

- IV. Can reach all areas including remote areas.
- V. Permanency of the records is ensured.
- VI. Provides evaluation, analysis and summary.
- VII. It can be used to disseminate information to dispersed receivers.
- VIII. It can confirm interpreted and clear oral communication.
- IX. It allows room for confidentiality.

Disadvantages

- I. Lack instant feedback hence has delayed feedback.
- II. Can only be used by literate people, Cannot be easily changed.
- III. Non-verbal signals cannot be easily observed.
- IV. Can be wrongly interpreted.
- V. Formal and distance thus lack personal appeal.
- VI. Once delivered it is difficult to modify the message.
- VII. May be costly, typing, postage and printing among others have a cost.
- VIII. Not appropriate for urgent information because delivery of message that may be slower and it takes time to produce.

Factors that may hinder a receiver from understanding a message.

- I. Illegible handwriting.
- II. Some might speak too quickly.
- III. One might speak in an accent.
- IV. Message might be too complex.
- V. Nature of senders coded message.

VII. Pictures.

Reasons for using notes when making a presentation

- I. Ensure logical flow of information
- II. For reference hence keeping to topic
- III. Avoid repetition
- IV. Boost confidence.

Benefits of introducing a dress code in an organization.

- I. For uniformity and equality.
- II. cooperate identity
- III. Uniqueness.
- IV. Guide on choice of dressing for employees'
- V. Communicates to people to know who you are

Factors that have made sms popular as a mode of communication

- I. Affordable means of communication.
- II. Application of shortened word.
- III. Not limited by geographical barrier.
- IV. Can be used for evidence purpose of transaction.
- V. Winder/multiple sending.
- VI. Discrete mode of communication.
- VII. Personalized message.
- VIII. Can communicate complex information.
- IX. Its popularity as a mode of communication for availability of phones.

Reasons why an organization would use visual aids

Reason for increased use of email

- I. There are used worldwide.
- II. They are fast.
- III. Advancement of technology.
- IV. Eradication of traditional letter writing.
- V. Availability of immediate feedback.

1. Your student representative at mawasiliano college u have been asked to give a speech to welcome 1st year students who have joined the college. I about 250 words write a speech.

2. You work for Mawasiliano mobile telephone Company limited as a public relations assistant. The management noted that its customer's base has not been increasing as fast as that of competitors. The C.E.O has requested you to investigate the situation. Assuming that you have completed the investigation write a report.

STRUCTURE OF A REPORT

Mawasiliano Mobile Telephone Company Limited

Title: Report on Lack of Growth in Number of Customers.

Terms of Reference.

As the Assistant Public Relations Officer at Mawasiliano Mobile Telephone

facility to encourage the students.

End

Thanking the people and wish people well in their undertakings

Mr Langat bernard te creative man GOD bless him

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