



# Technical Communication



## Unit 3: Communication Skills for Presentation: Writing, Designing, and Speaking

Thesis and Project Report Writing, Technical Proposal Writing, How to Pitch an Idea: Process, Preparation and Structure, Elements of Speech Delivery: Passion, Poise & Illustrations.



# Unit-3 : Lec-1



## Thesis and project report writing –

**What is Thesis** – The word "thesis" is derived from the Greek composition, 'Oeoic', that means 'something to put forth'.

- Thesis is a lengthy, detailed analysis on a particular topic for the purpose of some research. Its main aim is to investigate new dimensions on a particular problem.



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## ❖ Importance of thesis –

- It helps to form argumentative analysis and discussion on a problem.
- It improves writing skills.
- It improves logical thinking, analytical power, critical thinking, creativity and innovation.



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## ❖ Features of good thesis-

- Title of thesis should be self explanatory.
- It should reflect the main idea of the work .
- Thesis should be descriptive ,crisp and should be comprehensible to average kind of reader.
- Unwanted, irrelevant and necessary details must be skipped because these may distract the attention of the writer and reader both.
- its main objective is to grab the attention of the reader and evoke curiosity, so it should be drafted in such a way.



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## ❖ How to write thesis(Structure of thesis)-

### An easy to learn formula

- $T+C=Why$  so
- $T(\text{topic})+C(\text{Claim})=Why \text{ so}(\text{Results/findings/conclusions})$
- Starting a thesis can be daunting. There are so many questions in the beginning-
- How do you actually start your thesis?
- How do you structure it?
- What information should the individual chapters contain?
- Each educational program has different demands. Depending on the demand of your program you have to decide and take the further steps-



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## ❖ Structure of thesis

- **(1) Abstract-** The abstract is the **overview of your thesis** and it is generally very short. This section should highlight the main content of your thesis at a glance so that someone who is curious about your work can get the idea quickly.
- **(2) Introduction-** The introduction of your thesis gives an overview of its basics or main points. It should answer the following questions-
  - Why is the topic being studied?(objectives)
  - How is the topic being studied ?(Methodology)
  - What is being studied?(Content)



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**(3) Literature Review** - A literature review is often part of the introduction, but it can be a separate section. It is an evaluation of previous research on the topic, showing that there are gaps that your research will attempt to fill

**A few tips for literature review are as under -**

- Use a wide array of sources.
- Show both sides of the coin.
- Make sure to cover the classics in your field.
- Present everything in a clear and structured manner.



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**(4) Methodology-** The methodology chapter outlines-

- Which methods you choose to gather data?
- How the data is analyzed?
- To justify why you choose that methodology.
- Thus, methodology section shows how your choice of design and research methods is suited to answer your research questions.

**(5) Results-** The result chapter outlines what you found out in relation to your research questions or hypothesis.

- Clearly visualize your results using tables and graphs.





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**(6) Discussion-** The discussion chapter includes your own analysis and interpretation of the data you gathered, comments on your results and explains what they mean. This is your opportunity to show that you have understood your findings and their significance.

- Point out the limitations of your study, provide explanations for unexpected results, and note any questions that remain unanswered.



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**(7) Conclusion-** This is where you highlight that your research objectives have been achieved. You can also reiterate any limitations to your study and make suggestions for future research.

**In conclusions, following points should be checked:-**

- Remember to check if you have really answered all your research questions and hypotheses in this chapter.
- Your thesis should be tied up nicely in the conclusion and show clearly-
- What you did ?....
- What results you got....
- And what you learned....



# Unit-3 : Lec-2



## ❖ Project Report Writing

### ❖ What is project report -

A project report is a detailed description of the project.

A project report is a document ,which provides details on the **overall picture of the proposed business.**

It contains data/information, on the basis of which the project has been appraised and found feasible.



# Unit-3 : Lec-2



## ❖ Types of projects

- Business Project
- Technical Project
- Social Project

## ❖ Need of project report

- A project report helps to get the funds/grants sanctioned for the proposed work.
- A project report also provides insight about the importance of the work done by the project manager.

## ❖ Structure of Project Report



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# Unit-3 : Lec-2



## ❖ Structure of Project Report(Sampl-1)

### Project Report

**“Study on Self Compacting Concrete Using Industrial Waste Materials”**

**Submitted By**

**Name**

**RN. No.**

Mitul Pansiniya

120473106001

Sahil Mathakiya

120473106008

Prashant Sarnara

120473106011

Pradap Odedra

110470106044

In Partial Fulfillment For The Award of The Degree

Of

Bachelor of Engineering

In

Computer Science Engineering

V.I.P Engineering College – Meeut

AKTU, Lucknow



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A Project Report On

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Title of Project Report

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For

Name of Company

<Font 20>

By

Name of Candidate

<Font Size 20>

PGP

In Partial Fulfillment of

Post Graduate Program in Career Development

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Name of Institution

Pune

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## Unit-3 : Lec-3

### ❖ Proposal

**What is Proposal** - A proposal is a kind of offer, made by 1st party to provide:

- Its services
- To sell its products.....
- to the 2nd or 3rd party.
- Proposal ,thus means- something proposed/plan or scheme.
- Oxford Dictionary defines proposal as,  
“A formal suggestion or plan or the act of making a suggestion.”
- According to Lesikar and Flatley,  
“A proposal is a persuasive presentation for consideration of something.”



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### ❖ Characteristics of a good proposal:

- A good proposal should be presented in a **persuasive manner**.
- It should be written in **simple language**. All the information should be precise and **well organized**.
- Proposal should be **attractive** and **neatly prepared**.
- The theme should be so convincing, as it may attract the attention of the concerned person.
- A good proposal must highlight the benefits and advantages of proposal in full.





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## ❖ Need/importance of a proposal

- It is used to sell property/to construct buildings.
- It is used to improve engineering/technical performance within an organization.
- A good proposal helps the organization to win financial returns.



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- **Kinds of Proposal** -There are 2 kinds of proposal:
- **1- Solicited proposal:** When a proposal is invited by **some individual/body or party**, it is known as solicited proposal. Solicited proposals are generally sent **in response to advertisements**.
- **2- Unsolicited proposal:** Sometimes the proposals are not invited by anybody. But an individual or a team of individuals thinks that a new technology or facility can be developed or modified by working on a definite plan. **He can prepare** a proposal to **start that work** and send it to the body, who might feel interested in that kind of work. This type of proposal is called an unsolicited proposal.



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➤ **Structure of Proposal** - A good proposal has four essential parts. These are:

1. Front matter
2. Technical section
3. Managerial section
4. Financial section

**1. Front Matter:** Front matter has:

- Cover page
- Title page
- Acknowledgement
- Table of content
- Abstract
- Summary
- **Cover page:** A long proposal needs a cover. Generally a light colored/white colored page should be used as a cover. Cover bears:



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- The name of the writer
- Title of the report
- Its date
- Name of the authority/body to whom the report is to be submitted
- **Title page:** Next to the cover page, there appears title page. Title page bears:
  - Title of the proposal
  - Name of the report writer
  - Its date
  - The project number, if it is...
- **Acknowledgement:** In the preparation of the proposal, the writer has to take assistance from some other persons. In acknowledgement, he has to mention:



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- Name of the persons
- Their designation
- The institution/where they are associated with.
- **Table of content:** If the proposal
  - Is extra long, there needs a table of content. But in case of a short report there is no need to maintain a table of content. Table of content is:
    - A list of headings
    - Sub-headings
    - The page number, on which these occur. Besides, list of enclosed tables/graphs should be clearly listed.
  - **Summary:** Summary must highlight:
    - Objective of the proposal
    - Procedures ,adopted
    - Outcome of the proposal



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**2. Technical Section:** Technical section states the problems, describes the work, already done, explains the objective, and defines the scope and the limitations of the project.

- The proposer should mention:
- His project
- Methodology, that he is going to use
- Significance of the proposed work

**3. Managerial Section:** This section provides information about:

- THE EXISTING FACILITIES
- REQUIRED FACILITIES
- Besides, the proposer must convince the concerned authority about his potential in the concerned area. For this, he needs to mention:
- His academic qualities
- His professional/technical qualifications
- His experience in the specific area.



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**4. The Financial Section :** In this section, the proposer furnishes details of the expenses.

This may include:

- Cost of the material
- Wages(to be given)
- Expenses on electricity/water/fooding/equipments/machines etc.
- Besides these, some more parts can be added, in case if the proposal goes lengthy.

Such as:

Appendices

Glossary



# Unit-3 : Lec-3

## A Proposal For Developing Portable Luggage Carriers

Submitted To  
The Council of Designers Machine Development

Mumbai

By

Saumaya Goel

Mechanical Engineer

Agarwal Marbles Company

Kanpur

December, 2023





# Unit-3 : Lec-3



**Summary:** A Proposal For Developing Portable Luggage Carriers

**Name & Designation of The Proposer :** Kajal Goel

**Address of the proposer :** Goel Marbles Company, B-91, Kotwali Nagar, Nurpur-526056

**Name of the Institution, where the work is to be done:** Goel Marbles Company, Nurpur.

**Time required for commencement of work :** Two months after the proposal.

**Duration :** 6 months after the commencement

**Amount required :** Rs. 2,22,000

**Proposal Summary :** The project is envisaged to develop a portable luggage carrier. It would be a folding system, having tube and wheels, light enough to be carried, strong enough to carry the burden, It would be designed to answer to a very common need-a porter at all places, at the disposal of a man who wants to travel light.

**Cost Estimate :** Raw Material - 1,50,000

Equipment – 50,000

Contingency – 20,000



# Technical Communication



## Unit-3 : Lec-4

### ❖ Elements of speech delivery -poise, passion and illustrations -

#### ❖ Poise-what is Poise-

- Poise means to be mannered, sophisticated, polite and soft spoken.

#### ❖ Role of poise in Speech delivery -

- Poised speaker can easily attract the attention of the audience without much efforts.
- A poised speaker is more convincing.
- A poised speaker is a relaxed speaker and a relaxed speaker is listened to more attentively. Audience show trust and confidence in poised speaker.



## Unit-3 : Lec-4



- **How to cultivate poise in speech-**
- Practice manners and etiquettes.
- Be calm and open. Have patience.
- Be positive and optimistic.
- Use some polite tactics, such as use of sorry, thanks, excuse me, kindly and the like. Using 'You attitude' would also work.
- **Passion-What is passion-** Passion may be defined as the curiosity, interest and will power to deliver speech. In other words we can say that Passion is the emotional energy and enthusiasm, that a speaker shows in his topic.
- Passion, somewhere conveys that speaker is nowhere forced to speak but he is interested to deliver on his own.



## Unit-3 : Lec-4



- **Role of passion in speech-**
- Passion brings **creativity and innovation** in speaker's speech.
- Passion prepares the speaker to be ready in advance to **answer cross questions**, asked by the audience.
- A passionate speaker **uses multiple mediums** to make his presentation vivid and **attention grabbing**.
- A passionate speaker **can connect** his audience rather **easily** and rather **promptly**.



## Unit-3 : Lec-4



- **How to cultivate passion in speech -**
- Read more about the topic, to be delivered. Search as much information as you can, from websites, newspapers, books, magazines, journals and the like.
- Rehearse again and again.
- Cultivate the interest to speak.
- Attend public speaking events by other speakers. Note their style and body language.



## Unit-3 : Lec-4



- **Illustration -What is illustration -**
- Illustration is to use examples related to your topic, in your speech.
- **Role of illustrations in speech delivery -**
- Illustrations make the **content easy** to understand.
- Illustrations make the speech more engaging.
- Illustrations are ,infact supporting device. By giving illustrations, we can verify what we have said.
- **How to use illustrations in speech delivery -**
- Read more and be researchful.
- Talk with people .Therefrom you would get examples.

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**Thank You**