

Technical Communication → refers to conveying technical ideas or details to any non/semi-technical person in a simpler, easier and understandable language

Features :

1. Audiences → Semi-technical
| → Technical
Non-technical

2. Objective Language → It is expressed in a plain objective language with a purpose to inform, instruct or persuade the reader about a specific practical matter.

3. Format → assimilation of information
First → attractive page, something about the product
Last → Do's and Don'ts

4. Style → It includes definition & explanation for jargons, information straight to the point, usage of functional extra, exact and clear words with short paragraphs.

5. Visual Aids → It includes illustrations, maps, graphs, tables, etc.

Types of Technical Communication

1. Oral communication → It includes face-to-face communication, interviews, meetings, speeches, presentations, etc.
2. Written Communication → It includes letters, reports, theses, minutes, research papers, manuals, etc.
3. Electronic communication → It includes telephones, blogs, emails, text messages, web conferencing, broadcast, etc.

Styles in Technical Communication

1. Simple and clear.
2. It should have a purpose to inform, instruct or persuade.
3. Proper organisation.
4. Sentence construction should be right and proper.
5. Avoid negative sentences.
6. Avoid emotional sentences.
7. Tone should be neutral.
8. Avoid circumlocution (superfluous words)
↳ too much words than required

Communication → It is a process of sharing or exchanging ideas between 2 or more persons.

Communication Processes are sign mediated. Interaction between atleast 2 agents who share repertoire of signs and semiotic rules.

The word communication is also referred as transmission as well. The word Communicate is derived from the ~~the~~ Latin word "communicare" which means share. Communicare is derived from another Latin word "communis" which means common.

Importance of Communication

1. Coordination
2. Smooth working
3. Effective decision making (facts and figures of the past and present are to be provided for quick and effective decision making)
4. Managerial efficiency : Managerial functions like planning, control, coordination, motivation etc can be carried out with effective coordination only.
5. Effective leadership
6. Job satisfaction
7. Increases productivity
8. Moral/ Confidence Building

Factors responsible for growing importance of communication

1. Large size organisation
2. Technological improvements
3. Growth of Trade Union Activities
4. Emphasis on Human relations
5. Public relations

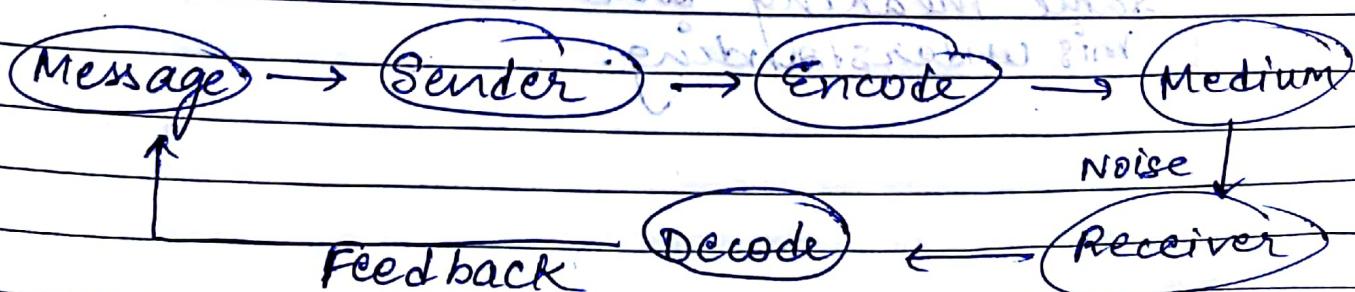
Process & Scope of Communication

In the process of communication, the transmitter (sender) uses a set medium to convey ideas, opinions, facts or feelings. The media may be written, oral or audio, visual.

Elements of Communication process

- ① Message (matter)
- ② Transmitter / sender
- ③ Encoding (conversion of subject matter into symbols)
- ④ channel / medium
- ⑤ Receiver
- ⑥ Decoding (translating the message into understandable language)
- ⑦ Feedback

Process of communication



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Communication Model & Theories

① Aristotle Model :- has only 3 main ingredients in communication

- Speaker
- speech
- audience

↳ Model → continue later

Theories

1. Bull's Eye → exactly what you want to communicate
→ No baseless talks
2. Ring Pong → 2 way process with a feedback
→ not endless
→ cause and effect theory
3. Spiral → endless
→ no need of feedback

Bull's Eye Theory

Action view is basis for this theory and it is based on one way action. This theory believes the words should have same meaning and there should be no mis-understanding.

Ping Pong Theory

This theory is also called interaction or interpersonal view. In this theory, there is a linear cause & effect. It is compared with turns in a table tennis match where turns are b/w sender and receiver.

Spiral Theory

This theory is also called as transaction view of communication. It recognises more than one interaction b/w the sender and receiver.

Models

② Mathematical Theory / Model

- This theory was given by Shannon.
- This theory / model was developed as a model in electronic communication and is considered strictly mathematical. It identifies the technology & technical aspects of communication. It created an impact i.e. measuring the unit of the information transmitted over technical channel.

③ Information Theory / Model

Information Theory contains computer sciences, data processing, cybernetics, etc..

Cybernetics → Study of how people, animals & machine control & communicate information

→ Its five elements are -

1. Information Source
2. Transmitter
3. Channel
4. Receiver
5. Destination

④ David K Berlo's Theory

→ This theory says senses also affect communication

→ It identified essential elements and also other factors affecting them such as the five senses.

⑤ Harold's Model

This theory gives rise to four basic ~~and~~ questions i.e.

1. Who? says What?
2. in what channel
3. to whom
4. ~~with~~ what effect

①
Linear Model Theory

Aristotle (3) proposed & defined

Mathematical analysis

Information epidemic theory

David K Berlo

Harold's principles & functions

an information & communication participation

② Interpersonal or Interactional Model

Harold's feedback & relationships & processes

It is also called circular or cyclic model. In this model, the element of feedback is introduced.

7 Golden Principles

1. Credibility :- (trust factor or climate or belief)

→ Receiver should have confidence in the sender

2. Context :- (relevant information)

→ The communication program must square with the realities of the environment and must provide for participation and playback. The content must confirm, not contradict.

3. Content, → The message must have a meaning for the receiver and its must be compatible with its value system.

4. Clarity → meaning of the message in simple terms. There should not be any ambiguity.
5. Continuity & Consistency → maintaining continuous communication.
6. Channel → established or standard channel of communication should be used.
7. Capability → (of receiver)
→ Communication must take into account the capabilities / level of the audiences / receiver.

Types of Communication

Communication is broadly categorised into -

1. Formal Communication
2. Informal Communication

Formal Communication

1. According to organisation structure & function
2. According to direction of flow
3. According to way of expression

Organisational Structure

FORMAL

→ An official communication having official backing and sanction following a fixed pattern rather than occurring without control with precise communication channel.

→ Formal communication are both oral and written but mostly black and white (written). They originate from formal structure of organisation.

Characteristics of Formal Organisation

1. Objective

2. Well defined and clear

3. Authority

4. Fixed channel

5. Downward flow

6. Delay

Direction of Communication

I. Downward Communication

A communication is said to be downward when it flows from top to bottom. It may be circulated by oral or written media.

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- Purpose - 1. Specific Task Directives / Instructions
2. Information for understanding of task
3. Organisational Policies, ~~and~~ practices & procedures
4. Feedback
5. Philosophical information regarding organisation, vision, mission or aim

II Upward Direction

A communication is said to be 'upwards' when it moves from bottom to top (superiors). It can be oral or written.

- Purpose - 1. To create receptiveness of communication
2. Feeling of belonging
3. To evaluate communication
4. To demonstrate a concern

III Horizontal / Sideways / Lateral / Cross-Wise / Inter-Scale

↔ A communication is said to be horizontal when it takes place b/w the two subordinates of ~~the~~ same superior. This is also called bridge or gang plank by Henry Fayol.

- Purpose - 1. To co-ordinate among peers.
2. To provide emotional and social support.
3. To speed up information and improve understand

IV Diagonal channel

It provides a line or a route for conveying information among various levels. The communication takes a line from one department

or individual to different levels. It goes across the organisation. It travels from subordinates to superiors and b/w persons at different levels.

According to the way of Expression

1. ~~Verbal~~ Verbal or Oral communication
2. Written Communication

Oral communication

- It is through the words of mouth and has the advantage of speed, correctness and complete interaction.

Written communication

- Every message is black and white (written). It ensures exchange of facts, ideas or opinions so that individual, organization comes in contact with each other and share meaning and understanding with each other.

Informal communication

- It is also called grapevine or rumours and it arises with informal relationships b/w person's ~~conscience~~ concern.
- Small groups are formed based on work and social relationships and there is no formal organisational hierarchy of superiors and subordinates.

→ It has no formalities, procedures, rules, official backing, authority and controls.

Features of Informal Communication

1. Origin → It forms out of a person's personal and social needs, working at the same place, likings and dislikes.
2. Purpose → These groups satisfy certain social, personal and psychological needs.
3. Size → These groups are generally small in size.
4. Nature of the group → It is not stable.

5. Conversion → It is possible in these groups. Informal is converted into formal but vice versa is not possible.

Causes of Informal Groups/Communication

1. Specialisation : for specific reasons, these groups are formed.
2. Escape from work : long and tiring work, monotony, and rigid routine.
3. Social needs : to fight boredom, strain or stress or any mental / psychological fatigue.
4. Excitement and Insecurities : excitement and insecurity due to lay-offs (removing from job).

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installing of the automatic machines / computers, labour saving technology and retrenchment.

Types of Informal Organisations

1. Natural :- Natural tendency to socialise

2. Family group :- Regular members who exert influence on the behaviour of other members

3. Organised Groups :- These are with acknowledged leaders & with a more consistent structure.

4. Apathetic Group :- This kind of group shows indifference towards the formal organisation.

5. Eroatic group :- Inconsistent behaviour, with a poor control and autocratic

6. Strategy Groups :- well planned and consistent, high degree of internal unity.

7. Conservative groups :- It is mainly for union activities and grievance procedure

Barriers to communication

The word 'barrier' means hindrances or hurdles or difficulties or problems which adversely affect the transmission of information from the sender to the receiver.

1. Organisational Barriers → (a) Policies → strict hierarchy is maintained.

- (b) Rules and regulations → organisations prescribe inflexibility in the passage as well as in the channel to be followed, which restrict the free flow of communication.

(c) Status and Position → Non-listening attitude of the superiors, non-answering and interpreting as well as withholding information.

(d) Complex organisation →

(e) Facilities → lack of facilities lead to improper and delayed flow of information.

2. Semantic Barriers (language barrier) →

→ Problems of language are called semantic barrier
Its types are :-

- (a) Badly expressed message → absence of clarity
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and precision results in a badly expressed message. Unfamiliar words, complex words, jargons, superfluous words, lack of unity, grammatical errors results in badly expressed message.

(b) Faulty Interpretation of Information

(c) Jargon Language

3. Personal Barriers →

As Superior perspective

- Regard and attitude of superiority towards the subordinate affects the flow of message. It's a serious non-listening attitude.
- To maintain authority → managers often under rate the understanding and intelligence of their subordinates so they ~~resort~~ to withholding information to satisfy their needs.
- Self-satisfaction
- Prejudice (Partiality)
- Lack of Time

As Subordinate Perspective

- They dislike to show mistakes.
- People generally resist new ideas. When new changes are introduced, people oppose.

→ Lack of incentives and encouragement

4. Psychological Barriers

→ Distress of communication

→ Inattention → simple failure to listen as the person is pre-occupied with other matters is another psychological barrier in communication.

→ Pre-mature evaluation → developing an thinking before being a part of ~~the~~ something

5. Other Barriers

(a) Fear → can also come under psychological barrier.

(b) Closed minds

(c) lack of ability to communicate

NOISE (Anything that distracts the main focus)

→ The literal meaning of the word 'noise' means ~~means~~ loud is an unpleasant loud sound.

→ Noise with respect to communication refers to any distortion or destruction preventing the correctness and effective transmission of impulse or an idea in the mind of the source / sender's mind or to the listener.

→ It is something not present in the original message.

Sources of Noise

1. The source itself (sender)
2. Encoding → During encoding, a noise element may come.
3. channel → Network, signal, etc.
4. Decoding

Types of Noises

1. Static or Buzz (Tone)
2. Technical Noise → It may be due to weather or any reason.
3. Visual Noise
4. Social Noise
5. Cultural Differences → which is bad manners

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