

What Did We Learn from this Study?

As with previous studies (beginning in 1996 and most recently in 2013), communication is clearly essential to daily operations at most businesses. Written and spoken communication is a crucial part of the workplace for many of our respondents, as 94% of our respondents said that writing was at least moderately important for their jobs, while 75% labeled writing as Very and Extremely Important. 83% of respondents stated that writing was important for their performance appraisals. In short, communication, both written and verbal, continues to be an important part of any graduate's job.

Written communication can happen between coworkers, between an employee and a boss, between a company and a customer, and any combination of those groups. In its most generalizable form, written communication serves a transactional function by supplying information or perspective that addresses problems of knowledge or action across domains of professional practice. The culture of the organization does set what written and spoken communication looks like; for example, a programming business might use Slack for quick updates among employees, while an engineering business may rely on proposals for clients. Spoken communication in the form of presentations can be used for customers/clients or for other employees. Still other writing can happen in a collaborative environment, and that collaboration can happen between coworkers, between coworkers and supervisors, and between the company and the client.

Figure 20.9. Summary-Conclusion section of a report.¹

¹ Figure derived from Jason Swarts, Stacey Pigg, Jamie Larsen, Julia Helo Gonzalez, Rebecca De Haas, and Elizabeth Wagner, *Communication in the Workplace: What Can NC State Students Expect?* (Raleigh: North Carolina State University Professional Writing Program, 2018), <https://docs.google.com/document/d/1pMpVbDRWIN6HssQQQ4MeQ6U-oB-sGUrtRswD7feuRB0/edit#heading=h.n2a3udms5sd5>. Licensed under a Creative Commons [Attribution 4.0 International](#) License.