

# Nexus of Speaking and Writing for Enhancing Communication Skills

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## Abstract

*This study has been carried out with the mindset that a speech is incomplete without written down. Analysis of the study is based on the study of the literatures related speaking skill and writing skill in connection to other communication skills. The aim of this paper is to investigate the ways writing helps for better speaking. Findings revealed that writing shapes for the effective speech. If speech is written before spoken, it makes the delivery more systematic and prevents the speech from being off topic or being away from the purpose. It also explored the effect of writing practice for speaking or delivering the speech. Moreover, there is positive nexus of writing and speaking as writing helps for better speaking and vice versa, and they are required for enhancing communicative competence for language development. However, there are also some differences between writing and speaking skill.*

**Keywords:** Speaking skill, writing skill, non-verbal communication, cohesion and coherence, communicative competence

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## **Introduction**

Academic writing has been a focused discussion in the universities as it is considered the way of fostering the creativity and updating academically in the academic world. Undoubtedly, academic writing refers to the writing academic setting. Public speaking is considered as an art. It means to say that we can generate and modify our speaking ability. Improving speaking ability is possible either through practicing speaking more and more or preparing the writing draft of the speech before communicating with the audiences. Flowerdew (2016) states, "Writing, in fact, performs an important gate-keeping role, effective writing leading to success and ineffective writing to failure in the academy" (p. 6). However, effective speech and presentation are not limited to only writing the contents to be spoken. It requires other skills such as maintaining the categories of non-verbal communication, ability to manage stress during speaking, understanding the own emotional intelligence and empathy of the listeners as well (Rana, 2015). Writing and speaking are very crucial to create identity in academia. Academic identity results from the interaction between the writers, speakers and the audiences. It is not static but rather dynamic and in flux. Identity construction depends up on the use of different linguistic resources and the ways audiences engage (Flowerdew & Wang, 2015). Thus it is crucial to develop the speaking ability no matter whether it is classroom lecture or public speaking.

## **Problem Statement**

Undoubtedly, in natural process of learning language, listening follows speaking and speaking follows reading and reading follows writing. However, in systematic formal speaking or say speech, preceding writing may help for delivering the speech more systematically and effectively. Although a number of researches have been done studying writing skill and speaking skill separately and independently concluding that both the skills help for the language learning and language development but I did not see any research carried out to reveal the idea whether writing and speaking have the reciprocity relation (Namaziandost, Saray & Esfahani

2018). In other words, Researchers have less focus and consideration on reciprocity connection between the writing and speaking in their study.

### **Purpose of the Study**

- To explore how writing shapes for the effective speech
- To infer the nexus of writing and speaking

### **Methodology**

This is a review based qualitative study of various relevant literatures related to why writing is important for effective speech. Literatures have been used and analyzed to infer the insights to meet the purpose of the study. By analyzing the literatures 3 themes have been inferred. However, this study is limited to a few available literatures due to resource constraints. Moreover, the study was based on some of the ideas of academic writing for effective communication only.

### **Discussions & Analysis**

#### **Understanding Communication Skills**

Communication is understood as the exchange of ideas between the sender and the receiver. It can take place when the sender encodes the message and shares to his/her audiences through a channel and then when the receiver decodes the message and can respond to it (Thapa, 2021). These days communication has been more specific and area centered and studied as technical communication as well. Gerson & Gerson (2014) clarify technical communication as “Technical communication is oral and written communication for and about business and industry” (p. 4). Writing is considered one of the important skills of language learning and it is mandatory for communicating in different contexts as Graham, MacArthur, & Fitzgerald (2013) state, “Writing is a mandatory gadget for learning and communicating. We utilize writing as an inductor to collect, maintain and extend information” (p. 5). Writing and speaking are considered very important language skills to develop

communication competence. Mart (2017) states, “Communicative competence is a term which alludes to tacit knowledge of language and the ability to understand and use the language effectively for communication purposes” (p. 163).

Verbal communication is considered the most common form of communication in which non-verbal categories function simultaneously to convey the message and receiver can respond to the message instantly. On the other hand, in written communication, this does not happen simultaneously (Iksan, Zakaria, Meerah, Osman, Lian, Mahmud & Krish, 2012). In verbal communication individuals need to be very careful about their speech. What they speak and how they speak matter a lot. Therefore, the speaker, should be careful for clear communication. He/she should speak slowly, articulate each word carefully and pause frequently wherever necessary. Likewise, he/she should avoid abbreviations, metaphors, ambiguities and slangs while speaking particularly with international audiences. Similarly, speaker should use appropriate body language like gestures, facial expression, eye contact, smile, etc. (Bovee, Thill & Raina, 2018).

For an effective speech verbal and non-verbal communication should be matched as in many occasion when listener does not understand what is being communicated orally, he/she can understand through non-verbal gestures. Written and verbal communication play crucial role in teaching and learning. Communication also reflects the social and emotional intelligence of a person. Communication is the backbone to maintain good rapport, collaboration and cooperation in the social setting. And lack of effective communication creates problem in maintaining good relationship. The way people communicate reflects their emotional and social intelligence (Wahyuni 2018). Writing for speaking is very important. We need to analyze the situation. One should be careful in determining the purpose, medium and channels. To make our speech audience centered, it is better to write what we speak. Formal speech are written and spoken. Likewise, master of ceremony of the program may prepare the written schedule.

## **Similarities and Differences between Writing and Speaking**

In formal speaking, it is very important to maintain scientific communication. It needs to be specialized, containing enough knowledge and should reflect the expertise in the content and in the delivery. Maintaining credibility is another important aspect in the communication. Murray R. & Moore S. (2006) state "Writing involves starting, progressing and finishing a complicated, challenging combination of tasks" (p.6). In the same way, these components play very vital role in speaking as well. There are many similarities between writing and speaking. For example; when someone speaks or writes she/he has to maintain coherence and cohesion. In both the language skills when applied systematically begin from the topic sentence, topic sentence is followed by supporting sentences and finally each paragraph either writing or speaking need to be ended with a concluding sentence. Moreover, use of transitions word or linkers are used in both the language skills. Other aspects like maintaining grammatical range and accuracy, task achievement, lexical resources and coherence a cohesion are very necessary to make our communication effective no matter whether we write or speak.

Writing and speaking are productive skills and certainly having the competence on one help to other. In writing one should be conscious over the spelling, mechanics and punctuation. Defazio, Jones, Tennant & Hook (2010) view, "Effective writing is a skill that is grounded in the cognitive domain. It involves learning, comprehension, application and synthesis of new knowledge" (p. 34). Writing and speaking share the common grounds in many respects. A systematic paragraph encompasses the elements viz. cohesion and coherence; grammatical range and accuracy; lexical resources, and task achievement. Likewise these elements need to be maintained in speaking as well. Namaziandost, Saray & Esfahani (2018) view, "The productive skills of a language are writing and speaking which share resembling elements" (p. 1690). Speaking is connected to human life and it determines the personality of a person. Writing is connected to speaking as writer invites the audiences to participate in the dialogue. Writing is speaking as writing is used for the documentation and archiving.

The writing has the ability to qualify for the grant, job, etc. In this sense, writing works as the speaking e.g. we send emails, letters, memos, etc. to communicate with our intended audiences.

There are also the differences between speaking and writing. Alex (2009) states, "In oral communication, listeners can make out what speaker is trying to say, but in written communication, text matters in the message as a reflection of your thinking" (p. 97). In speaking, the speaker uses the fillers. Spoken words are followed by non-verbal communication and paralinguistic features. Speaker uses the active vocabulary while speaking. When a speaker, speaks his/her behavior, spontaneity and fluency can be notices by the listener or the audiences. On the other hand, writing more coherent and consistence than speaking. Iksan, Zakaria, Meerah, Osman, Lian, Mahmud & Krish, (2012) state "Good written communication skills are measured through the clarity of the writing, the flow of the arguments, using simple and easy to understand sentences, and written using academic writing style" (p. 74).

Good oral communication proficiency help to express, feelings, thoughts, and ideas of the speakers. During presentations and public speaking speakers need to be careful in delivering correct information and also to deliver in appropriate way (Alex, 2009). A speaker may prepare and rehearse by writing the information that is to be delivered. Active vocabulary can be replaced by passive vocabulary in writing. Writing contributes for the speech by helping the speaker to use appropriate vocabulary, syntax to make the semantic aspect of the communication lucid and clear to the listener. However, understanding the relation of writing and speaking has not been paid much attention by the English language teaching teachers and other communicators (Akki & Larouz, 2021). Writing is visible whereas speech is audible but both of them are very important skill for language development.

## **Writing Paves the Way for Effective Speech**

In many occasions, I have felt that I should have spoken by writing the notes after I deliver my presentations and speeches. Pre-writing discourses are very useful for brainstorming for the effective speech. I also experimented of delivering the lectures by writing first. In course of preparing the writing of the content to be spoken, I happened to consult different resources to gather the information. It also made me confident while delivering the presentation or speech. I could become more content oriented and resourceful for my audiences. I also made my students to write the contents before they deliver oral presentation in the class. This I also observed differences when students delivered the presentation without being written down and the presentation they delivered by preparing the written draft first. And it was discovered that they delivered the speech more effectively when they wrote down the content in advance.

A speech is a communicative form of expression of one's ideas or thoughts on a specific topic. In one study claims writing practice has the effect in both writing and speaking. Moreover, writing practice does not only help to improve writing proficiency but, simultaneously, it also helps to improve speaking proficiency (Namaziandost, Saray & Esfahani, 2018). There is reciprocity relation between the writing and speaking.

In a study it was explored that journal writing contributed the learners to speak more effectively, fluently and accurately. Writing can function as the starting point to enhance confidence and can prepare the learners to speak effectively. Written text can directly influence for the development of the verbal working memory of the speaker (Akki & Larouz, 2021). Akki & Larouz (2021) further say, "Consequently, writing practice can maximize students' conscious awareness of the sentence structures while speaking and enhance their speaking proficiency" (p. 25). Writing and speaking co-exist together and exchange mutual transfer of shared aspects.

## Conclusion

Systematic formal speech is always goal oriented and writing is compulsory for academic speaking. Speaking can be best serve by writing and vice versa. Delivering speech without being written down may have the pitfall of breaking the cohesion and coherence in speaking. Speaking should be spontaneous and natural. Writing the contents of speaking is okay but it should not be memorized as memorization disturbs in the natural flow and spontaneity of the speech.

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