

Unit 5 Technical Communication(KAS-301)

Code :-A code is a system of replacing the words in a message with other words or symbols, so that nobody can understand it unless they know the system.

Content:- It is the the main subject, ideas, etc. of a book, article, television programme, etc.Eg. the content of a history class might be American history. The content of a math class might be geometry. As long as there's a topic or subject, there's content. the content of a history class might be Indian history. The content of a maths class might be geometry. As long as there's a topic or subject, there's content.

Stimulus:-In general, a **stimulus** is something that provokes or causes an action or response, as in “Failing that test was the **stimulus** I needed to start studying harder.” The plural of **stimulus** is stimuli. Its verb form is stimulate, which typically **means** to spur into action or to invigorate.

Response:-It is the act of reply or reaction.

Stimulus–Response:- The simplest type of response is a direct one-to-one stimulus-response reaction. A change in the environment is the stimulus; the reaction of the organism to it is the response.

In basic terms, humans communicate through a process of **encoding** and **decoding**. The encoder is the person who develops and sends the message. As represented in Figure 1.1 below, the encoder must determine how the message will be received by the audience, and make adjustments so the message is received the way they want it to be received.

Encoding is the process of turning thoughts into communication. The encoder uses a ‘medium’ to send the message — a phone call, email, text message, face-to-face meeting, or other communication tool. The level of conscious thought that goes into encoding messages may vary. The encoder should also take into account any ‘noise’ that might interfere with their message, such as other messages, distractions, or influences.

The audience then ‘decodes’, or interprets, the message for themselves. **Decoding** is the process of turning communication into thoughts. For example, you may realize you’re hungry and encode the following message to send to your roommate: “I’m hungry. Do you want to get pizza tonight?” As your roommate receives the message, he decodes your communication and turns it back into thoughts to make meaning.

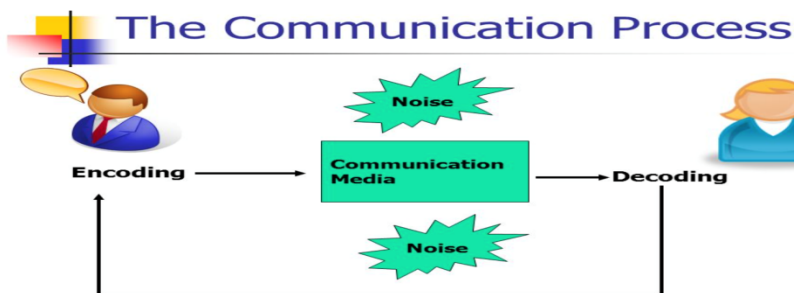


Figure 1.1. The communication process. Encoding, media, and decoding (Hawkins, 2016).

Of course, you don't just communicate verbally—you have various options, or channels, for communication. Encoded messages are sent through a channel, or a sensory route, on which a message travels to the receiver for decoding. While communication can be sent and received using any sensory route (sight, smell, touch, taste, or sound), most communication occurs through visual (sight) and/or auditory (sound) channels. If your roommate has headphones on and is engrossed in a video game, you may need to get their attention by waving your hands before you can ask them about dinner.

Pronunciation is the way in which a word or a language is spoken. This may refer to generally agreed-upon sequences of sounds used in speaking a given word or language in a specific dialect ("correct **pronunciation**"), or simply the way a particular individual speaks a word or language.

There are no shortcuts to perfect pronunciation, however there are some ways you can practise more effectively and improve your skills faster. Tips to improve your pronunciation are as follows:-

1-Listen to yourself

It's often difficult to hear pronunciation errors in your own speech because you are concentrating actually communicating rather than the sound you are making. If you can't hear your pronunciation problems, it's tough to correct them. Try recording your speech with your smartphone or PC and making a note of specific areas you need to improve on.

2-Slow down!

Many English learners think that speaking fluently means they need to speak fast. This is wrong. Speaking too fast reinforces bad habits and makes the speaker sound nervous and indecisive. Speaking slowly will give you time to breathe properly and think about what you want to say next. Because it gives you time to think while you are speaking, you'll feel more relaxed and be able to concentrate on making your English sound fantastic.

3-Picture it...

Close your eyes and think about how to make a sound before saying it. Visualize the positioning of your mouth and face. If you have studied with the phonemic chart, think about the sound you are making and how it relates to other English phonemes. If you have used diagrams of the mouth and tongue, think about the shape you need to make inside your mouth if you want to make the sound correctly.

4-Get physical!

Pronunciation is a physical skill. You're teaching your mouth a new way to move and using different muscles. Focus on difficult sounds each day. Having trouble with 'th'? Put your tongue between your teeth (don't bite down) and blow air out of your mouth. Feel the air move over the top of your tongue.

5-Watch yourself

Stand in front of a mirror to see the placement of your tongue, lips, and shape of your mouth when you make certain sounds. Compare what you see with a video of a native-speaker saying the same thing.

6-Copy the experts

There's no replacement for learning pronunciation from the experts – native-speakers. So listen! Listen to English radio programs and watch television and movies in English. Imitate what you're hearing – even if you're not sure what they're saying yet.

7-Practice English alone

Pronunciation problems persist because we're afraid to make mistakes. Create scenarios – meeting someone for the first time, ordering at a restaurant, asking for directions – then act out the dialogue by yourself. Don't be shy.

8-Find a language buddy

Getting feedback from an outside observer is crucial. Find a friend who's also interested in improving their English. Try exchanging recorded messages so you can listen closely to each other's pronunciation.

9-Pay attention to intonation and stress

Good pronunciation is more than just mastering individual sounds. It's also understanding intonation (the rise and fall of the voice) and stress (some sounds in words and some words in sentences are louder or clearer than others). Read poems, speeches and songs aloud, concentrating on the word stress and intonation.

Intonation:- Intonation is the melodic pattern of an utterance. Intonation is primarily a matter of variation in the pitch level of the voice (*see also tone*), but in such languages as English, stress and rhythm are also involved. Intonation conveys differences of expressive meaning (*e.g.*, surprise, anger, wariness).

Pitch or musical tone, determined chiefly by the rate of vibration of the vocal cords, may be level, falling, rising, or falling–rising. In counting *one, two, three, four*, one naturally gives level pitch to each of these cardinal numerals. But if people say *I want two, not one*, they naturally give *two* a falling tone and *one* a falling–rising tone. In the question *One?* rising pitch is used.

Word tone is called accent, and sentence tone is referred to as intonation. The end-of-sentence cadence is important for expressing differences in meaning. Several end-of-sentence intonations are possible, but three are especially common: falling, rising, and falling–rising.

Falling Intonation:- It is used in completed statements, direct commands, and sometimes in general questions unanswerable by *yes* or *no* (e.g., *I have nothing to add; keep to the right; who told you that?*).

Rising Intonation:- It is frequently used in open-ended statements made with some reservation, in polite requests, and in particular questions answerable by *yes* or *no* (e.g., *I have nothing more to say at the moment; let me know how you get on; are you sure?*).

The third type of end-of-sentence intonation, first falling and then rising pitch, is used in sentences that imply concessions or contrasts (e.g., *some people do like them* [but others do not]; *don't say I didn't warn you* [because that is just what I'm now doing]).

Intonation is the melodic pattern of an utterance. It describes how the voice rises and falls in speech. The three main patterns of intonation are:-

Falling Intonation (↘) - Falling intonation describes how the voice falls on the final stressed syllable of a phrase or a group of words. A falling intonation is very common in wh-questions. For eg: Where's the nearest post-office?

Rising Intonation (↗) - Rising intonation describes how the voice rises at the end of a sentence. Rising intonation is common in yes-no questions. For eg: Are you thirsty? Fall-Rise Intonation (↘↗)

Fall-rise intonation (↘↗) describes how the voice falls and then rises. We use fall-rise intonation at the end of statements when we want to say that we are not sure, or when we may have more to add. For eg: Is this your camera?

Consonant sounds chart:-

- | | |
|--------------|-------------------|
| 1. /p/- pit | 13. /h/- hot |
| 2. /b/- bit | 14. /l/- lad |
| 3. /t/- tab | 15. /r/- red |
| 4. /d/- dab | 16. /w/- wed |
| 5. /k/- cab | 17. /θ/- thought |
| 6. /g/- gab | 18. /ð/- them |
| 7. /f/- fan | 19. /ʃ/- shy |
| 8. /v/- van | 20. /ʒ/- treasure |
| 9. /s/- sad | 21. /tʃ/- chime |
| 10. /z/- zoo | 22. /dʒ/- jam |
| 11. /m/- man | 23. /j/- yum |
| 12. /n/- not | 24. /ŋ/- sing |

Vowel sounds:-

Vowels			
ɪ	p <u>i</u> t	ɔ:	b <u>o</u> rn
e	p <u>e</u> t	u:	b <u>oo</u> n
æ	p <u>a</u> t	aɪ	b <u>i</u> te
ɒ	p <u>o</u> t	eɪ	b <u>a</u> it
ʌ	b <u>u</u> t	ɔɪ	b <u>oy</u>
ʊ	b <u>oo</u> k	əʊ	t <u>oe</u>
ə	m <u>o</u> th <u>e</u> r	aʊ	h <u>ou</u> se
i:	b <u>ea</u> n	ʊə	p <u>oo</u> r
ɜ:	b <u>ur</u> n	ɪə	<u>e</u> ar
ɑ:	b <u>a</u> rn	eə	<u>a</u> ir

Flow in Speaking:- Many brilliant speakers get unsteady by not getting their balance and flow right in speech. They talk too long or put emphasis on just one topic leaving no room for any other points in the rest of their talk or try to cram so much info in that the audience can't remember anything! Balance is all about order and power and getting the flow of your speech just right so that is **comprehensible and a power filled way to influence your audience.**

What is balance?

Using the right amount of the right type of information.

Maximizing content flow for optimal effectiveness.

Ordering content to add drama so that the audience remembers your key points.

Just like anything else, if you plan well then things will go swimmingly. Speaking without structure is like making a house out of custard. When the form of your speech is wobbling and wavering, you won't convey the most effective message! Planning the flow of your speech will make your speaking shine!

Managing your flow isn't about:

a-Chaining you to bullet points: When you've got a structure for your speech, you don't have to be obsessive about it. Most times it's the moments we deviate from our course is when we seem the most human and likeable. Even though you need structure, don't forget to leave a bit of wiggle room.

b- Taking away your personality: When you structure a speech, you cannot forget about the other pillars of the Public Speaking House - Awareness, Empathy, and Freshness!

c-A foolproof formula: Different talks has different purposes, so there's no one formula for a perfect speech structure. If that were the case then audiences would revolt and throw tomatoes and demand something more innovative. Imagine how boring it would be to hear the same type of speech over and over! You must be creative with your balance, finding what works for you in order to keep the audience absorbed.

Managing your flow can be:

a-Structure your speech: Structure helps you organise so that you don't have to make snap decisions on stage. Finding a balance is about making it easier for you to make an impact.

b-Concentrate on key points in speech:-Take a firm centered base on which you can rely, allowing you to improvise yet still come back to your key points of your speech .

c-Be confident: By creating your crucial moments before you speak, you don't have to flounder for inspiration while you're speaking. You already have a plan in place in which you have confidence. When you've already made your decision about what's important, you can truly put your whole self into a powerful moment.

d-Map out a compelling flow: Figure out where the intensity of your talk should rise and utilise techniques for maximum impact. The most common flow is the classic 'Headlines - Content - Headlines'. Like on the evening news, it gives the audience the security of knowing what your talk is going to be about. Many times the conclusion is overlooked in the rush to cover all the other material. Don't do this! That little last 10% is vital to helping your audience understand and remember your message. **Connect the dots! That means connect your ideas in speech. Show your audience piece by piece how your information connects to your message.**

SPEAKING WITH A PURPOSE:-

In most cases, one doesn't naturally acquire advanced speaking skills. Typically, an individual discovers a passion he wishes to share with others, crafting his or her skill-set strategically to better communicate their knowledge on a subject. Wanting to pursue a career in speaking is great, but first it's important to know *why* you want to speak. Speaking isn't easy to do, but you can always learn to get better at it. Here are some important tips on how to speak with passion and to strive purposefully to better your speaking ability.

a-Use inclusive language. Replacing “you” with “we” lets your audience know you are willing to work with them. You are there to teach them, not to tell them what to do. Using “we” implies that since you are now the expert on this subject, you are willing to guide others and explain what you can accomplish together.

b-Adapt to the feedback you see from your audience. Ideally, your listeners at a speaking engagement comprise your target audience. You should not only be familiar with the demographics of that audience, but their interests as well. This is particularly important for your material and is the most effective manner to attain your purpose. There is no use speaking to an audience that is disinterested or has no idea what you are saying. Beginning to see cues of whether the audience is engaged or not is crucial to your speaking incentive. Learn to adapt to this feedback and know when to change gears or stay on track.

c-Let your personality take the stage. Be yourself—your audience came to watch YOU. You will establish greater credibility, not only for your knowledge but also your character. Be interactive, rewarding, and charismatic. Let the audience see how passionate you are and why you are the one on stage.

d-Communicate as a leader. Look how many people are looking up to you. This isn't meant to make you feel nervous, it's to make you feel empowered—like an authority. Everyone is there to see what you have to say, and for good reason. Be confident and proud; carry yourself with professionalism and poise— just don't forget to have some fun, too.

d-Be a storyteller. Everyone has to start somewhere, right? Share some insight as to why you're on stage. This conveys not only credibility, but purpose. Telling personal stories shows others that you are a real, accessible person. The audience, in turn, will be able to relate to you and become inspired.

Anyone can strive to be a speaker if they work hard enough, but passion and purpose will differentiate mediocre speakers from exceptional ones. With this, you are guaranteed to reach your audience while giving them something they can take away from it. This is not only important for your speaking career, but ensures that you will have a profound impact on others.

Speech and Personality:- Speech and personality development are one of the most important aspects of an individual especially during his/her formative years. Developing and enhancing our communication and speech helps us to be better presenters of our ideas. At the same time, personality development is a means and a method that helps us to develop our persona such that we can become better, smarter and brighter individuals. Everyone loves personalities that are

attractive, intelligent, smart and witty. This cannot be achieved overnight. One needs to work towards one's personality so that one can become more acceptable in society such that one can fulfill our need of being wanted by our near and dear ones.

Each and every individual in our society has a distinct personality. This personality needs to be enhanced and groomed with the help of speech and personality development. There are many workshops, courses and classes that are available for developing one's personality and improving one's speech. While one can join the same, it is important to understand that the results may not be immediate. One can keep the following tips in mind which can help one to develop his/her speech or his/her communication skills and/or personality.

One should always be a good reader to become a good orator and hence if you are not into reading, start developing this habit. Read newspapers, books, novels or anything that one may like in the initial days. One thing to keep in mind is to read aloud. By reading aloud you not only develop your speech but also improve your confidence. In case there are certain words that one does not know how to pronounce, take help of the internet and learn the pronunciation of those words. One can also learn a new language to develop your speech and in turn give powerful speeches. If you are in a college, participate in debates and elocution competitions. Take help from your seniors.

To develop your personality you need to first develop your inner self and then concentrate on your outer self. This means that one needs to first develop one's mind and soul and then work on your physical appearance. To do this, one can try yoga and meditation so that inner peace is achieved. Think positive and be cheerful and this will automatically reflect on your outer self. Bring about some change in your outer appearance like getting a new hair cut, changing one's wardrobe, eating right to get that glow on your skin and last but not the least wearing a smile – always. No one wants to meet a dull and a negative person. A joyful and a positive person will always be welcomed everywhere.

These things are important because in today's competitive scenario, your first impression is often your last impression and to make that first impression you need to dress right and talk right and hence the need for speech and personality development.

Professional Personality Attributes:- Professionalism in the workplace can give you a competitive advantage over other candidates and help you build a strong reputation within your company. Understanding the different professional characteristics can help you be aware of your behavior at work. Professionalism in the workplace can give you a competitive advantage over other candidates and help you build a strong reputation within your company. Understanding the different professional characteristics can help you be aware of your behavior at work. Some important professional personality attributes are:-

1-Empathy:- In its simplest form, empathy is the ability to recognize emotions in others, and to understand other people's perspectives on a situation. At its most developed, empathy enables you to use that insight to improve someone else's mood and to support them through challenging situations.

2-Considerateness:- It is the trait of being considerate and thoughtful of others. kindness - the quality of being warmhearted and considerate and humane and sympathetic. A good leader is always considerate.

3-Leadership:- Leaders help themselves and others to do the right things. They set direction, build an inspiring vision, and create something new. Leadership is about mapping out where you need to go to "win" as a team or an organization; and it is dynamic, exciting, and inspiring.

4-Competence:- **Competence** is **defined** as one's ability or capacity to interact effectively with its environment and effectiveness in carrying out goals. Competence can be of many types:-

1.Technical Competence: the individual has sufficient subject knowledge and can plan and organise so as to achieve maximum results.

2.Administrative Competence: the individual has a range of business knowledge, can follow rules, procedures and guidelines set out by the organisation and can perform to the expected standards set out by the organization.

3.Ethical Competence: The individual has moral standards which guide them in their decision making activities in the work environment

4.Productive Competence: The individual is efficient and capable of producing desirable results. Productive competence particularly focuses upon the capability of the professional to continuously develop their knowledge and skills.

5.Personal competence: The individual can manage time, possesses necessary 'people skills', time management, communications and conflict management skills to operate effectively in the working environment:

Leadership can be described as the ability of an individual to influence, motivate, and enable others to contribute toward the effectiveness and success of an organization or group of which they are members. A person who can bring about change, therefore, is one who has this ability to be a leader. Leaders possess a number of common qualities. Some of them are:-

Self-awareness - Knowledge of your own values, passions, skills, strengths and weaknesses, an ability to admit and learn from mistakes and to seek information to fill knowledge gaps.

Integrity - A strong sense of "what is right" and a demonstration of ethical practices that sets the tone for others. A commitment to teaching by example.

Courage - The strength to act in accordance with your own values and the greater good despite pressures pushing you in other directions. The ability to put the cause before the desire to be popular.

Confidence - A belief in your ability to meet most challenges that come your way.

Peer Respect - An ability to inspire respect, allowing a person to capably lead discussions, maintain discipline and encourage the contribution of others.

Vision - A strong sense of where you are going as a person and where you think society, your community and your organization should be going – and how it might get there. Innovation -

The ability to think outside the box, take risks and develop new and effective solutions to old and emerging problems.

Wisdom - Intelligence coupled with insight and empathy, as opposed to raw intelligence.
