

UNIT 1-Syllabus

Communication: Features

Distinction between General and Technical Communication;

Language as a tool of Communication;

Dimensions of Communication: Reading & comprehension;

Technical writing: sentences; Paragraph;

Technical style: Definition, types & Methods;

The flow of Communication: Downward; upward, Lateral or Horizontal;

Barriers to Communication

Communication

The word communication has its roots in the Latin word '*communicare*', which means '*to impart*'. The reference here is to sharing of information.

“It is a process by which meanings are exchanged between people through a common set of symbols”

“Communication is essentially the ability of one person to make contact with another. It involves a systematic and continuous process of telling, listening and understanding.”

Features

1. It is dynamic
2. it is a process
3. it is a meaningful interaction
4. it is goal oriented
5. Information sharing and understanding takes place.
6. pervasive action
7. it is a two way process
8. verbal and non-verbal

Technical Communication

“Technical Communication means the transmission of facts, figures and ideas and all sort of scientific and technical information from one individual to another.”

Professional Communication

“Professional Communication is generated by technical people to achieve specific aims and purpose.”

“Professional Communication is a process of exchanging facts and information to a define audience for a specific purpose.”

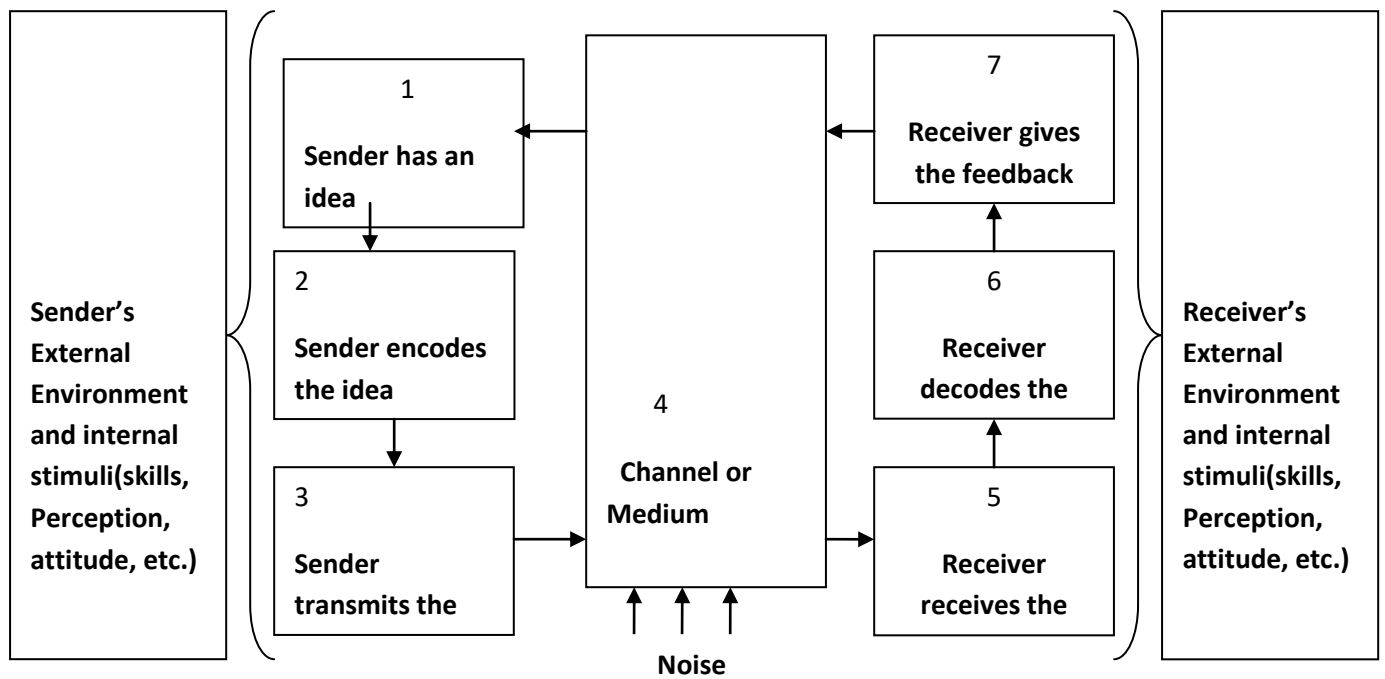
Needs for Technical Communication

1. to inform
2. to persuade
3. to instruct
4. to motivate
5. to advise
6. to reprimand (to rebuke)

Differentiate between General and Technical communication

General Writing	Technical Writing
<ol style="list-style-type: none">1. it contains a general message.2. Mostly informal in style and approach.3. No set pattern of communication.4. Mostly oral.5. Not always for specific audience.6. Don't involve the use technical vocabulary or graphics etc.7. Aims at amusement.8. It has diffuseness.9. May be ambiguous10. subjectivity11. Pomposity12. Decorative and bombastic13. Related to specific profession.14. No fixed format	<ol style="list-style-type: none">1. It contains a technical message.2. Mostly formal3. Follows a set pattern.4. Both oral and written.5. Always for a specific audience.6. Frequently involves jargon, graphs etc.7. Aim is to impart information, instruction.8. It has brevity.9. Clarity is mandatory.10. Objectivity.11. Simplicity12. Accurate and precise.13. Related to life in general14. fixed format.

Elements of Communication



Communication is a dynamic, transactional (two-way process) in which there is an exchange of ideas linking the sender and the receiver towards a mutually accepted direction or goal.

It consists of seven elements:

1. **Sender(Source)-** The process of communication begins with a sender, the person who has an idea and wants to share with.
2. **Encoding-** The sender must choose certain words or non-verbal methods to translate the idea into a message. This activity is called Encoding. While encoding a message, one needs to consider what contents to include, how the receiver will interpret it and how it may affect one's relationship.
3. **Message-** For communication to occur your receiver should first get the message. A message is any signal that triggers the response of a receiver. Message could be verbal (written or spoken) or non-verbal (such as appearances, body language, silence, sounds, yawns, sighs, etc.)
4. **Channel-** How will you send the message? The choice of channel or medium (written or oral) is influenced by the inter-relationships between the sender and the receiver. It also depends on the urgency of the message being sent. Besides, one may consider factors such as importance, no. of receivers, costs and amount of information.
5. **Receiver-** The receiver is any person who notices and attaches some meaning to a message.
6. **Decoding-** the receiver must decode (absorb and understand) the message. The decoded message must then be stored in the receiver's mind. If all goes well, the receiver interprets your message correctly, assigning the same meaning to your words as you intended and responding in the desired way.
7. **Feedback-** After decoding the message, the receiver responds in some way and signals that responds to sender. This feedback enables to evaluate the effectiveness of the message. If the receiver has not understood what the sender meant, can be understood by the response and refine the message. ***The transmission of the receiver's response to the sender is called feedback.***

The sender sends the message. His message formulation or encoding depends upon external factors and internal stimuli such as his experiences, attitude, opinions, emotions, likes and dislikes etc. The message could be verbal or nonverbal and it could be sent by any of the various media such as medium of sound, or medium of written words etc. When the message reaches the receiver, he decodes it. His decoding again depends upon external environment or internal stimuli. The way the receiver responds or gives feedback shows how correctly or incorrectly the message was sent(encoded) and received and reacted (decoded).

Noise- Any interference in the message sent and message received leads to the production of noise. The noise here means a break in the communication process.

Coherence, Unity and Emphasis in Writing

There are three techniques that are used in writing:

1. Unity 2. Coherence 3. Emphasis

1. Unity

One paragraph should explain one topic. A new topic should be introduced in a new paragraph.

The main methods or orders of paragraph writing are as follows:

1. Inductive Order- An author moves from particular to general. The author gives detailed arguments or illustrations which leads finally to the conclusion. It concludes with the topic sentence.

Example

Ram dies, Mohan dies, they are human beings. Hence we can say that man is mortal.

2. Deductive Order

It is most popular among writers. It is a direct straight forward style. The movement is from the general statement to particular details. The topic sentence is usually the first sentence in the paragraph.

Example

Man is mortal. Since Ram and Mohan died and they are human beings.

3. Expository Method

The paragraph begins with a topic sentence. The writer explains the idea to make it more and more clear. The entire paragraph is devoted to an explanation of the topic sentence in simpler words.

Example-

Perhaps, the most dramatic advancement has been made in the treatment of premature babies. Less than two decades ago, hope was slim. For most of the twenty-three thousand babies born might have been premature retarded are grown up to healthy babies

4. Chronological and time order

This order is the natural order of narration, in which one event leads to the another. It organizes the ideas in a paragraph in their order of appearance in time. This technique gives importance to the date and time while organizing the sentences. This method is mostly used to develop paragraphs that relate historical events.

For example:

The demand for electricity is high during winter mornings. It is not so high in the middle parts of the day, specially a sunny day. In the evenings the demand for electricity is maximum,. It comes down a little after midnight.

5. Spatial or Space order

Here the author wishes to write about the location of a place or the description of a particular place or the description of an object. Writer describes what he has seen in terms of space.

Example

The consumption of electricity is maximum in the metropolitan cities. Even in big cities, it is enormous. The small towns do not consume so much electricity.

6. Enumeration Method

This order is also used in narration, but with visible marks like ‘firstly’, ‘secondly’, ‘finally’ etc.

Example-

There are many things you can do to pass an exam. First, show up on the first day. Second, ask lots of questions during class. Third, study and do your homework. Finally, sit in the front of the class, so that you can see and hear. It will help you to get better attention and score good marks.

7. Linear method

Linear means one dimensional. In a paragraph when one sentence leads to the next one.

Example

When I come home and want to see the news headline, latest football scores or stock-market prices in a hurry, without waiting for the next news broadcast or I want to see the local theatre listing, racing results or weather forecast, so I punch a few buttons on a small key-pad and the chosen display flashes on my T.V. screen in gaudy eye-catching colour.

2. Coherence

Coherence means consistency of a speech, thought, ideas and reasoning which makes the expression clear and easy to understand. Every sentence should logically follow from the one preceding it. Linking should be there to make a single whole or to add coherence to the paragraph.

It can be brought about by the use of:

1. Pronoun
2. Synonyms
3. Repetition
4. Connectives

1. Pronouns-A pronoun is used as a substitute for a noun, and this always serves as a reminder of the noun in the earlier sentence. Thus it maintains a continuity of thought.
2. Repetition -the repetition of some key words or phrases in the paragraph serves not only to make the paragraph coherent but also to emphasize the author's point of view. But repetition should be used with care, as too much of it can make the paragraph monotonous.
3. Synonyms-Synonyms are substitutes for words already used, and have similar meanings. This device is helpful because it helps the writer avoid excessive repetition.

4. **Connectives**-These are words or phrases which usually occur at the beginning of a sentence to show the relationship between the new sentence and the preceding sentence. Some of these connectives are 'and', 'but', 'or' etc.

3. *Emphasis*

Emphasis means "force" or "prominence". It means making important points stand out in the paragraph. It is essential because when a person reads a paragraph, he should know at once what the author is writing about and also the most important idea should stand out.

It can be brought about by the use of the following devices

1. Balance 2. Emphatic position 3. Space
4. Repetition 5. Contrast 6. Emphatic words

1. Balance-Balance here means to give a statement balance of forms, i.e. to make various parts of the sentence parallel to one another. It can also be used to give equal importance to two or more ideas or statements. Thus, balance may involve, single words, phrases, clauses and even whole sentences.

2. Emphatic position-To give emphasis to the most important idea in the paragraph. Usually the most emphatic position is the last or the first sentence of the paragraph.

3. Space-To give more space to the idea to be emphasized

4. Repetition-the repetition of some keywords or phrases in the paragraph makes the paragraph coherent and hence emphasizes the author's point of view. Too much of it can also make the paragraph monotonous.

5. Contrast-this device states the negative side of the issue to emphasize the writer's point of view.

6. Emphatic word-Use of certain words can also emphasize the writer's point of view.

Channels of communication

It is of two types:

1. Formal Communication
2. Informal communication

Formal Communication

Formal Communication refers to communication that follows the official hierarchy and is required to do one's job. It flows through formal channels.

Advantages of Formal Communication

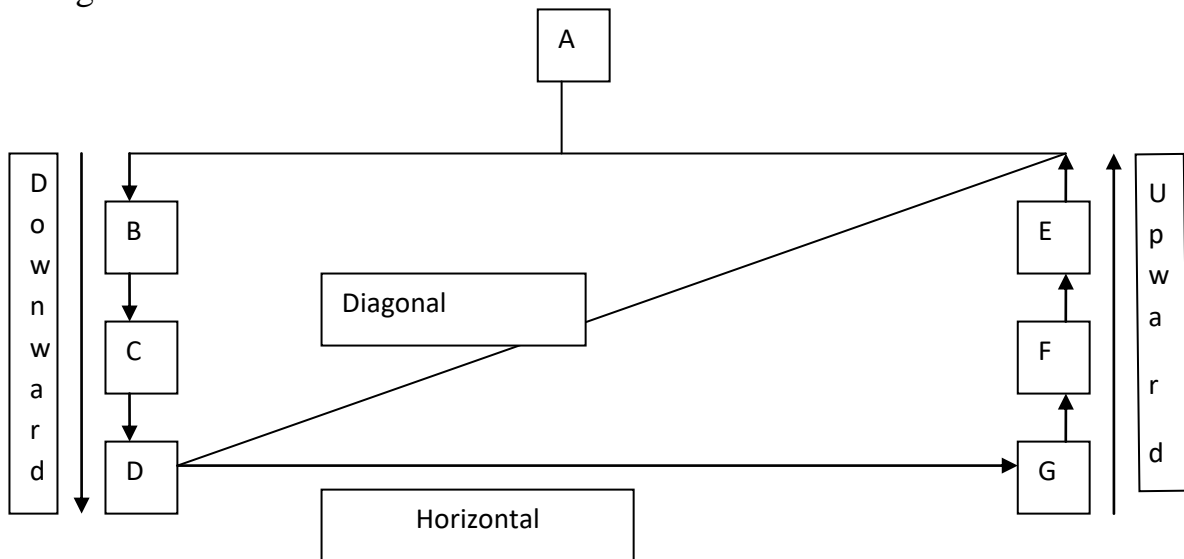
1. orderly flow of information and ideas
2. identified source
3. authentic information
4. justification of authority
5. answerability for action
6. control

Disadvantages of Formal communication

1. Expensive
2. Time consuming
3. lack of personal touch
4. Distortion

This type of communication can flow in various directions

- a. Downward Communication
- b. Upward Communication
- c. Lateral Communication
- d. Diagonal or Crosswise Communication

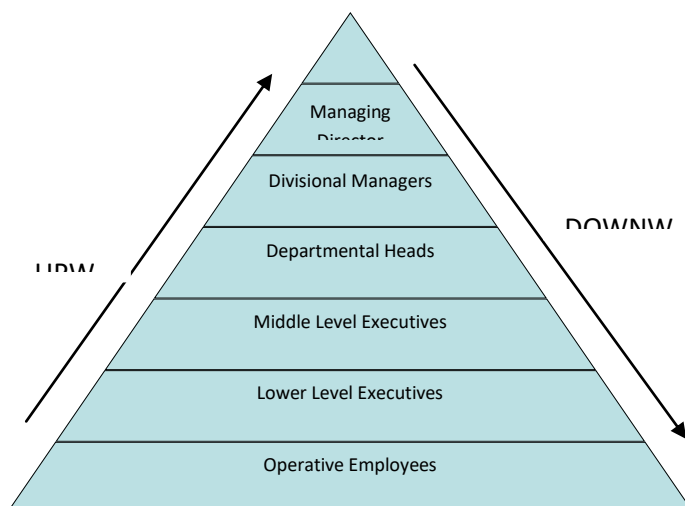


a. Downward Communication

It represents the flow of information from the top level to the lower levels of the organization.

Modes of Downward Communication

1. Handworks and pamphlets
2. posters and bulletins
3. house journals
4. annual reports
2. special meetings



Vertical Communication- Downward and Upward

Merits of downward Communication

1. Mission and goal- it informs the employees about the organization mission and goals and how they should contribute their best to accomplish their goals.
2. Plans and Policies- It provides the employees with information regarding organizational plans and policies.
3. Duty and authority-It facilitates the employees in knowing what is expected of them and the extent of their authority.
4. Job Satisfaction- it increases employees job satisfaction by communicating them about their better performance.

Limitations of Downward Communication

1. Distortion
2. Incomplete information
3. Time Consuming
4. Filtration of information

Upward Communication

It signifies the flow of communication from the lower levels to the higher levels of the organization.

Importance

1. Providing Feedback- to keep the superiors informed about the progress of the work and difficulties faced in executing orders and suggesting measures for improvement.
2. Outlet for pent up emotions-an opportunity to vent their problems and grievances
3. Constructive Suggestions
4. Easier introduction of new schemes
5. Greater harmony and cohesion- It acts as a lubricant to make the atmosphere in the company congenial and full of harmony.

Media of Upward Communication

1. open door policy
2. Complaint and Suggestion boxes
3. Questionnaires
4. Counselling by manager
5. Ombudsperson-Complaint officer who hears, investigates and recommends appropriate action
6. Reports

Limitations

1. fears and apprehensions
2. filtrations
3. time consuming

4. Inattention by superiors
5. Low morale

Differentiate between downward and upward communication

Basis	Upward communication	Downward Communication
Flow of Message	It represents the flow of information from top level to lower levels.	It represents the flow of information from lower level to top levels.
1. Purpose	Its purpose is to communicate policies, procedures, orders and instructions to the subordinates.	Its purpose is to keep the superiors inform
2. Use	It is used to get things done through the subordinates	About the progress of work and difficulties faced in the execution of orders.
3. Form of message	It takes the form of written and oral instructions, letters, memos, company publications, etc.	It is used to give reports and convey reactions of subordinates to the management. It takes the form of activity reports, suggestions, grievances, etc.

Horizontal or lateral Communication-It refers to the transmission of information among persons of the same level and status. It generally takes place among departmental heads who are responsible for different functional areas of the business.

Medium

1. Face to face discussion
2. telephonic talk
3. periodic meetings
4. memos
5. letters, reports

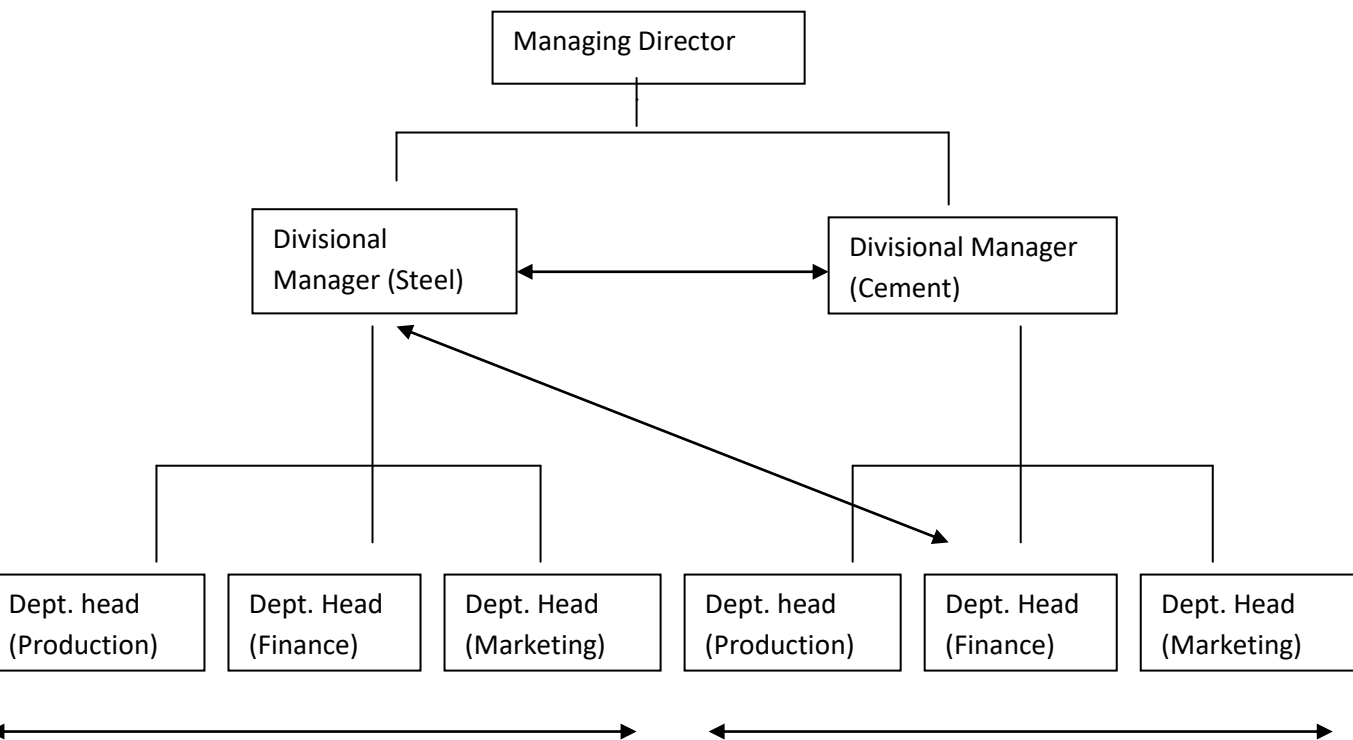
Merits

1. it speeds up the flow of work in the organization
2. it facilitates problem solving amongst members at the same level and bring about co-ordination.
3. it helps in reviewing activity assigned to people working at identical positions
4. it develops mutual trust and confidence among similar position holders of different department

Limitations

1. Personal likes and dislikes among members of different work groups can obstruct free flow of information among them

2. Differences in perception and attitudes of functional heads can be counter productive in horizontal communication.
3. In the modern age, functional heads are so highly specialized in managing activities of their departments that they lack knowledge of other functional areas. This hampers communication at the horizontal level.



Differentiate between Horizontal Communication and Vertical Communication

Horizontal Communication	Vertical Communication
<ol style="list-style-type: none"> 1. Communication takes place among the people of same level and status. 2. Free flow of communication is possible. 3. It brings co-ordination and facilitates problem-solving. 4. It develops mutual trust and confidence among persons of similar positions. 5. work is done in speedy manner. 6. Direct interaction between people of the same level. 	<ol style="list-style-type: none"> 1. It is the communication in hierarchical manner i.e. from the people of higher status to that of lower or vice versa. 2. Barriers are there. 3. Its purpose is to inform and to communicate policies, procedures, orders and instructions to the subordinates. 4. It increases motivation and feeling of job-satisfaction through interaction. 5. It is time-consuming. 6. The information through many levels of hierarchies. 7. Filtration and distortion of information

7. Face to face interaction helps in the maintenance of authenticity of information and is maintained at the initial level.	takes place.
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Diagonal or Crosswise Communication

It takes place when people working in an organization interact with those working at a higher or lower level of organization hierarchy and across the boundaries of their reporting relationship.

Advantages

1. Brings about co-ordination through informal meetings, formal conferences, lunch hour meetings, general notices etc.
2. Helps to boost their morale and further of lower level workers and further commitment to the organization.
3. Important for operations efficiency and emergency situations.

Limitations

1. Fear of infringement
2. Resistance to compliance
3. Anarchy

Differentiate between Horizontal Communication and Cross-wise Communication

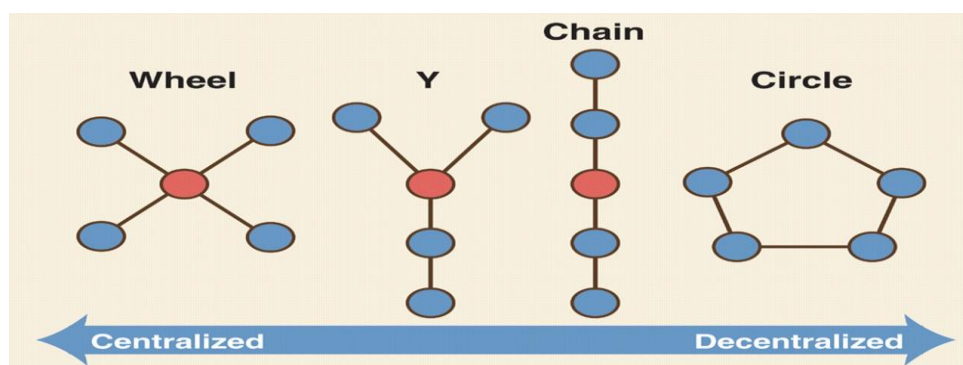
Horizontal Communication	Cross-wise Communication
<ol style="list-style-type: none"> 1. It is also known as lateral communication. 2. It refers to the transmission of information among persons of the same level and status. 3. Such communication is necessary to facilitate co-production, save time and bridge the communication gap among various department. 4. It takes place among people of the same level of 	<ol style="list-style-type: none"> 1. It is also known as diagonal communication. 2. It takes place when people working at the same level interact with those working at a higher or lower level of organizational hierarchy. 3. It speeds up the normal chain of command between the different level of workers. 4. It takes place when people working in an organization interact

hierarchy.	with those working at a higher or lower level of organization hierarchy and across the boundaries of their reporting relationship.
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Communication Network

A variety of patterns emerge when communication combines through vertical and horizontal channels.

1. **Chain network**-it represents a vertical hierarchy in which communication can flow only upward or downward.
2. **Y network**- multilevel hierarchy and a combination of horizontal and vertical flow of communication.
3. **Wheel network**-Combination of horizontal and diagonal flow of communication i.e. several subordinates reporting to a superior.
4. **Circle network**

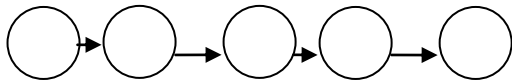


Informal Communication

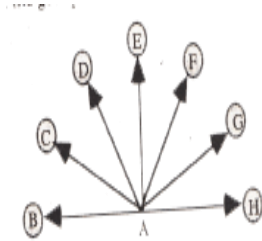
Informal communication represents communication among people through informal contacts. They are not laid down by the management. They are used by the organizational members out of their desire to socialize and for the sake of convenience. This communication between individuals and groups are not recognized officially. It is also known as grapevine.

Types of grapevine channels

1. **Single strand chain**- flows like a chain
2. **Gossip**- A non-selectively communicates with everyone
3. **Probability(random)**- A communication randomly with others according to the law of probability
4. **Clusters**-A selection communication with those he can trust.

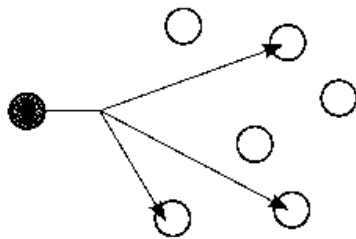
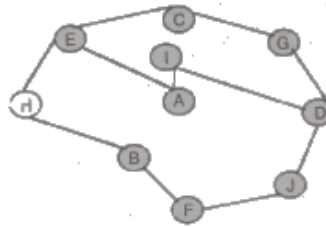


Single strand chain



Probability

Gossip



Cluster

Merits of grapevine or informal Communication

1. speedy transmission as it works faster than formal communication
2. Feedback value
3. Support to another channels
4. Psychological satisfaction
5. Avenue of expression

Demerits of grapevine or informal Communication

1. Incomplete information
2. Distortion
3. Unreliability
4. Leakage
5. Lack of authenticity
6. Problem in fixing responsibility

Differentiate between Formal and Informal Communication

Formal Communication	Informal communication
<ol style="list-style-type: none"> 1. Formal communication follows the officially established chain of command and line of command 2. It is a slow moving process. 3. It is easy to pinpoint the responsibility with respect to Formal communication 4. It is task oriented 5. It consists mainly of work related matters. 6. It is orderly and systematic as regards direction of flow. 7. It serves organizational needs. 8. It flows in vertical, horizontal and diagonal direction. 9. It can be oral and written 10. The message is accurate and authentic. 	<p>Informal communication is independent of the authority relations in the organization.</p> <p>It carries message at a faster speed</p> <p>It is not possible to fix responsibility in informal communication</p> <p>It is people oriented</p> <p>It may consists of work related as well as social message.</p> <p>It is unsystematic and erratic as regards direction of flow.</p> <p>It serves not only organizational needs but also the social needs of the people.</p> <p>It can flow in every direction.</p> <p>It is oral</p> <p>The message can't be considered as authentic as it is supplemented by formal channels.</p>

Rumour

It is grapevine information which is communicated without authentic standards of evidence being present.

Barriers to Communication

The term 'barrier' means 'hurdle', 'hindrance' or 'obstacle'.

Thus barriers to communication imply hurdle or obstacle on the way of transmission of message from the sender to the receiver.

Noise

Any interference in the message sent and message received leads to the production of noise. The noise here means a break in the communication process.

Types of Barriers

1. Intrapersonal Barrier
2. Intrapersonal Barrier
3. Organizational Barrier
- 4.

1. Interpersonal Barrier

Interpersonal barriers occur due to inappropriate transaction of words between two or more people. They creep in as a result of the limitations in the communication skills of the encoder or the decoder, or of both.

The most common reasons of inter personal barriers are:

***Limited Vocabulary**-inadequate vocabulary is a major hindrance to interpersonal communication. As during a speech we are at a loss for words, thus our communication will be ineffective and we will leave a poor impression on the audience.

* **Incompatibility of verbal and non-verbal messages**- the stark difference between the verbal and non-verbal aspects of communication leaves the listeners feeling confused and puzzled.

* **Emotional outburst**-However confident a person may be as a speaker, his communication fails when he is overwhelmed with emotions.

***Communication selectivity**- When the receiver in a communication process pays attention only to a part of the message, he/she is imposing a barrier known as communication selectivity. This happens because he/she is interested only in that part of the message which may be of use to him/her. In such a situation, the sender is not at fault. It is the receiver who breaks the flow of communication.

***Cultural Variations**-As businesses are crossing national boundaries to compete on a global level, the inadequate knowledge of different languages and culture acts as a predominant barrier contributing to communication failure.

***Poor listening Skills**- Sometimes an individual is so engrossed in his/her own thoughts and worries that he/ she is unable to concentrate on listening. This undivided attention to the speaker's message is a common obstacle to the process of communication.

***Noise in the channel**—it is any unwanted signal that acts as a hindrance in the process of communication

Intrapersonal Barriers

It is responsible for an individual's built barriers mainly because of differences in experiences, education, value and personality. The causes are:

•**Wrong assumptions**-are generally made when the sender or the receiver does not have the adequate knowledge about the other's background entertains certain false concepts, which are fixed in his mind.

•**Varied perception**-Different individuals have different viewpoints and perceptions about the same situation which results in the creation of barrier.

•**Differing background**- Our background plays a very important role in how we interpret the message. To be a good communicator, the speaker should know about the

background of the audience. .Example:- A computer company representative explaining about hardware details about the hospital management system he plans to install to groups of doctors’.

- Wrong inferences**- Wrong Inference is when we assume something without knowing the whole truth. They are more dramatic than facts and can cause gossip and rumors. Inference should always be supported by facts. When presenting inferences you should always have some evidences or facts behind it.

- Impervious categories**- People with a closed mind attitude are called **misoneists**. They are against any kind of change or innovation. They do not agree to any kind of deviation from their thinking and ideas. These people might feel difficulty in communicating freely.

People with an open mind would react positively to information. Example:- People being against computerization in their job.

- Categorical thinking**- People who feel they know it all called **pansophists**. These people think they know everything about a subject and refuse to accept any further information.

Example:- You do not listen in your orientation program as you think you know it all!!!

Organizational Barrier

In organizations with many levels of communication, messages have a greater chance of being distorted.

In large organizations where the flow of information is downward or follows a rigid and hierarchical structure usually restricts the flow of communication. Each of these reasons distorts, delays or spoils the message.

Organizational barrier occurs due to :

- Too many transfer stations**-Too many transfer stations sometimes distort or filter the message at each level and thus act as a barrier to the process of communication.

- Fear of superiors**-Some sub-ordinates avoid all communication with their seniors as they feel that this will make them viewed in an unfavourable light.

- Negative tendencies**-Many organizations have some work groups which generally consist of people who share similar values, attitudes, beliefs and behaviour. Thus it can result in a conflict of ideas between the members and non-members of a group.

- Use of inappropriate Media**-Each communication must be transmitted through an appropriate medium. An unsuitable medium is one of the biggest barriers to communication.

- Information overload**-When people are overloaded with too much of information they are likely to make errors. They may also delay processing or responding to information/message which acts as another barrier to communication

How to overcome barriers

1. **Using appropriate language**- the sender should structure the message in a way that will make them clear and understandable to the receiver. The sender must use appropriate and simple words so that the receiver can understand them.

2. **Practicing empathic communication**-the sender must understand the receiver's frame of reference to understand how the message will be received and interpreted. This form of communication is known as empathic communication.
3. **Improving communicator's credibility**
4. **Using a face to face communication can be more effective as compared to memos, letters, etc.**
5. **Using pictures**- the sender must make use of illustrations and charts to put across the message clearly.
6. **Developing trusting elements**
7. **Effective listening**

Tips for Effective Communication

- **create an open communication environment**
- **always keep the receiver in mind**
- **Avoid having too many transfer stations.**
- **Do not communicate when you are emotionally disturbed.**
- **Be aware of diversity in culture, language, etc.**
- **Use appropriate non-verbal cues.**
- **Select the most suitable medium.**
- **Analyze the feedback**

Language as a Tool of Communication

Language arose out of the human need to communicate. Thus, language is closely related to people and cannot exist in isolation. Thus in brief, the language is universal in approach but is specific to individuals. Our use of language reflects our personality and gives an insight into our thinking.

People use language to express their experiences. Since language is not exact, many a time it leads to misunderstandings. Being aware of the basic characteristics of language can help us understand this better and communicate more effectively.

Famous linguists Noam Chomsky and Ferdinand de Saussure classified language as

*** Artificial *Restricted *Abstract * Arbitrary *Creative**
***Redundant *Recursive**

***Language is Artificial**

Language is created by people. It does not exist in isolation or outside the minds of people. It is created by humans based on their needs. Every symbol is attached to a particular thought or thing, called a referent.

***Language is restricted**

When we think and translate our thoughts into language, some meaning is lost in the process. No words or symbols can transmit our exact perception. Thus sometimes we are unable to find words to express our feelings. This is because language is restricted.

***Language is abstract**

Language represents a generalized idea of things or thoughts. A word could represent different ideas at different times. For example, 'dress' can represent anything from a frock to a saree.

***Language is arbitrary**

There is no relationship between a word and the idea or object it represents. Like the word 'table' has no connection with a wooden plank based on four legs.

In brief, language has evolved as a cultural system of agreements in which words represent certain symbols or thoughts. Learning these agreements is part of learning a particular language.

***Language is creative**

Language has its ability to generate so many words everyday. Every year innumerable words are added to the dictionary. Like- edutainment (education + entertainment), emoticons, keyboard etc.

***Language is redundant**

Whatever language we use, it has the capacity for repetition and redundancy. This may either improve or impede effective communication. Like-

A couple of girls are riding their bicycles.

In this sentence, the writer has five times repeated the fact that presence of more than one person is there.

***Language is recursive**

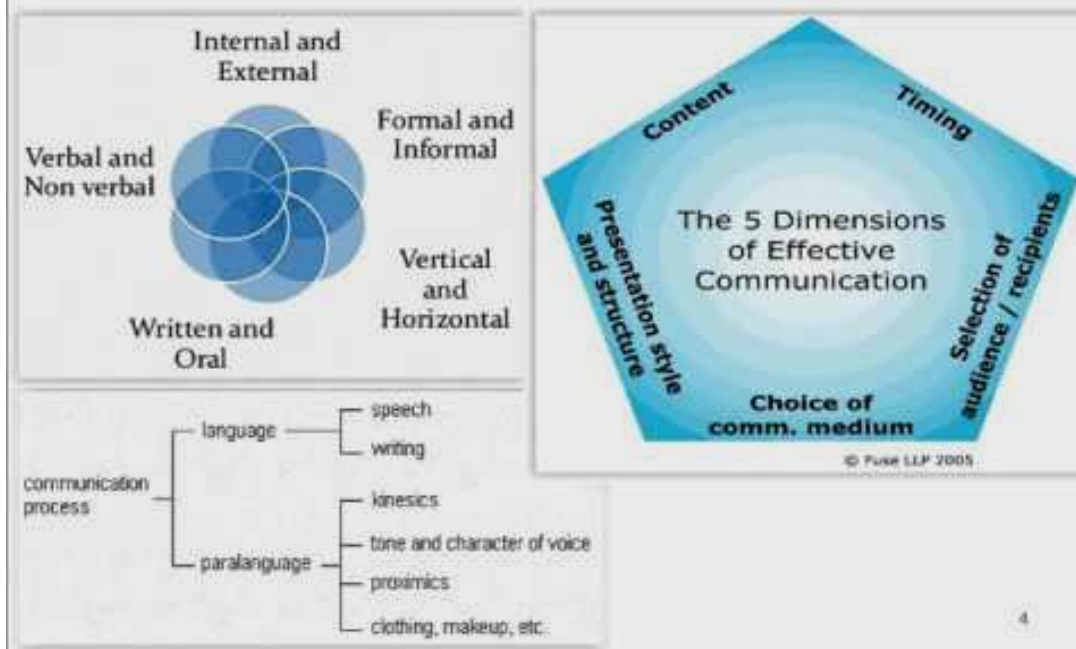
It is the characteristic of language which enables one to generate any number of sentences using the same basic grammatical templates.

For example:

This man who is wearing a crumpled suit, which he borrowed from me to wear to his interview, which was on Wednesday, which was the day it was raining

So we can conclude that these basic characteristics of language make it an effective means of communication.

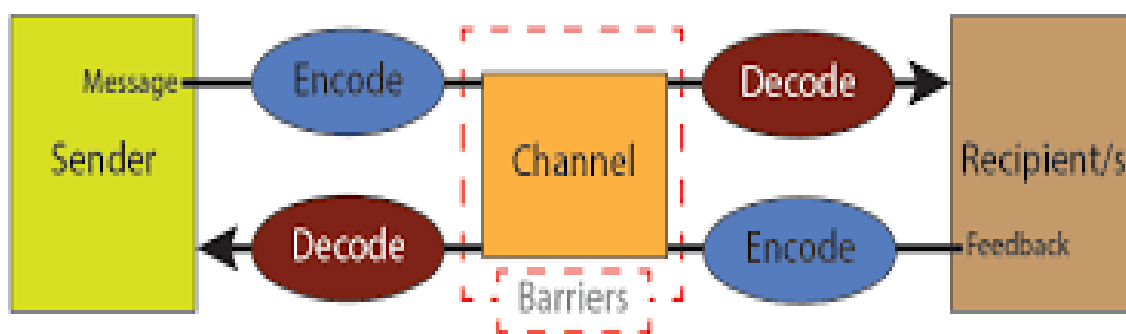
Dimensions Of Communication

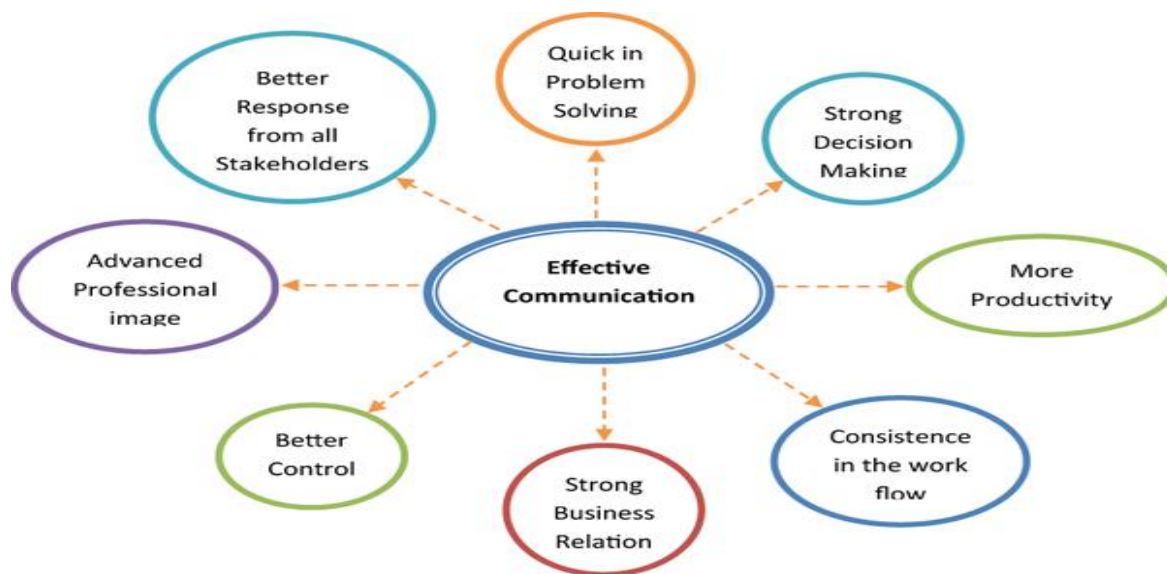


The major dimensions of communication are:-

- Sender-Source of information or idea.He encodes the message.
- Message-Message means content.
- Medium-It is the channel of Communication.
- Receiver or Audience-Receiver decodes the message.
- Effect-It is the feedback, response or impact of the message.
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The Communication Process





Coherence, Unity and Emphasis in Writing

There are three techniques that are used in writing:

1. *Unity*
2. *Coherence*
3. *Emphasis*

1. Unity

One paragraph should explain one topic. A new topic should be introduced in a new paragraph.

The main methods or orders of paragraph writing are as follows:

1. Inductive Order-An author moves from particular to general. The author gives detailed arguments or illustrations which leads finally to the conclusion. It concludes with the topic sentence.

Example

Ram dies, Mohan dies, they are human beings. Hence we can say that man is mortal.

2. Deductive Order

It is most popular among writers. It is a direct straight forward style. The movement is from the general statement to particular details. The topic sentence is usually the first sentence in the paragraph.

Example

Man is mortal. Since Ram and Mohan died and they are human beings.

3. Expository Method

The paragraph begins with a topic sentence. The writer explains the idea to make it more and more clear. The entire paragraph is devoted to an explanation of the topic sentence in simpler words.

Example-

Perhaps, the most dramatic advancement has been made in the treatment of premature babies. Less than two decades ago, hope was slim. For most of the twenty-three thousand babies born might have been premature retarded are grown up to healthy babies

4. Chronological and time order

This order is the natural order of narration, in which one event leads to the another. It organizes the ideas in a paragraph in their order of appearance in time. This technique gives importance to the date and time while organizing the

sentences. This method is mostly used to develop paragraphs that relate historical events.

For example:

The demand for electricity is high during winter mornings. It is not so high in the middle parts of the day, specially a sunny day. In the evenings the demand for electricity is maximum,. It comes down a little after midnight.

5. Spatial or Space order

Here the author wishes to write about the location of a place or the description of a particular place or the description of a object. Writer describes what he has seen in terms of space.

Example

The consumption of electricity os maximum in the metropolitan cities. Even in big cities, it is enormous. The small towns do not consumes so much electricity.

6. Enumeration Method

This order is also used in mnarration, but eith a visible marks like ‘firstly’, ‘secondly’, “finally” etc.

Example-

There are many things you can do to pass an exam. First, show up on the first day. Second, ask lots of question during class. Third, study and do your homework. Finally, sit in the front of the class, so that you can see and hear. It will help you to get better attention and score good marks.

7. Linear method

Linear means one dimensional. In a paragraph when on sentence leads to the next one.

Example

When I come home and want to see the news headline, latest football scores of stock-market prices in a hurry, without waiting for the next nes broadcast or I want to see the local theatre listing, racing results or weather forecast, so I punch a few buttons on a small key-pad and the chosen display flashes on my T.V. screen on gaudy eye-catching colour.

2. Coherence

Coherence means consistency of a speech, thought, ideas and reasoning which makes the expression clear and easy to understand. Every sentence should logically follow from the one preceding it. Linking should be there to make a single whole or to add coherence to the paragraph.

It can be brought about by the use of:

1. Pronoun
2. Synonyms
3. Repetition
4. Connectives
5. Pronouns-A pronoun is used as a substitute for a noun, and this always serves as a reminder of the noun in the earlier sentence. Thus it maintains a continuity of thought.
6. Repitition -the repetition of some key words or phrases in the paragraph serves not only to make the paragraph coherent but also to emphasize the author’s point of

view. But repetition should be used with care, as too much of it can make the paragraph monotonous.

7. **Synonyms**-Synonyms are substitutes for words already used, and have similar meanings. This device is helpful because it helps the writer avoid excessive repetition.
8. **Connectives**-These are words or phrases which usually occur at the beginning of a sentence to show the relationship between the new sentence and the preceding sentence. Some of these connectives are 'and', 'but', 'or' etc.

3. Emphasis

Emphasis means "force" or "prominence". It means making important points stand out in the paragraph. It is essential because when a person reads a paragraph, he should know at once what the author is writing about and also the most important idea should stand out.

It can be brought about by the use of the following devices

1. Balance 2. Emphatic position 3. Space
4. Repetition 5. Contrast 6. Emphatic words

1. Balance-Balance here means to give a statement balance of forms, i.e. to make various parts of the sentence parallel to one another. It can also be used to give equal importance to two or more ideas or statements. Thus, balance may involve, single words, phrases, clauses and even whole sentences.

2. Emphatic position-To give emphasis to the most important idea in the paragraph. Usually the most emphatic position is the last or the first sentence of the paragraph.

3. Space-To give more space to the idea to be emphasized

4. Repetition-the repetition of some keywords or phrases in the paragraph makes the paragraph coherent and hence emphasizes the author's point of view. Too much of it can also make the paragraph monotonous.

5. Contrast-this device states the negative side of the issue to emphasize the writer's point of view.

6. Emphatic word-Use of certain words can also emphasize the writer's point of view.

Reading Comprehension Skills

Reading comprehension refers to the ability to understand information presented in written form.

Skilful reading is reading for specific information for a better learning experience in a short span of time. It is an act which can be learnt easily by using a systematic approach and by undergoing formal training

Time spent by professional on communication activities

- Writing 9 %
- Speaking 30%
- Listening 45%
- Reading 16%

Speed of reading

- ☉ An average college student . A reads between 150-250 words per minute. A good reading speed is around 250-400 words per minute and for some people it can reach upto 1000 word per minute,

Purpose of reading	No. Of words per minute
Reading for memorisation	Less than 100 words per minute
Reading for learning	100-200 words per minute
Reading for comprehension	200-400 words per minute
Skimming	400-700 words per minute

Types of reading

- Skimming
- Scanning
- Extensive Reading
- Intensive Reading
- Churning
- Assimilation

1. Skimming

It is used to understand the gist or main idea from the document that we read. For this, we go through the contents of the chapter rapidly, picking out and understanding the key words and concepts.

Example-reading newspaper

2.Scanning

Scanning is used to find a particular piece of information. In this type of reading you allow your eyes to run over the text looking for a specific piece of information that we need.

Example-Scanning the table of content or index

3. Intensive reading

It involves learners reading in detail with specific learning aims and tasks. It is used on shorter texts to extract detailed information.

Example

Reading your insurance claim before signing it

4.Extensive reading

It involves learners reading texts for enjoyment and to develop general reading skills. It includes reading of longer texts for pleasure and business report to know about the general trends.

Example

- Reading a novel before going to bed

5.Churning

- ❑ After you skimmed or scanned, you need to churn the ideas so as to get the gist of the text.
- ❑ It also helps us infer the unstated facts in the text.

Knowledge of word-meanings is very important for churning.

6. Assimilation

It refers to comprehending and understanding of text in such a manner that every question related to text can be easily and promptly answered.

Difference between efficient and inefficient reader

An Efficient Reader	An inefficient Reader
Always reads for ideas or information	Tries to read words
Reads group of words/multi-phrases	Reads word by word
Sets the purpose of reading right in the beginning	Reads deliberately and goes slow while reading
Reads smoothly	Reads out the information again and again to figure out a clear understanding of the text
Visualizes ideas	Vocalizes or sub-vocalizes while reading
Has a good vocabulary in that subject	Has limited vocabulary which hampers his/her speed and understanding
Continuously keeps improving his/her pace of reading	Rarely attempts speed reading
Properly tries to sort out the material as critical, analytical, interesting, etc	Reads everything indiscriminately

Barriers to reading

- ⊙ Lack of concentration
- ⊙ Eye fixation
- ⊙ Regression
- ⊙ Reading aloud or turning head from side to side
- ⊙ Indiscriminate use of dictionary

Sentences

A sentence is a set of words completed in itself as expression of thought.

A sentence is a group of words that conveys some meaning.

Examples-

Humpty Dumpty sat on a wall.

My doll is very beautiful.

Sentence Structure-

It has two essential parts-

Subject-The part which refers to the person or thing about which we say something

Predicate-The part which we say something about the subject.

Example-

Sheep live in flocks.

In this sentence Sheep is subject and live in flocks is predicate as this part says something about the sheep.

Types of Sentences-

Statement-Assertive, Declarative and Negative.

Interrogative-Question is asked.

Exclamatory-Feelings of joy sorrow ,anger, surprise

Imperative- Command, Advice or request.

Operative-Wishes, Blessings and Curses

A Phrase

is a group of words without a subject-verb component, used as a single part of speech.

Examples:

Best friend (this phrase acts as a noun)

Needing help (this phrase acts as an adjective;)

With the blue shirt (this **prepositional phrase** acts as an adjective;)

For twenty days (this prepositional phrase acts as an adverb)

A clause

is a group of words that contains both a subject and a predicate (or a verb).

There are two types of **clauses**.

Independent Clauses

They are complete sentences. They can stand alone and express a complete thought.

Examples:

I want some cereal.

Marie likes cats.

Joseph is a good soccer player.

Dependent Clauses

They contain a subject and a predicate, but they do not express a complete thought.

Examples:

When it is raining
Because you were late
Before you go to bed

Types of sentence structure

1. Simple
2. Compound
3. Complex
4. Complex-compound

1. Simple Sentence structure

A **simple sentence** consists of one independent clause. (An independent clause contains a subject and verb and expresses a complete thought.)

I like coffee.

Mary likes tea.

The earth goes round the sun.

Mary did not go to the party.

2. Compound Sentences

A **compound sentence** is two (or more) independent clauses joined by a conjunction or semi-colon. Each of these clauses could form a sentence alone.

I like coffee and Mary likes tea.

Mary went to work but John went to the party.

Our car broke down; we came last.

There are seven coordinating conjunctions:

and, but, or, nor, for, yet, so

3. Complex Sentences

A **complex sentence** consists of an independent clause plus a dependent clause. (A dependent clause starts with a subordinating conjunction or a relative pronoun, and contains a subject and verb, but does not express a complete thought.)

We missed our plane because we were late.

Our dog barks when she hears a noise.

He left in a hurry after he got a phone call.

Do you know the man who is talking to Mary?

Here are some common subordinating conjunctions:

after, although, as, because, before, how, if, once, since, than, that, though, till, until, when, where, whether, while

Here are the five basic relative pronouns:

that, which, who, whom, whose

4. Compound –complex sentences

A **compound-complex sentence** consists of at least two independent clauses and one or more dependent clauses.

John didn't come because he was ill so Mary was not happy.

He left in a hurry after he got a phone call but he came back five minutes later.

A dependent clause is also called a subordinate clause.

The above sentences are basic examples only. In some cases other arrangements are possible (for example, a dependent clause can come before an independent clause).

Requisites of Sentence Construction

The three basic requisites of a good sentences are –Clarity, Consistency and Economy.

1. Clarity

All sentence should clearly state the writer's thoughts without any possibility of ambiguity. The three aids to clarity are:

- *adequate punctuation
- *Clear pronoun reference
- *correct word order

2. Consistency

1. all sentences should follow same pattern.
2. The author should follow the style he chooses-formal, informal or colloquial.
3. After style the writer must be careful about his diction-correct usage and connotation of words.
4. Grammatical consistency is necessary

3. Economy

Good writing is reflected in one's ability to write precisely and effectively what one wants to say. To achieve this the writer should

- *Avoid misguided attempts at a 'literary' style.
- *Prune away useless words, and
- *avoid the use of long-winded sentences or phrases by applying the Principle of Reduction wherever necessary.

The Principle of Reduction means reducing a sentence to a clause, a clause to a phrase or a phrase to a word. Wherever possible.

While writing, variety should be introduced by varying sentence structure, varying sentence length and varying sentence beginning.(it helps avoid monotony)

Technical Style

Style in technical communication may refer to the way a person puts words together into sentences, arranges sentences into paragraphs, and organizes paragraphs to frame a piece of writing to convey technical information clearly and accurately. In short, it is the way one speaks or writes when one deals with a technical or scientific subject.

The suitable ingredients of compatible technical style for professionals are:

1. *Clarity of thought*
2. *Adaptability*
3. *Clarity*
4. *Economy*
5. *Sentence Variety*

1. Clarity of thought

It is important to understand the subject clearly before we start writing in order to be able to convey the message to the reader without any ambiguity.

2. Adaptability

To adapt our communication, it is essential for a professional to analyse the intelligence, education, and maturity level of the organization.

3. Clarity

Clarity can be achieved by providing specific details, writing in the active rather than the passive voice, and avoiding acronyms, jargons and difficult words.

4. Economy

Clarity can be achieved by providing specific details, writing in the active rather than the passive voice, and avoiding acronyms, jargons and difficult words.

5. Sentence Variety

The sentences to be crafted very carefully to produce the text that is easily understandable. One should try to bring in a variety of sentences-simple, compound, and complex- in order to sustain the reader's interest.

Examples

- Instruction manuals
- Policy manuals
- Process manuals
- User manuals
- Reports
- Instructions for assembling a product

Technical Communication provides

- Knowledge of specific skills.
- Common types of technical writing are-
- Traditional Repair Manuals, End-user documentation