

## Chapter # 1:

Writing that aims to get work done to change people by changing the way they do things.

Two things

- (i) To accomplish the particular task
- (ii) to point out the way of doing work.

e.g. Mob has moved on to  
Mr. Khed sy hon kuch b  
button sy kew sy hon, man  
sy shi kew dots.

\* It changes the way of  
doing things in positive way.

## Catagories Type of technical Commu-

- (i) Reports (iii) Comp Hardware Guides  
(Manual)
- (ii) Books (iv) Document datasets.
- (vi) Information Material
- (v) Magazines
- (vii) Newsletters (incl. Non Comp)

### Equipment Guides

- (9) Organizational Manuals
- (10) Promotional Materials (Slogans)
- (11) Quick Reference Guides (Prof.)  
(access)
- (12) Scholarly / Professional Articles

### S/W Guides

- (14) Technical Report
- (15) Trade / News Articles

Business Local

(16) Training Materials (Professional way)  
(Method)

~~ref~~

### Credibility of tech. &

⇒ Who writes Technical Communications:

### 2 Group of people:

- (i) Professional Technical Communicator

\* Language wise skills

\* Language expert  
Manual expert

- (ii) Technical Communicator

Field specific language  
communicator, Physical assistant.

Pictorial

Doctors engineers.

Manual employ

⇒ PT and TC should sit together and write it. To fit the gap for high Quality.

They play a vital role.

\* More than 80% time is on testing, spending, confirming etc only 20% spend or working.

## Qualities / Trades of TC:

(i) TC is always audience centered.  
(Back bone) to make my audience understandability,

\* It focus on consumer whether it is online user

vital etc.

\* It should be attractive

etc

Audience Centered

Customer and buyer

\* Enhance relationships

\* Enables ~~reader~~ reader to act

\* Occurs within a community  
(every TC has his own Community)

And related  
audience  
centered  
traded  
etc

\* Is interactive  
(KFC)

## Technical C Relationship

### Enhances:

TC in support of father pose a father has to assemble a tricycle-

- \* Keep out reach of 3 old child
- \* Use in supervision of patients

All these instutions enhances, promotes love, affection and relation.

### Example no 2:-

Your dep is in the process of up-grading its computer network.

( ownership - creator

Audience 2 Both should have relation communication to home understanding)

\* Opinion of audience.

## T.C Enables Readers To Act:

- 1 Practically apply know
- 2 Physically act

## Community

the community by  
apply add how gy.

→ specific areas-

Ans me, gender,  
personality, ~~religion~~,  
etc

add for girls,  
add for boys

→ Targeted Audience

→ Books, etc.

3rd → Interactive (Gives you the  
feel of it)

## T.C has definie Purposes

It is rather a ~~desire~~  
or purposefull, If it is not  
a purpose less. (named its due  
to who)

T.C is appropriate: ~~who~~

two Memry

material needed material is  
socially-

much chezy jin ky Bayy  
discussn ni kou salty

bcz it is a social fibon.

⇒ E.g. bf gf relation.

⇒ Compatibility by type zation bcz  
wo socially acceptable b bcz  
and as well folkable  
bcz.

## T.C in Design

1. Colours are decide  
 ↓  
 Background  
 type and  
 font

## T.C Responsible:

Manuel writer ki info

Correct no. Type responsibility  
 to give accurate information

## TC and its design

TC is Designed

The one who is designing should go with two things.

Content

Structure

Appearance

level 1

content (language)

Graphics

level 2

Illustrations /

Visuals

⇒ level 1:

⇒ language

Title Sub-title

Description

font size,  
 Bold, Italic etc.

⇒ level 2:

⇒ Graphics / Illustrations / Visuals

Placement  
 of  
 Images.

language style colors

format / orientation

## TC is Designed with following:

### • Appearance

How it looks like.

### • Structure-

How it has been developed from structures. (Language, design, printing)

## Contents:

(Title). It should have heading and chunks (sub-title and descriptions). Short sentences for the better understanding of reader.

## Visual Aids:

Image style.



\* Colours (tipal pot model red)

Delicate effect (Inky karo)

\* Faded face value via watermark

Human / Non Human

→ Get ~~them~~ to my business without model.

\* Golden pixel temperature product then navi.

## : TC is Responsible :

Trade of IC.

### (i) Ethics

- Media ethics (which thing is better and what thing to be said).

⇒ Religious

⇒ Taboo (family planning) Model should be completely discarded.

⇒ ~~Social~~ Social ethics

⇒ Family ethics (cultural norms)

(language) (sexist language)

language should be

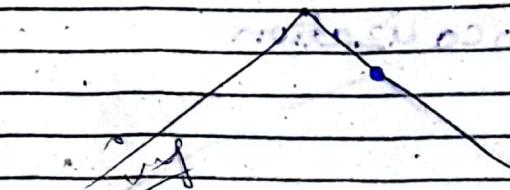
neutral. (He / She) & (It)

use

→ Unambiguous language.

→ Clarity

## : TC is Global :



localization

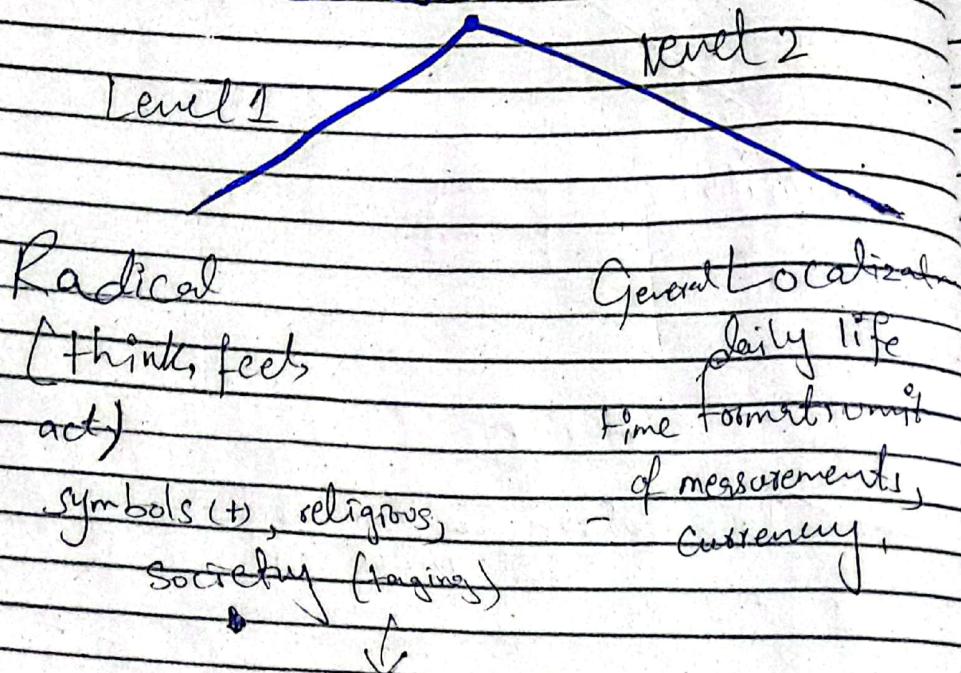
Definition 1: Localization involves translating content, and adapting it to local cultures.

Definition 2:

The process of creating or adapting an information product (change it according to the needs) for use in a specific target context or in a specific target market.

adopt (accept / react to?)

## Localization



\* Colours, flagging etc. Dress coat etc  
+ accessories, facial expression, eye contact,  
manners, social values.

→ General

Time/date format; currency

\* Liquid (kilometer), Telephones now

## : Research Process:

### Research:

The purpose of Research is to find out the particular subject that has significance for you.

↓  
importance.

### Purpose of Research:

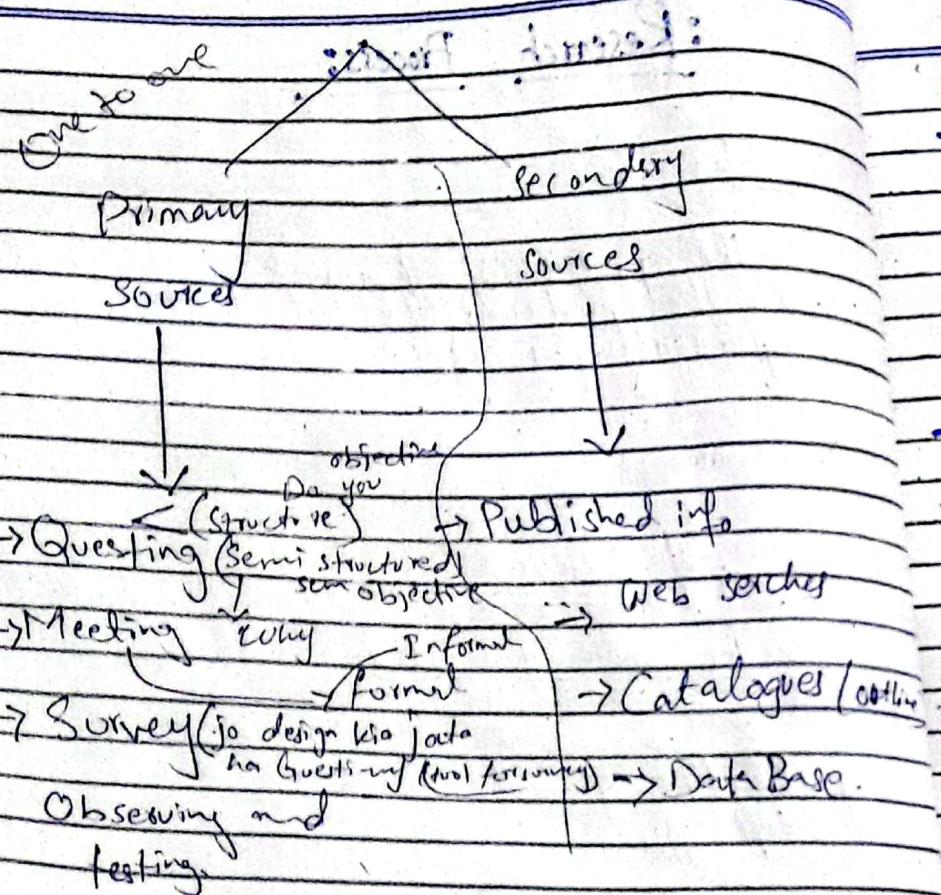
The more you read, the more u come up with ideas.

\* Identifying the area is the most tuff job.

\* Research gap to fill by  
try.

\* Research title

\* Research gap



### Primary:

Janats danay waly

One to one.

### Secondary:

Indirect

imp

### \* Patent:

It is to protect the  
property rights of individuals.

### Consent: gives

2 things

\* What is my topic of Research  
and who I am. For this I  
need this Researcher's (consent)

\* Back door policy (no upfront  
permission)

~~up~~ ~~Principles~~

→ Rights of the sights.

Symbol sightly.

aur jagne ke sensitivity ko  
environment ki jga ko  
effect ni karne gy.

→ Rights of individual.