I believe that both are equally effective in terms of corresponding with one another. it depends on types of communication to tell which one is more powerful : whether you are talking about broadcasting information or communication between people.

Broadcasting news related to current affair first came to society by announcing it verbally in populated places, then the rest was word of mouth. Later printing industry came by, and the face of broadcasting news changed. They could have been more specific and have greater number of audience. There is a big time gap between the newspaper era and when telecommunication mediums like radio showed up. As we live in information age, it seems length of a message is more important than its context, you can see a short tweet become more viral than a detailed article of an event. Shape of broadcasting news in young generation is still written but in a complete different way.

On the other hand, communication between people is more verbal. you can transmit more amount of information in a speech in shorter time. As you can see social media’s adding more option for sending voice messages, voice calls and etc. Oral communication is more in the shape of we used to, you can interrupt someone, stop them and tell your opinion or ask them questions. statics shows the possibility of influencing someone is more if you have a face to face conversation as you can use your body language and tone.

In a word, most powerful medium in our age is social media which seem rapidity is more important factor than any other features. But still in people’s daily life, oral communication is favourable because it’s spontaneous, with no delay and you can immediately get feedback.