



Ministry of Higher Education and Scientific Research  
AL-MUSTAQBAL University College of Science  
Department of medical biotechnology



# *Biochemistry*

## *Lecture 3*

### **Written Communication**

**By**

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# outline

## Introduction

### Common Forms Of Written Communication

### Types Of Communication In Business Writing

### Effective Written Communication

### Advantages Of Written Communication

### Disadvantages Of Written Communication

### Difference Between Verbal and Written Communication

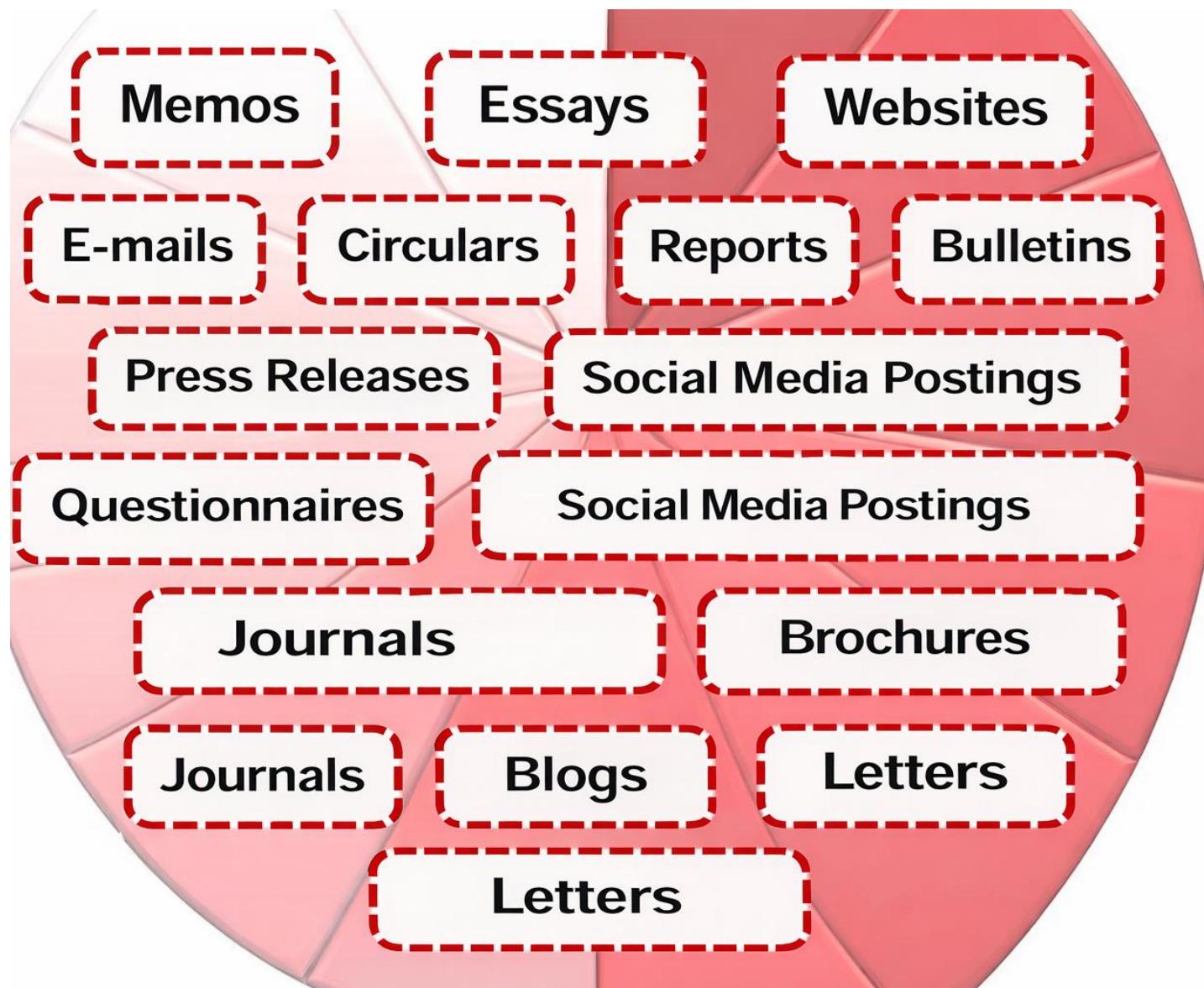
# Introduction

- ❑ 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.

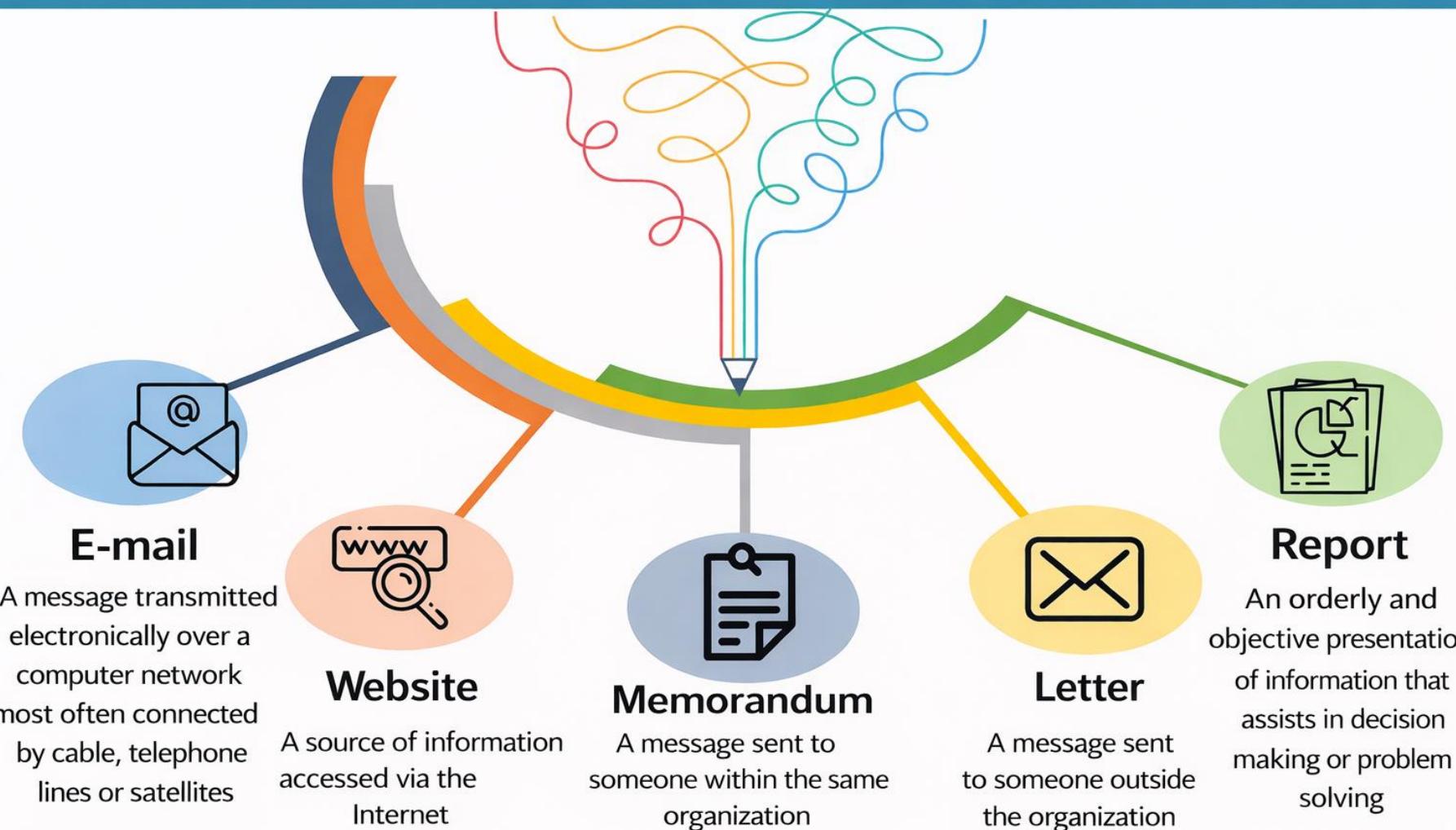


<b>Basis</b>	<b>Written Communication</b>
<b>Record</b>	<b>It always has a permanent record</b>
<b>Cost</b>	<b>Written communication is high cost</b>
<b>Feedback</b>	<b>Written communication takes time to give feedback</b>
<b>Flexibility</b>	<b>Written communication is rigid or inflexible</b>
<b>Time taken</b>	<b>Written communication takes more time to prepare and transmit messages</b>
<b>Reliability</b>	<b>Written communication is most reliable</b>
<b>Legality</b>	<b>Written communication is legal evidence</b>
<b>Distortion</b>	<b>There is no possibility of distortion</b>
<b>Effectiveness</b>	<b>Written communication is not as effective as oral communication</b>
<b>Significance</b>	<b>Most significant in all types of organizational context</b>
<b>Relationship</b>	<b>Written communication establishes an indirect relationship between parties</b>
<b>Formality</b>	<b>It maintains formal communication relationships</b>

# Common Form Of Written Communication



# Forms of Written Communication in an Organization



**Less Possibility of Distortion**

**Authoritative Document**

**Alternative Method**

**Delegation of Authority**

**Effective Control**

**Personal Image**

**Wide Access**

## **Advantages Of Written Communication**

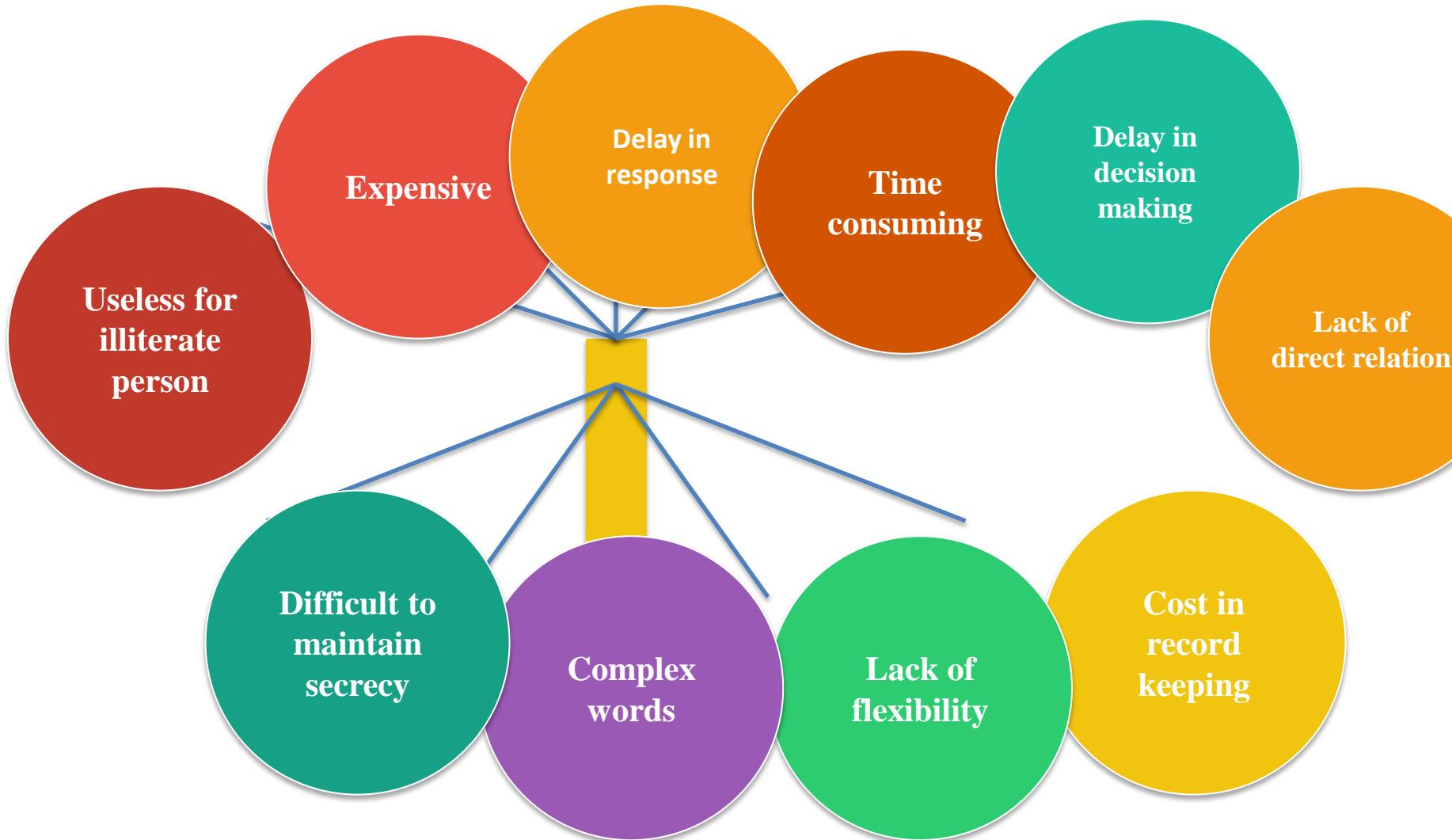
**Easily Understanding**

**Acceptability**

**Effectiveness**

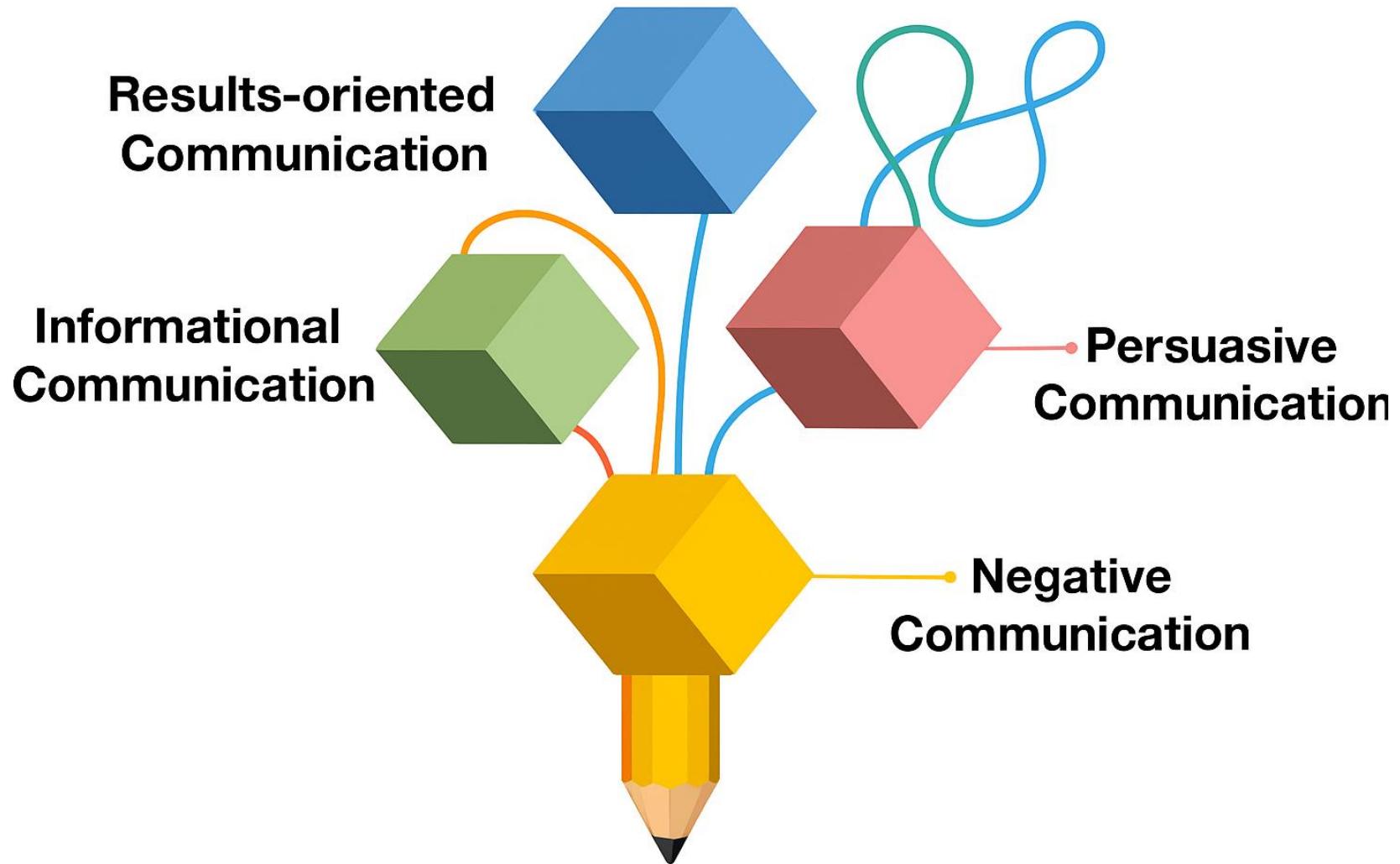
**Permanent Record**

**Reduction of Risk**



## Disadvantages Of Written Communication

# Types Of Communication In Business Writing



# **Effective Written Communication**

**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, writer should have sound knowledge of language**

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

**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.**



# Difference Between Verbal and Written Communication

Feature	Verbal Communication	Written Communication
Medium	Spoken words, sounds, voice	Written words, symbols, text
Formality	Generally less formal, more casual	Generally more formal, structured
Speed	Fast, immediate	Slower, requires time to compose
Feedback	Immediate (real-time)	Delayed
Record	Usually temporary (unless recorded)	Permanent, provides a record
Body Language	Includes tone, pitch, pace, gestures	No non-verbal cues (unless using emojis/formatting)
Flexibility	Can be changed or clarified instantly	Fixed once sent; harder to correct
Audience	Direct and present	Can be for an absent or broad audience
Precision	May be less precise, more spontaneous	Allows for more precision and careful word choice
Examples	Conversations, speeches, phone calls	Emails, reports, letters, books, articles



Thank you