

Communication

The students of Engineering and Technology need a particular set of language skills for their success in education and career. They should be capable to communicate the purpose and importance of their work in all positions, both in orally and written words. Good communication skills are often needed to get a good job. Today, the professional profile of a capable engineer contains well-developed communication skills which help him to achieve success in the modern, highly competitive global work arena. So, communication plays a very important role in our professional and personal life. The term ‘communication’ has been derived from the Latin word ‘communicare’ which means ‘to share’. So, communication is sharing of information, ideas, emotions, skills, etc. between two or more human beings by the use of symbols, words, pictures, figures, graphs, and other means.

Definition:

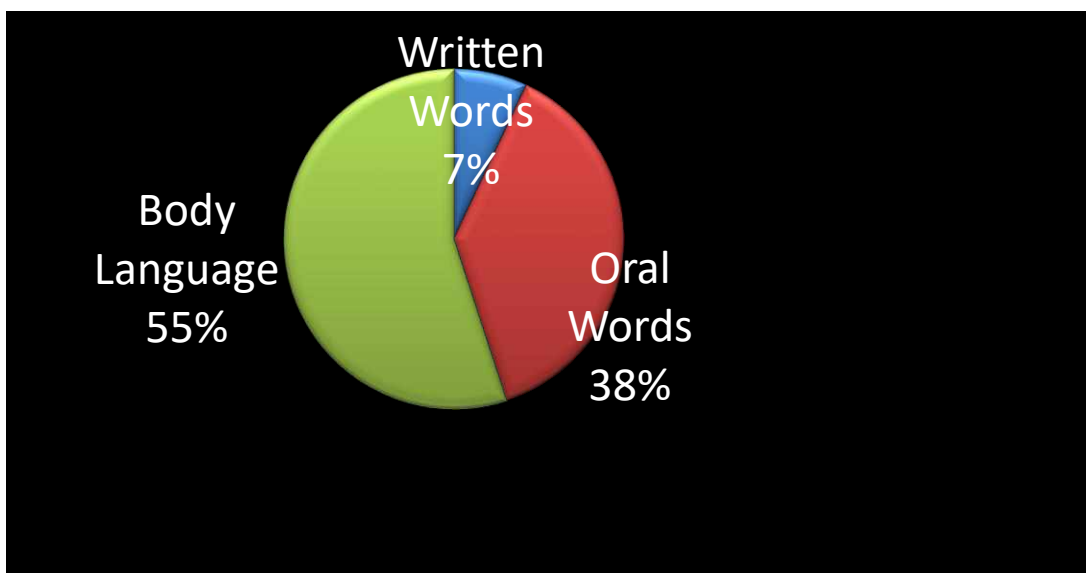
“Communication is the process of transmitting ideas or thoughts from one person to another for the purpose of creating, understanding in the thinking of the person receiving the communication”

Or

“It is the act or process of transmission that is usually called communication”

There are three major parts in human face-to-face communication. They are body language, voice tonality, and words. According to a research;

- 55% of impact is determined by body language—postures, gestures, and eye contact.
- 38% by the tone of voice.
- 7% by the content or the words used in the communication process.



Levels of communication:

1) Inter personal

This level contains minimum two human being listener and speaker.

2) Intra personal

There is no need of listener in this level because human beings talk to him or herself, we can say monologue.

3) Extra personal

In this level a human being talks with non-human entities.

4) Organisational Communication

Communication in an organisation for various activities.

5) Mass Communication

to transmit information, concept, advertisement to the mass.

Types of Communication:

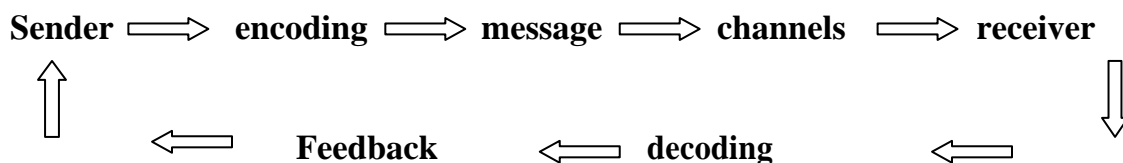
Verbal communication

A dialogue is a reciprocal conversation between two or more entities under which the oral and written communication take place.

Nonverbal communication

Nonverbal communication is the process of communicating through sending and receiving wordless messages. Such messages can be communicated through gesture, body language or posture, facial expression and eye contact. Nonverbal communication plays a key role in every person's day-to-day life, from employment to romantic engagements. It includes pictures, drawings, charts, signs, symbols, body language, sounds and visuals.

Process of Communication:



Channels of Communication:

In any work place all forms of communication are routed through different types of channels according to the nature and purpose of communication. The following are the channels / directions of communication used in workplaces.

- 1) Upward
- 2) Downward
- 3) Horizontal
- 4) Diagonal

- Upward communication starts from the lower levels and goes up to the higher level.



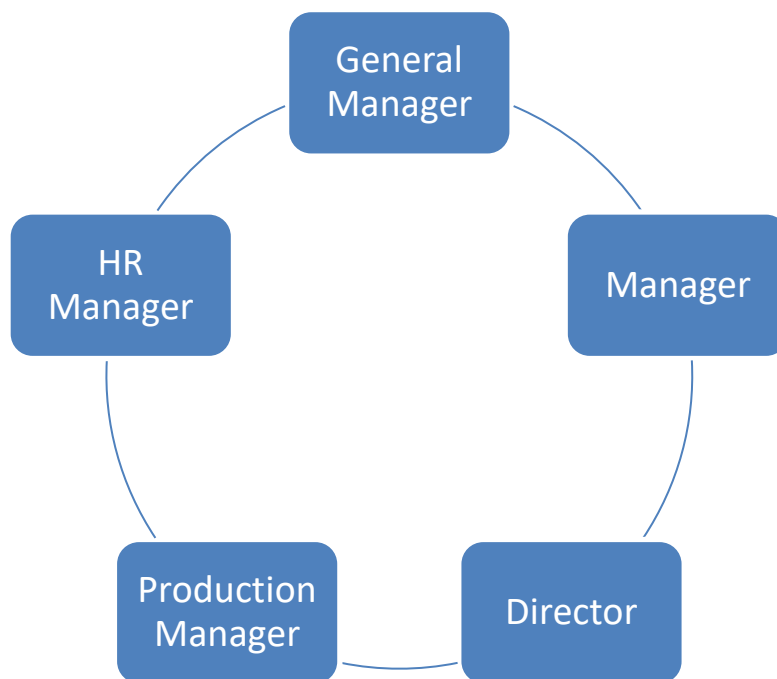
- Downward communication follows the hierarchical order from the higher to the lower level.



- Horizontal communication takes place between employees of equal ranks and sometimes among the peer groups.



- Diagonal communication happens across all official cadres and no hierarchy is followed. This is also known as grapevine communication. This is a mode of informal, unofficial but effective way of communication.



Language Barriers:

- Improper message
- Confusion resulting from homophones and spelling
- Accent
- Physical inconvenience
- Lack of attention
- Lack of confidence
- Improper time management
- Strict seniors / boss
- Status problem / ego
- One way communication
- Job pressure
- Strict rules

Use of space in communication:

Body spacing is divided in four spaces: intimate space, personal space, social space and public space.

Intimate space includes touching, whispering and embracing. Distance of intimate space is from less than 6 inches to 1.5 feet.

Personal space includes interaction with people who are close to you. Distance of personal space is from 1.5 feet to 4 feet and it depends on people around you and social situation.

Social space includes an interaction among people you know. Distance of social space is from 4 feet to 12 feet.

Public space includes interaction with audience or public. Distance of public space is from 12 feet to 25 feet or even more.

Difference between general and technical communication

- Actually, General communication is informal or unofficial discussion while the technical communication properly formal or official and all participants become attentive during technical conversation.
- There are no boundaries and barriers in general communication but technical communication has boundaries and barriers of rules and regulations.

- General communications is formal in nature that's why feeling and emotions are included, while there is no place for feeling and emotions in technical communication. Only technical words are used.
- Habitually, simple topics are communicated in General communication, as current news, local-market, weather, politics, ideas, opinions, etc. But Technical communication discusses on serious topics which are not understood by common people, like Software solutions and programming and Enterprise Resource Planning etc.

Internal and External Communication

Internal Communication is to share or exchange the information between the employees of a company, between the members of any organization, between the units of the company and between the various departments of a company. It may be through letter, notice, mail, meeting, group discussion, phone call, order etc. External Communication is the giving out of information between the companies or organizations, between the costumer and company. Usually, it is official that's why correctly documented. It's being with general public, customers, dealers, investors, suppliers, clients, government agencies etc. The tools of external communication are brochures, newsletters, posters, advertisements, financial records, press releases etc.

