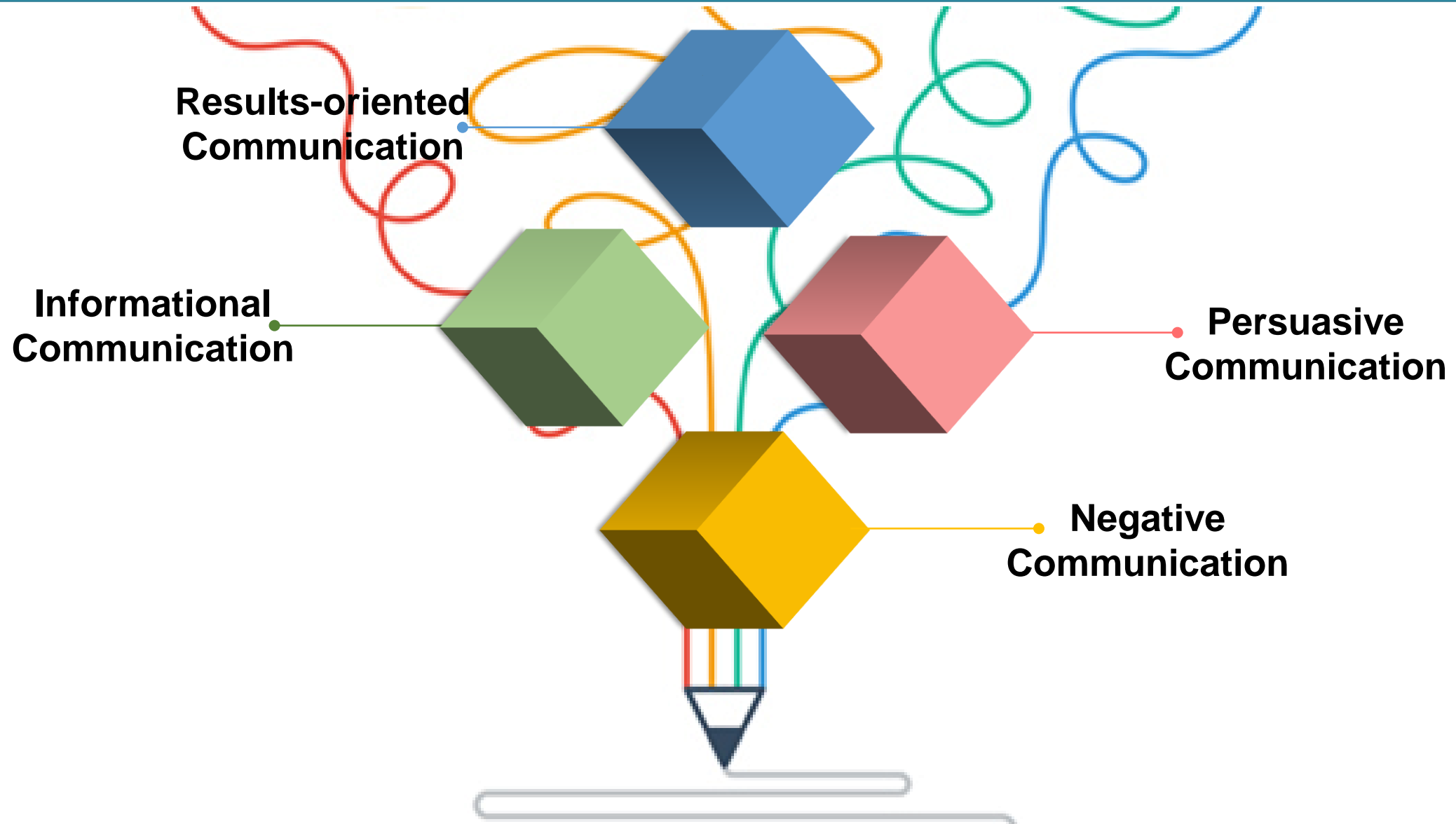
Personal Image

Wide access

Disadvantages of Written Communication



Types of Communication In Business Writing



Written communication must be preceded by thought and analysis.

Written communication must be in clear, correct, concise, complete, courteous, simple and easy language.

The writer should have the sound knowledge of the subject dealing with.

In written communication, the writer must be careful regarding committing mistake and correctness of information.

In written communication, writer should have sound knowledge of language regarding spelling and grammatical words.

In written communication, promptness helps to win friends and influence customers.

In written communication, writer should avoid stereotyped, old rubber-stamp expressions.

In written communication, rude, sarcastic and harsh language should be avoided while writing letters.





Welcoming 62nd ISI WORLD STATISTICS CONGRESS 2019



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