It seems spoken communication is more strong than written communication. This essay completely agree with this assumption .

We should not underestimate the power of spoken communication . To be more exact,spoken communication involved of live interaction and it happens in moment and listeners are impressed by power of peresence . For instance , people with good oratory and articulate skill are able to convince potential customer to fall in trap to buy something new .This is why many educational counsellers encourage pupils with good oratory skil to opt marketing and other majors those are related to this field ,as it is expected that they will have bright prospect in work even study .while , convincing with written communication stand a slim chance and the majority of people read the letter or other sort of text and if there is nothing attractive in text ,they perefer to throw it away . It is crystal clear that , face to face communication can prevent misunderstanding and we are capable of realize the person’s tune .

On the other hand , written communication is more formal than spoken one . In the other words , most evidences of company must be written text so that the other employees who will recruit to company , can find especial documents which is needed to their work. Only text can not affect people’s view but many company are able to attract people’ view with the aid of creativity advertisemen or publicity . I would say that it is just thrick and may not have magic influence in every issues.

To sum up , written communications don’t have as much as power of spoken ones .