**Written Communication: Meaning, Advantages and Limitations**

**Meaning of Written Communication:**

A ‘Written Communication’ means the sending of messages, orders or instructions in writing through letters, circulars, manuals, reports, telegrams, office memos, bulletins, etc.

It is a formal method of communication and is less flexible. A written document preserved properly becomes a permanent record for future reference.

It can also be used as legal evidence. It is time-consuming, costly and unsuitable for confidential and emergent communication.

Written communication, to be effective, should be clear, complete, concise, correct, and courteous.

**Advantages of Written Communication:**

**The advantages of Written Communication are stated below:**

1. It is suitable for long distance communication and repetitive standing orders.

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2. It creates permanent record of evidence. It can be used for future reference.

3. It gives the receiver sufficient time to think, act and react.

4. It can be used as legal document.

5. It can be sent to many persons at a time.

6. It is suitable for sending statistical data, chart, diagram, pictures, etc.

7. Order, allocation of work, job distribution, etc. in written form reduce ambiguity and help in fixation of responsibility.

8. Uniformity in work procedure can be maintained through written communication.

9. It is easy to send unpleasant or bad news through written communication.

0. A good written communication can create goodwill and promote business.

**Limitations or Disadvantages of Written Communication:**

**Followings are the limitations or disadvantages of Written Communication:**

1. It is time-consuming. Composing a message in writing takes much time. Writing letters, typing orders, notices, etc. and sending to appropriate destination require time. Feedback process also is not instant.

2. It is expensive not so much due to postal charges but in terms of so many people spending so much of their time.

3. It cannot maintain strict secrecy which would have been possible in oral communi­cation.

4. Written communication has no scope for immediate clarification if not understood properly.

5. Being written in nature it is less flexible and cannot be changed easily.

6. It is not effective in the case of emergency.