

Chapter 5: Oral and written communication

1. Oral communication:

Oral communication is the transfer of information from the sender to the receiver by means of verbal and visual aid. The main characteristic of an oral exchange is its richness. The information transmitted during an exchange in the presence of the receiver is not limited, in fact, to the words spoken alone. For example: Presentations. Speeches. Discussions, etc.

1.1. The transmitter in oral communication

Regarding the transmitter for him: There is often a difference between:

What he thinks / What he wants to say / What he says.

The transmitter can have many thoughts in his head but between them there is just one that he wants to say publicly and are the ones closest to the objective. Between what he wants to say and what he says intervenes his intellectual and scientific baggage which can help him to express himself well.

1.2. The receiver in oral communication

At the end of the chain for the receiver there is a difference between:

What he hears / What he understands / What he retains.

In an oral communication context, the real-time reaction of the recipient (which is called "feedback") by the receiver allows the sender to adapt his message.

1.3. How to prepare for an oral defense

1.3.1. Generally

The defense is an oral presentation, consists of an individual or a group (of students) speaking verbally to an audience and a jury on a particular subject the purpose is to educate to inform to entertain or to present an argument. A defense expresses in a concise and synthetic manner the context, the reasons for research, then its methods, its results and its main conclusions then discusses them, imagines the extensions.

1.3.2. Focus the presentation:

Identify the 3 to 5 most important points to get across. If you think there are more than 5 essential ideas to present, you need to find someone to help put them into perspective.

1.3.3. A defense

- Is not a summary of the work. Especially not a galloping reading.
- Does not say everything that the work contains.
- Does not develop all the argumentation and analysis of the research.

1.4. The structure of the oral presentation:

1.4.1. Introduction

The introduction to the oral presentation should be:

- Brief stating why you did the work and why it is important for further learning.
- Include the problem and your research objectives or hypotheses and predictions (even if the predictions were not confirmed by your results).
- Include a brief overview of the main points you will cover in your presentation (announce the structure of the presentation).

1.4.2. The main body (development)

The development of the oral presentation should include the following elements:

- The main method of your work.
- The main results of your work.
- The discussion involves analyzing and interpreting the results.

1.4.3. The conclusion

In the conclusion:

- Summarize your points.
- Refer to future actions if necessary.
- End with Thank you

2. Written communication

2.1. Definition

Written communication is the process of transmitting information or messages through written text. In this form of communication, the sender conveys a message to the receiver using written language, which the receiver can read, interpret, and respond to. Examples include emails, letters, and text messages (SMS).

Written communication relies on codes to convey information, there are mainly three elements:

- Scientific words must be carefully chosen so as not to confuse the receiver.
- Punctuation or the use of graphs or tables of numbers.
- The organization of the text: the text must be organized in a simple compressible way and according to the rules designated for each type of text.

2.2. General rules of written communication

- Do not multiply objects
- Make a plan
- Take the recipient into account
- Choose the arguments
- Respect the rules of readability
- Get to the point
- Use positive formulas

3. The difference between oral and written communication

Communication

Oral communication	Written communication
It is the transfer of information by means of verbal and visual aid.	It is the exchange of information through written words.
Allows immediate feedback.	Feedback is not instantaneous
It is a fast and direct method of communication.	Not effective in emergencies
Saves time and effort	Takes a lot of time and effort.
The listener cannot retain verbal messages in his memory for a long time.	Creates a permanent record of evidence. It can be used for future reference