

The Accent Coach Agrees with Gallup Poll Shows that Texting is Primary Form of Communication

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LOS ANGELES, CA, USA, September 8, 2015 /EINPresswire.com/ -- According to a Gallup poll, sending and receiving text messages has become the primary form of communication for Americans under the age of 50. According to Claudette Roche, professional speech coach who works with business leaders in [accent reduction training](#) and [public speaking](#), this is important information for anyone who communicates with customers.

Formal communication styles are not effective in the text message environment. Everything is abbreviated to fit in the small space and character limitations. Business staff members who want to communicate with customers or employers interacting with employees must recognize this development to understand how people today communicate.

The poll also showed that people over the age of 65 prefer phones and email for communication. However, they communicate less often using any means than those who are younger.

Business leaders can use this information to enhance communications to their customers and clients and within the organization. What they must understand is that communication styles vary by age group and other demographics and they must adjust to reach their audience. While barriers such as accents are not relevant in written communication other regional issues may still pose a problem.

"Teaching people to communicate effectively is about more than just [accent reduction](#)," insists Claudette Roche. Words and phrases that are regional may lead to misunderstanding when used in business communication. It is important to be aware of what a person is saying as well as how they are saying it to ensure clear communication.

Written communication is even more critical because it doesn't include facial expressions, vocal intonation or body language to help with understanding. The word must stand alone to communicate a message. Business managers and customer service representatives must learn how to present their ideas in a simple, straightforward manner that is easily understood to avoid the misunderstandings that can easily occur in customer interactions.

The results of this poll also underscores the fact that business leaders and marketers must know who



they are marketing to. They are more likely to be effective in an email message to seniors than sending out a social media message or text. On the other hand, their message will probably be read sooner by a 20- or 30-something if it is sent in a text. The specifics about the intended audience will dictate how companies market to their customers to get the best results.

Even as the methods of communication may change, the need for clarity stays the same. Businesses must be clear about their intent and they must present their message in a simple way to be effective. This approach becomes even more important when dealing with short text messages or status updates on social media. Learning how to communicate in a way that the other person understands is not just for the spoken word but for all forms of communication. Businesses must understand how, when, where and why people today communicate with each other in order to reach them with their messages.

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