

# Different Effective Methods of Communication

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*“If you just communicate, you can get by, but if you communicate skilfully, you can work miracles” Jim Rohn*

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Most of the times, when the word communication comes to the mind of the people, they think about exchanging ideas and information by means of words but such type of verbal communication is just a small component of communication. In the 21<sup>st</sup> century, businesses have access to a number of methods of communication which can be used with internal and also with external audiences. The main methods of communication which the businesses can use include the traditional business meetings as well as print to the videoconferencing and [social media](#) of the new age.

Several tools can be utilized by the businesses for addressing audiences who are in locations which are both near and far. While a lot of attention is received by the methods of effective communication that are new, the value along with the relevance of the traditional methods of communication still exists. Thus, several different methods of communication exists and the determination of the method that is right for the organization is a vital decision that needs to be taken.

[Verbal communication](#) involves the usage of words while the delivery of the intended message is being made. It can be one-on-one, over the phone or in group settings, etc. it is a methods of effective communication that is personal and has to be used more than only phone calls and emails whenever possible. The medium of the message in case of verbal communication is oral. Simple speaking is verbal communication. Seeing the person with whom face-to-face communication is taking place helps in gauging the response of that person by understanding their [body language](#) and also assists in active participation of the dialogue. Thus, written as well as oral communication are the two main types of verbal communication.

Storytelling and Crucial Conversations

Written communication cannot be avoided in the workplace. It is present everywhere and consists of traditional paper and pen documents and letters, text chats, emails, typed electronic documents, reports, SMS and anything else that might be conveyed by the use of written symbols like language which includes any documents that are a part of the day to day business life. Such methods of communication is indispensable for any formal business communication and also for the issue of legal instructions.

The methods of communication that mainly make [use of written communication](#) consist of formal business proposals, press releases, memos, contracts, brochures, handbooks and the like. How effective the written communication is will depend on the style of writing, vocabulary, grammar along with clarity. Written communication is most suitable in cases that require detailed instructions, when something has to be documented or in situations where the person is too far away to speak in person or over the phone. Some of the written methods of communication include –

**Social Media** Tools of the [social media such as Facebook can be used in an effective way in the organizations](#) for the purpose of communicating between locations, divisions, departments and employees. Certain tools such as Yammer are specifically designed for creating social media networks in the confines of a particular domain of business.

**Email:** The [email communication in organizations](#) has become very common and is a highly essential tool for sharing of information with one, hundreds as well as thousands of employees. It is usually a significant component of the [communication plan](#) and even though it may not be a replacement for face-to-face or other methods of communication, it is easily accessible and inexpensive.

Oral communication: The other type of verbal communication includes the spoken word, either over the phone or face-to-face, videoconferencing, voice chat or any other medium. Different types of informal communications like the informal rumor mill or grapevine and formal communications such as conferences and lectures are the forms of effective oral communication. The use of oral communications is made in discussions as well as conversations that are informal and causal. [How effective the oral communication](#) is will depend on the speed, volume, pitch, voice modulation, clarity of speech and also the non-verbal communications like visual cues and body language.

Some of the important oral methods of communication include –