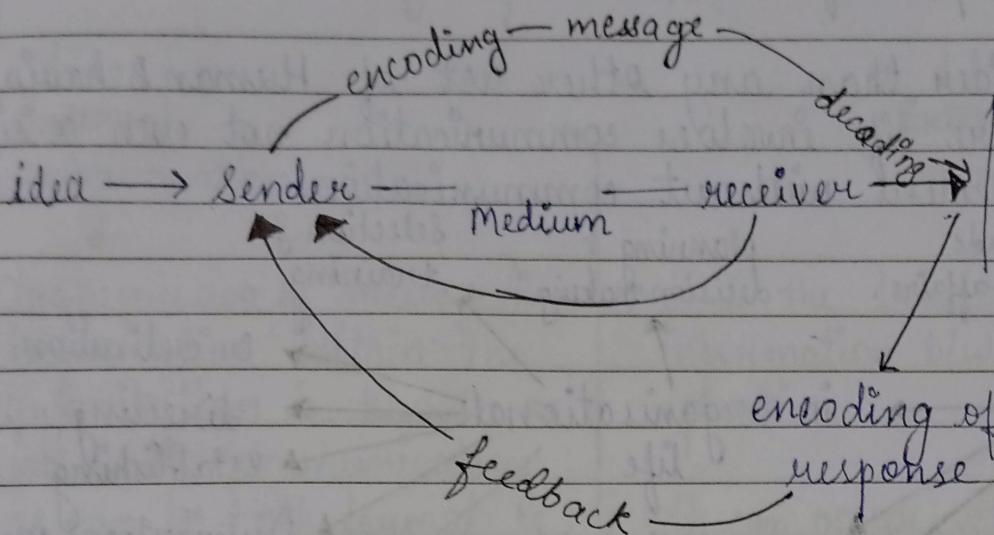
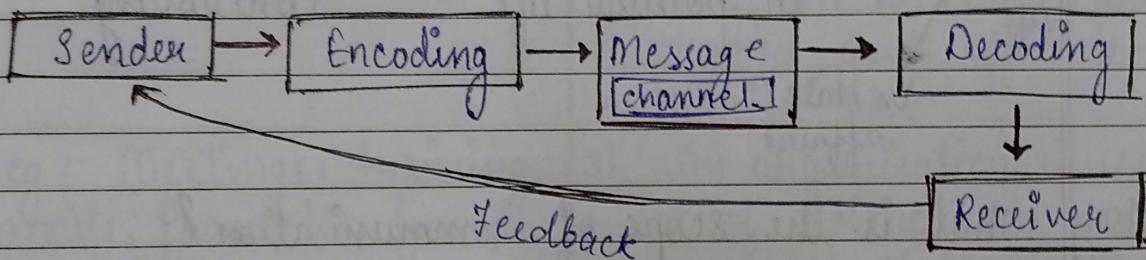


Unit - One

Technical Communication Skills



Basically



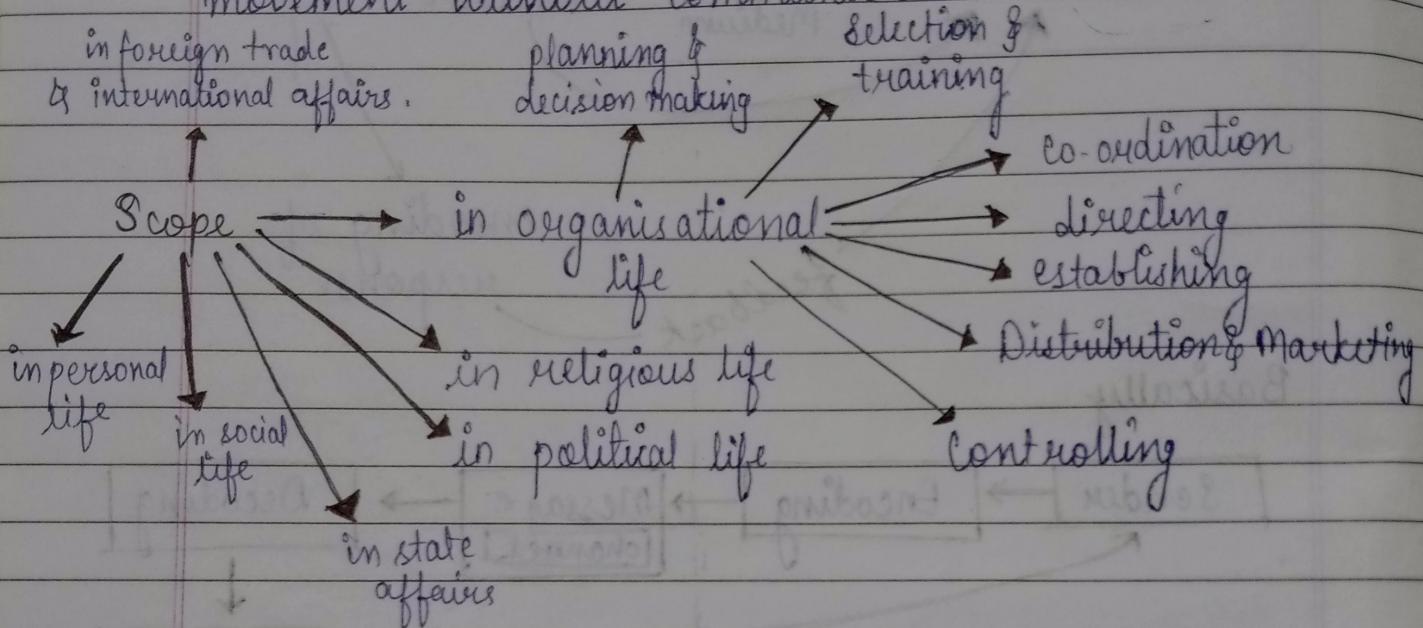
- To create awareness about the topic in the mind of receivers.
- To give clear point of view to avoid confusion.
- To enable smooth flow of discussion through proper communication strategy.

- * Communication strategy
 1. Think Before Speak / Write
 2. Point of View Receiver

- To reinforce, connect ideas in the mind of the receiver!

Scope of Communication Skills :-

- * Wider than any other act of Human Behaviour
- * Entire life involves communication not even a single movement without communication.



Ques, Ans: What is the scope of communication?

Importance of communication :- [explain it with eg.]

- 1) To explain our point of view
- 2) To connect with other (audience / receiver)
- 3) To maintain & build a relationship.
- (4) To engage employees.
- 5). To increase productivity.
- 6) International Trades — Globalised

Forms of communication :-

- 1) App according to the application

according to the application

↓
Internal
communication

↓
External
Communication

1. Transmission of message/information within the organisation is known as internal communication.
2. It can be both formal & informal.
3. e.g.: Meetings, Training, emails, Phonetcalls, group discussions.

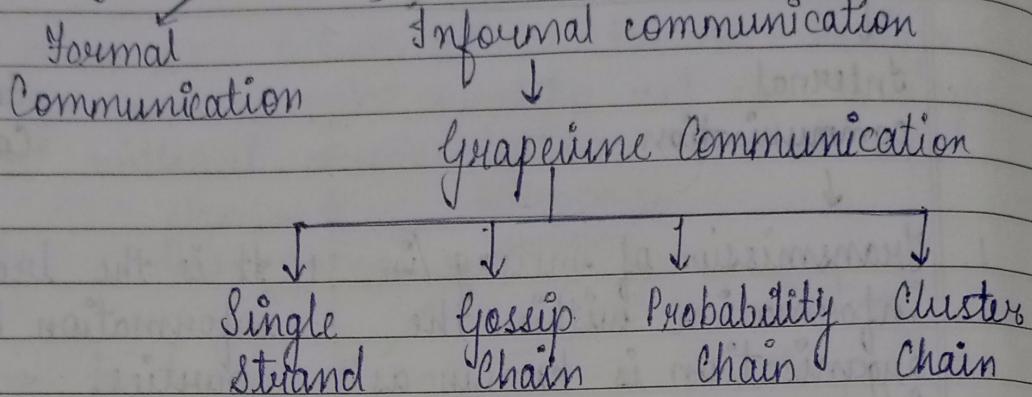
1. It is the transmission of information b/w two different parties.
2. It can occur b/w business and another person with the person can be client, dealers, customers, govt. officials & authority etc.
3. An organisation invest a lot of time and money to improve their image through external communication.
- 4) e.g.: Campaigns, email marketing, Public speeches, Ads, Newspaper and seminars.

examples which are common b/w internal & External communication :-

Social Media, rules of & regulations, events, seminar & webinars and videos, content.

2) According to the nature of communication

according to the nature of communication

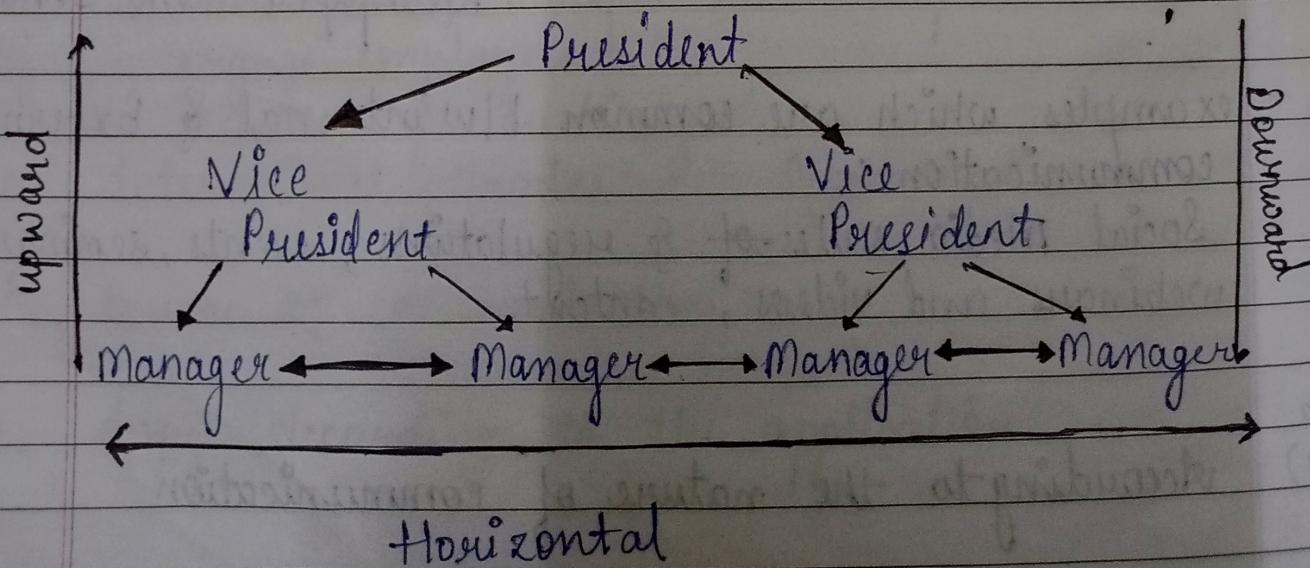


* Formal Communication :- It refers to the flow of official information to proper predefined channels.

→ The flow of information is control and needs deliberate efforts to be properly communicated.

→ It flows a hierarchical structure and chain of command.

→ Employees are bound to follow formal channels by performing their duties



According to the direction

- 1) Horizontal communication
- 2) Vertical communication

upward
Communication

Downward
communication

* Informal Communication :- Communication that is not defined by organisation structural hierarchical is known as informal communication.

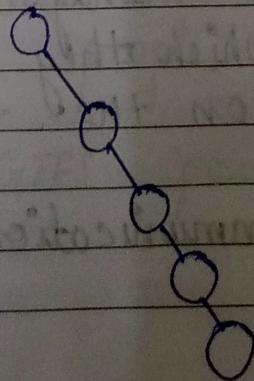
- It is multidimensional and moves freely and is not bounded by any predefined channels.
- It moves faster and does not have any proper trail.
- It is considered effective as employees can discuss work related issues. It saves time and money and also helps to build more productive and healthy relationship.

* Gossiping Communication

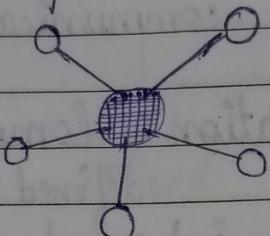
It is the only type of informal communication.

1) Single strand :- Passing of information from professional to professional in the form of singular column is termed as single strand communication.

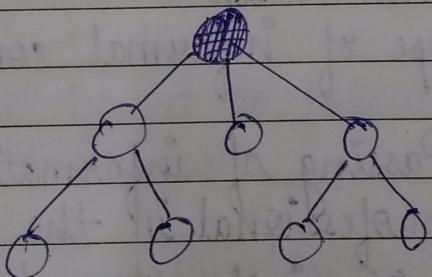
→ Each person passes same piece of information. There is a high possibility at the original message is change.



2) Gossip Chain :- In gossip chain one professional shares a piece of information with multiple colleagues at one time this chain is just like the wheel where one person stays at the centre and information passes along the spokes of the wheel.

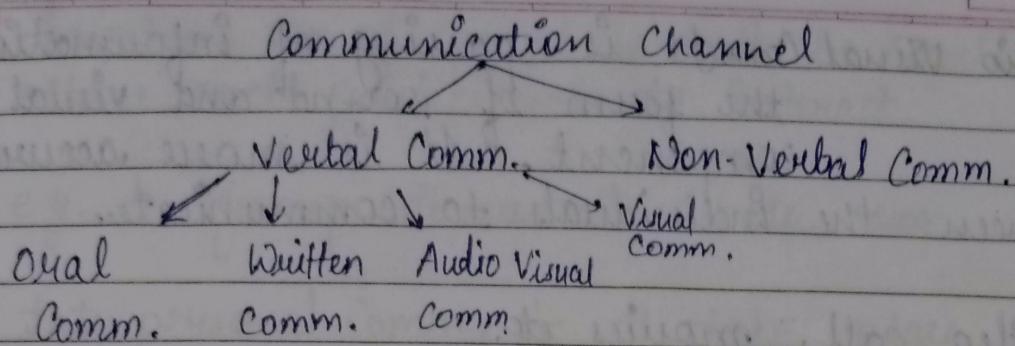


3) Probability chain :- Probability chain is a random process in which someone transmits the information to others in accordance ^{w/} the loss of probability and then these others tell still others in the similar way. This chain is also called as random process.



4) Cluster Chain :- It involves a primary professional sharing of information with a specific set of colleagues. This type of communication may include a head manager telling team members information which they then pass on to the professionals to work on the team they need.

According to Communication Channel



→ **Verbal Communication** :- When we use written words or spoken words for comm. it is known as verbal communication.

* **Oral Communication** :- It implies on conveying of the message to spoken words. It is a face to face communication b/w individual. One of the important feature is that the real meaning is convey by manner or tone of the voice and the facial expression between two individuals.

* **Written Comm.** :- Transmission of message in black and white of written form is termed as written communication.

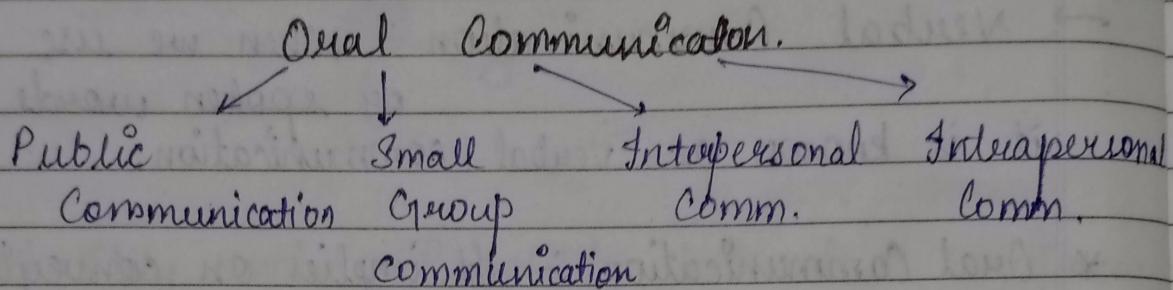
e.g. - Magazine, newspaper

* **Visual Communication** :- Transmission of information and ideas using simple and imaginary is known as visual communication. It is the type that people rely on the most.

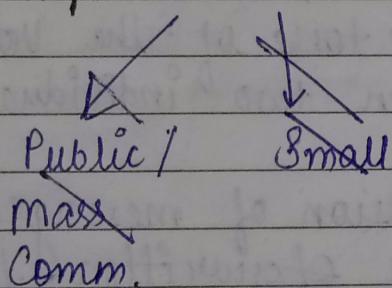
e.g. - Signs, GIFs, paintings, banners, posters etc.

* Audio Visual Committ is passing of information in the form of sound and visual component. It is more accurate between the individuals to communicate.

e.g. Video call, movies etc.



Types Of oral communication / Acc.to no. of people



Public Communication :- It take place when one individual address a large gathering of people usually there is a single sender of information and several receivers.

e.g. Election campaign o, public speech.

Small Group communication :- It can take place only when there are more than two people

Kinesic
(Body language)

involve. No. of people should be small enough to allow each participants to interact.

e.g. → Group discussion, debate, sem

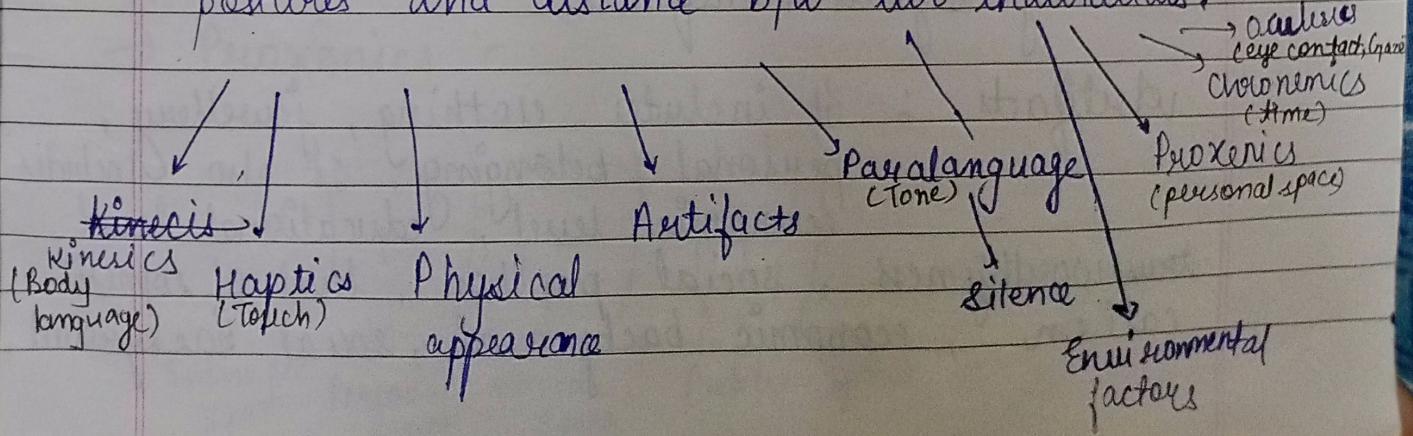
→ Interpersonal Comm. :- It take place between two individuals, the two individual involve will swap the roles a sender & receiver in order to communicate in clear manner.

e.g. → Phone calls

→ Intrapersonal comm. :- It is extremely private and restricted to yourself. In this we have silent conversation with ourself where in we juggle role b/w the sender and receiver. Our processing are called as actions.

e.g. →

* Non - Verbal Communication :- It is a transmission of messages or signals through a non-verbal platform such as eye contact, facial expressions, gestures, postures and distance b/w two individuals.



→ Kinesics (Body language) :- Kinesics is the scientific study of body movements involved in communication specially as they accompany speech. This includes gestures, facial expression, eye behaviour and posture.
e.g. Umpire in match.

→ Haptics (Touch) :- Haptics is a form of non-verbal communication and the way by which people and animal communicate i.e. via touching. Touch is the most effective means to communicate feelings and emotion. It explains both positive and negative feelings.

→ Physical appearance :- Communication through the way we look (height, weight, skin and eye color, hairstyle, clothing etc.). Stereotypes are often rooted in these interpretations.

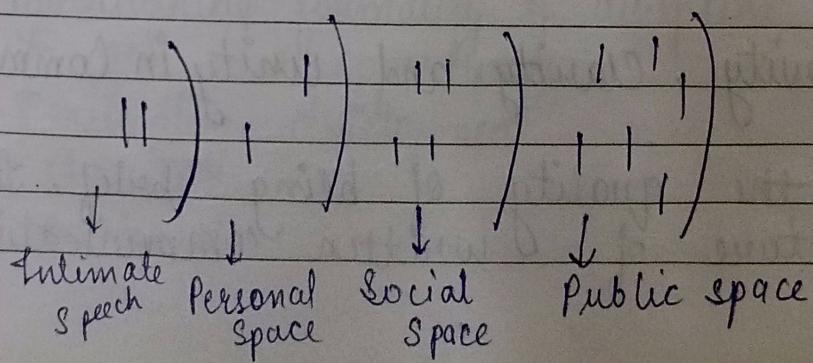
→ Oculistics (Eye contact) :- Gaze is the term used for gaze to mean looking at a person. Eye contact means mutual gaze where two look at each other at same time. Maintaining eye contact signals genuineness and avoiding signals, shiftiness.

→ Artifacts : It includes clothing, jewellery, personal belonging. It also includes economic level, educational level, trustworthiness, social position, level of sophistication, economic background, social background

level of success and moral character these are important part of first impression.

- **Paralanguage :-** It is a voice intonation that accompanies speech, including voice pitch, voice tone and rhythm of speech. It can alter the meaning and can give emotional contact for a content of speech
- **Environmental factors :-** Color effects are emotional response and is determining factor whether the environment is considered attractive or not.
- Odour, noise level, heat, ventilation, furniture arrangement and lighting are environmental factors that can non-verbally affect the communication.
- **Silence :-** Silence can be a very effective way of communication. It is not a negative absence of speech but a positive withdrawal of suspension of speech. Feelings like anger or displeasure can be expressed. In a negotiation silence and non-response is a useful strategy. It could may other person speak more.

→ **Proxemics :-**



→ Proxemics :- It explains how people arrange space and how close they are and what kind of interaction they want

* Intimate Space :- People emotionally close to you are allowed to enter the zone.

* Personal Space :- The distance you would stand during friendly gatherings.

* Social Space :- The distance you would stand with people you don't know well.

* Public Space :- The distance you would maintain while addressing a big group.

→ Chronemics :- The study of the use of time in non-verbal communication is termed as chronemics. It includes punctuality, willingness to wait and interaction.

e.g. In foreign culture coming late to parties is accepted but coming late to meetings is not appreciated.

Role of Brevity, Clarity and Unity in Communication

Brevity is the quality of being brief. It is a striking feature of written communication.

It means giving maximum information in minimum words and can be achieved by avoiding ~~repeat~~ repetition.

Role of Clarity

Clarity means being clear in meaning. It includes both clarity of expression and clarity of thought. It always uses direct language and specific words in expression. It implies avoiding indirect or euphemistic expression, exaggeration and unnecessary repetition.

Role of Unity

Unity in communication explains the uniformity of place time and manner.

for e.g. if the communication is formal there should be written form and if it is informal it can be in oral form.

Advantages Of Communication

- 1) To share our ideas / info / thought / feelings
- 2) To establish / maintain relationships
- 3) To prevent miscommunication
- 4) To build trust
- 5) To end a conflict
- 6) Maintaining formality & discipline
- 7) To get new opportunity
- 8) Personality development
- 9) Clarity
- 10) Authentic

- 1) Time saving
- 2) Team Building
- 3) Leadership
- 4) Comprehensive
- 5) Convincing
- 6) To promote something
- 7) increase productivity
- 8) Structured
- 9)

Ba

Physical
barrier

✓ Distance Time

Slangs

Jargans

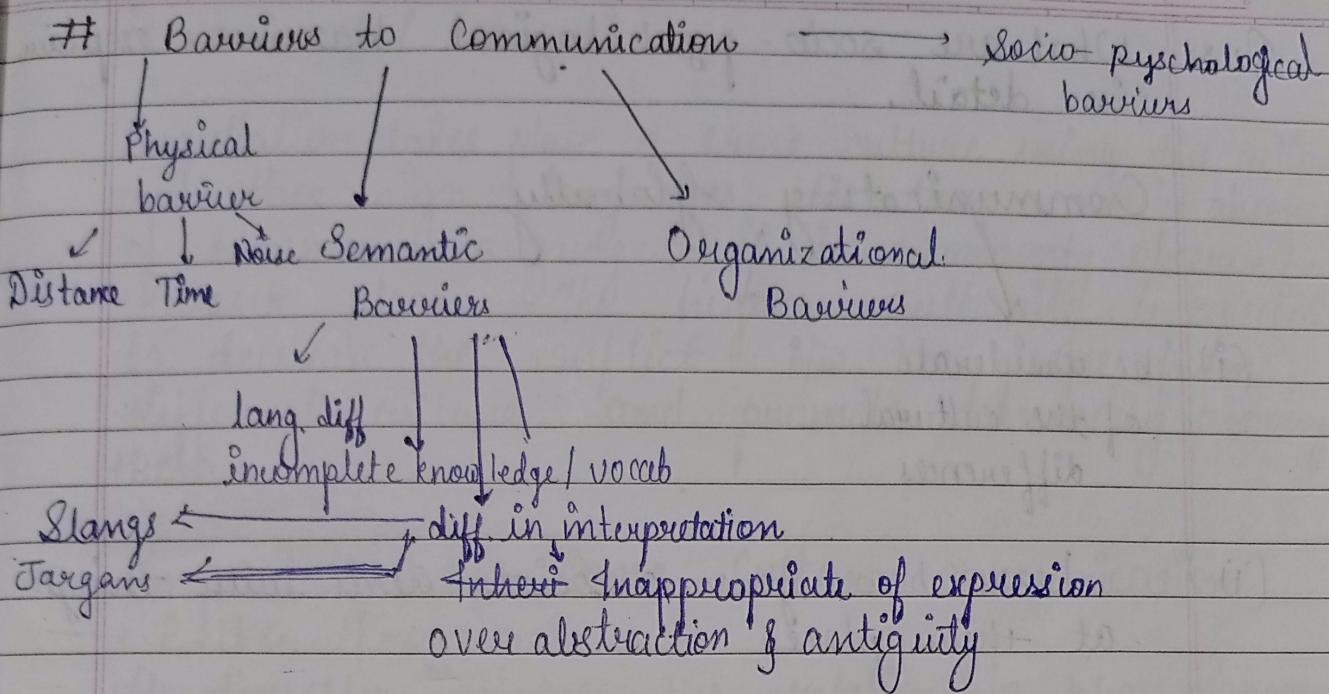
Disadvantage :-

- 1) Misunderstandings
- 2) It leads to violence
- 3) Waiting for response / feedback
- 4) Waste of time
- 5) Verbal abuse
- 6) Spreading hatred / rumours
- 7) Back-bitching
- 8) Waste of money
- 9) Waste of energy
- 10) Lack of expression
- 11) false assumption / hopes
- 12) Manipulation
- 13) Sometimes discouraging
- 14) un-authentic
- 15) Scams / fraud
- 16) tuoll
- 17) Messed up mental health
- 18) Critisim

Assignment

Ques:-

Explain the advantages and disadvantages of comm.



Organizational Barriers

- (i) Structure barriers
- (ii) Hierarchical barriers
- (iii) Strong choice of mental
- (iv) Poor spatial arrangement
- (v) rules and regulations

Socio-psychological barrier

- (i) diff. in perception
- (ii) Status Barrier
- (iii) attitude and opinion
- (iv) Closed medium
- (v) inappropriate emotion
- (vi) inadequate attention
- (vii) Resistance to change
- (viii) Distrust
- (ix) Premature evaluation.

Ques: What are socio-psychological barriers explain in detail.

Communicating Globally

- (i) be considerate of the cultural differences
- (ii) Learn how your associate deals with things at their place.
- (iii) aware of language barriers.
- (iv) Revise written documents.
- (v) Stay not updated with development & technology.

Q. Explain the concept of communicating globally in detail.

Cross Culture Communication : Cross culture communication

occur when people with different nationalists, style of work, age, race, gender etc communicate. It tries to negotiate, exchange and intermediate cultural differences by a verbal and non-verbal forms of communication.

Both the parties should try to exchange ideas about the same topic even if exchange of words

is successful or not.

Negotiation takes place across culture using the written and other sign languages ~~for there can be absence~~ of common language. It is commonly observed at work place. The higher authority is expected to decrease the conflict b/w the people from different culture and promote harmony among them.

Importance of Cross - Culture communication

→ Better Projects

It directly influences the relationship b/w manager and employee. Employees are comfortable during the project. Progress of the company can be observed by observing the ~~height~~ in the chart.

→ Cultural influence

If there is absence of harmony it can lead to chaotic situation which becomes difficult for the higher authority to manage employee under same rule. Now! By accepting different culture it becomes easy to solve the issues and enhance the productivity.

→ Management

It is beneficial if business is spread across the globe. Company executive ~~where~~ will develop some benchmark for all the team members and each member is bound to follow them without any kind of discrimination.

How can we improve cross-culture communication

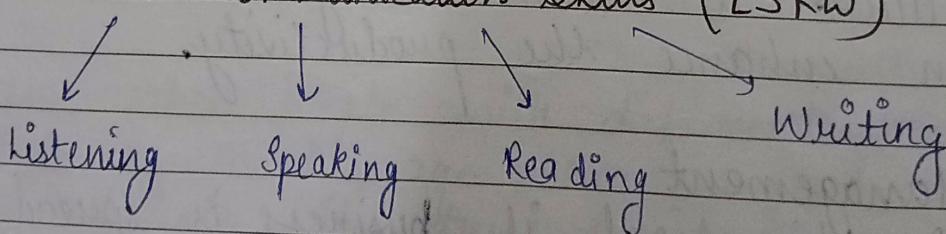
- Prefer Meaningful conversation
- Avoid signaling
- Awareness

Technical Communication

Technical communication is a field multifaceted field that of business communication that encompasses a range of discipline that work together to communicate complex information to those who need to accomplish a define task or goal. It continuous to evolve to meet the demands of an increasingly global and technology ^{reliance} society.

e.g.
Ex :- Creation and distribution of information, methods of presentation, brochures and pamphlets, reports, sales chart, contract, editing etc.

Technical Communication Skills (LSRW)

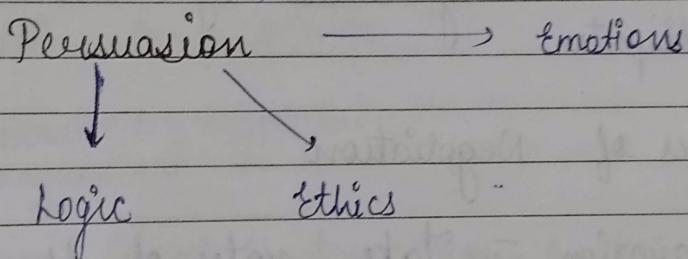


Ques:- Explain the concept of LSRW in detail

Persuasion

Persuasion is the ability to influence other people's thoughts and opinions using convincing arguments and facts. In the work place you may use persuasion to sell products, to recruit team members and increase the productivity. It can be done through oral or written communication using logical reasoning, data analysis and verifiable facts to prove that your point of view is feasible and has merit.

e.g. advertisement, large scale campaigns



* logic - When your arguments are based on rational points, supported by relevant data, testimonials and evidence.

* ethics - If trusted by someone you persuade them with ease. Improving your credibility is important and your qualifications, experiences and reputation contribute to your image which takes years to build.

* Emotions - By persuading yet using emotions is important to refrain from unethical

manipulation. During emotional persuasion the emotional persuader needs to take ownership and responsibility for the outcomes.

ground.

Improve persuasion skills

- develop your comm. skills
- build emotional intelligence
- listen actively
- use logic & reason to suggest your argument

→ Negotia

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→ Agreem

Conclu
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Negotiation

It is a method by which people settle differences. In the process of negotiation we reach to an agreement by avoiding argument or disputes.

BF

Stages of Negotiation

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→ Preparation - Take notes of the points to put forward.

→ Discussion - Each sides put forward the case as they see it. That is understanding. If there are disagreements either of the parties will speak too much or listen too little. Each side should have equal opportunity to present their case.

→ Clarifying goals - Explain your priorities which helps you to establish a common

Ques 5:- Exp

ground.

→ Negotiate towards "win-win" situation - a stage where both sides feel they have gain something positive through the process and feel that their point of view has been taken into consideration. Win-Win situation should be the ultimate goal of negotiation.

→ Agreement -

Concluding to a final point as a conversation reaches win-win situation.

BATNA & WATNA

↓
Best alternative to a negotiated
~~agreement~~

When your deal is less than BATNA it should be accepted. If BATNA is less than what is being offered go then go ahead to do the settlement. Adequate search should be done about the choices and alternative.

Worst alternative toward negotiator it helps in considering a bottom line as one thinks from the perspective of the words worst case scenario. It is an integral part of preparation for a negotiation.

Ques 5: Explain the importance of negotiation skills

Communicating bad news/messages to employees.

Conveying bad news can be quite a challenge you may need to say it to your team and an external client or someone close to you in your family. It is a tricky situation where one needs to use the ~~the~~ best of one's communication skill. It would help to carefully review how you are going to break the news and what you are going to say.

* Reasons of delivering bad news to employees

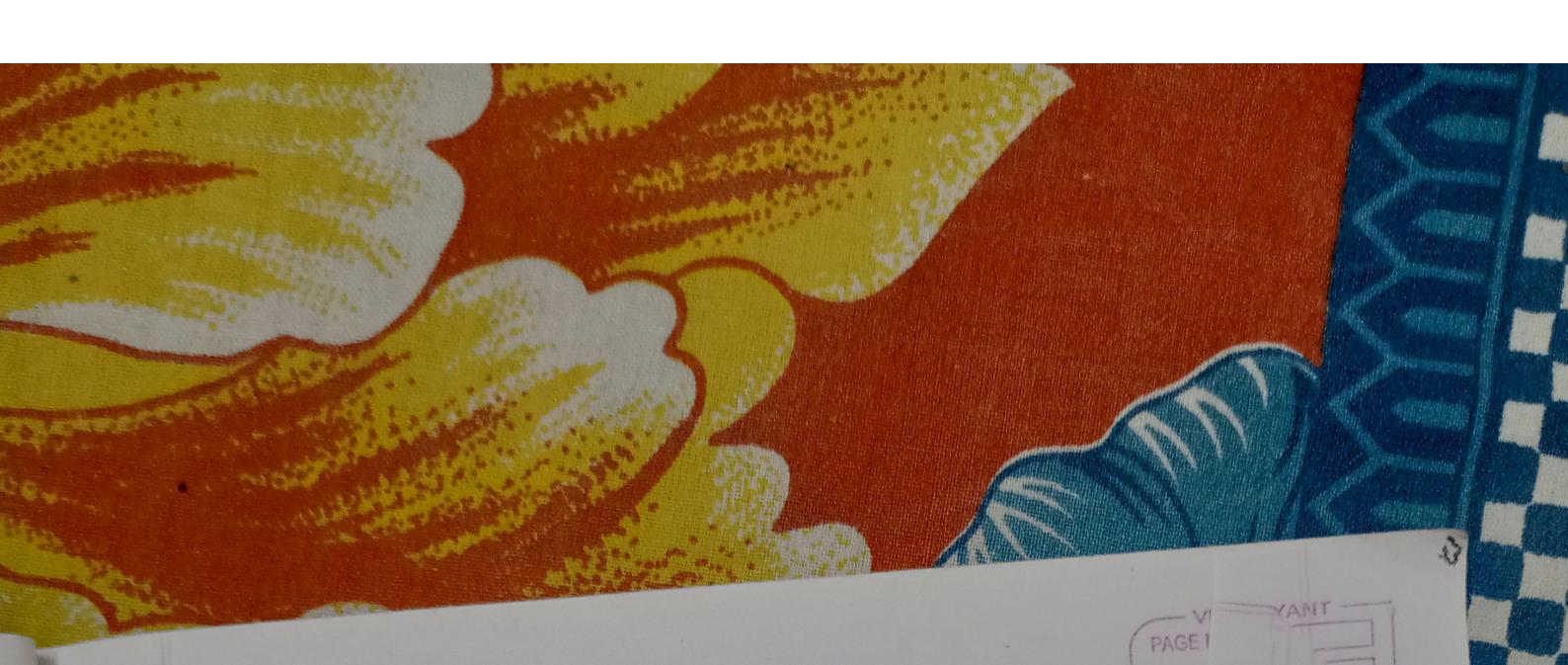
Team leaders, supervisors, managers and human resource representatives are most likely to deliver bad news. Common types of bad news at one work place are as follows:

- (i) Not receiving a promotion.
- (ii) Not receiving a raise.
- (iii) Increase working power.
- (iv) Change in work location.
- (v) Change in benefits.
- (vi) Loss of a job.
- (vii) Poor performance review.
- (viii) Closing an office or branch etc.

* How to deliver it?

- 1) Research & prepare
- 2) Practice
- 3) Avoid small talks

- 4) Use di
- 5) Prior
- 6) Give
- 7) Esta

- 
- THAYANT LONDON STAN
- VYANT
PAGE 1
DATE: 19-5-1991
- 4) Use direct language
 - 5) Provide context
 - 6) Give time for response
 - 7) Establish next step

Unit - III

Writing Skills

→ Business writing :- Business writing is direct, to the point and precise. It follows the established format to stay within boundaries and conveys the message briefly.

Any business writing starts with understanding the purpose which involves understanding the audience, analysing the situation and then determining how to address. The underline purpose of most business writing is establish or enhance good relationships irrespective of whether it is being written to internal or external audience.

Structure information in such a way that the receiver is always kept in mind. In document such as a business letter, a memo or an email the key components are to connect with the reader, relate the main points and then clarify actions the writer may take.

While writing any kind of document keep in mind the receiver's requirement - start with the problem, develop a hypothesis, work on secondary data to support the arguments, collect primary data analyse the problem and make recommendation to seek solution to the problem.

① Pla

(i) d

(ii)

(iii)

(iv)

(v)

→ Process of

① Planning :-

It includes determining objectives, organising key ideas, clarifying purpose and understanding the audience. Based on the objectives start with a broad idea in mind but make it specific by reflecting on the topic to develop further insights. Think of the receiver and plan the format and content accordingly.

There are 5 essential activities in the planning process which are as follows :-

- (i) determine the goal or purpose of writing - What does it want to achieve ?
- (ii) analyse the audience - Who is the receiver of the message.
- (iii) gather information - What must it contain?
- (iv) analyze and organize the information - What must be covered & what is necessary.
- (v) choose the format or channel - How does one say & what one wishes to say ?

(a) Drafting :- It involves giving a form to the ideas. Do not worry about format, spellings or punctuations at the initial stage of draft. To compose freely one must not act as one's own pedict in this phase. If it is difficult to follow the proper order of beginning middle end start from any point.

The opening paragraph of any document is the most crucial part. So this can be written after developing the main idea.

(b) Editing :- It implies arranging, rearranging and giving shape to the ideas. One can decide format, makes stylistic change, proof the free for correct grammar, punctuation and word usage.

During this phase one can restructure or reorganise context. so that the message is effective. It is imp. for author to become an editor. so as to develop a reader friendly style.

Focus on the following points during the editing process :

(i) Identify the key idea or the basic message that the writer wants the readers to take away from the text. If the idea is not presented clearly the readers will simply get lost in

(ii) De-emph and s
(iii) Elimin not

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lost in the text.

- (ii) De-emphasise the secondary ideas that explain and support the key ideas.
- (iii) Eliminate the irrelevant information that does not contribute to the meaning of the text.

10/10/22

Surprise Test

- Q1 Write a short note on kinesics
- Q2 What are the skills required to become a better time management?
- Q3 Explain the significance of logical structure in communication. → Redefinity
Beauty
Clarity
Accuracy

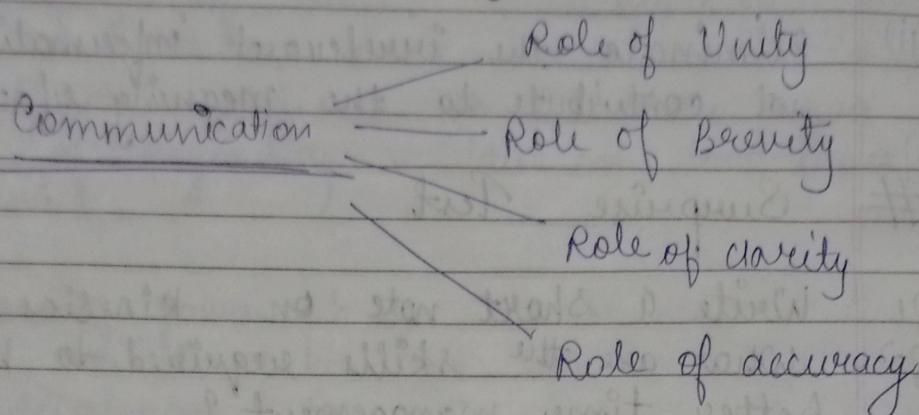
→ Kinesics is the study of body movements involved in communication, specially as they accompany speech. It is a type of non-verbal communication.

This includes body gestures, facial expression, eye contact, postures etc.

Ans:- The skills required to become a better time management are as follows:-

- (i) Dedication towards the work.
- (ii) Proper focus on your goal.
- (iii) Discipline.
- (iv) Punctual with the time.
- (v) Practise decision making.
- (vi) Set smart goals.
- (vii) Set up deadlines.

- 3) Significance of logical structure in
 Q w Explain the ABC style of communication



Traits Of Technical Writing

Technical writing is any writing about technical information. It can include, but is not limited to preparation of technical manuals and handbook about technology. Technical writers need to have good writing skills because they have to convey complex information. They also need a reasonable understanding of technology because it is hard to explain something that you do not understand. They tried to write the info in the simple possible way.

- 1) Accuracy - It refers to the truthfulness and the variety of a given statement. It basically refers to 'getting to the facts straight'.
- 2) Accessibility - It means the ease of which the

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3) Concise

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4) Clarity

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eady can locate the information they see. To increase accessibility, include headings, list of points propose or table of content.

3) Conciseness - Technical writing is supposed to be concise. Having a massive documents that takes time to be will get very hard for the reader to read after a while, so it is good to state concise and try to break the reader in reading.

4) Clarity - Technical writing document needs to be clear so that the reader can understand in single reading. Unclear writing is bad and can be dangerous for ex: unclear information on how to operate a machine.

5) Audience Recognition - This aspect is based around the audience and how well they understand your writing. If your audience can't understand your writing then there will be no way to adapt to your own writing, meaning that if you have writing that the audience can't understand then your writing looks worst and nobody will read it.

Principle of technical Writing

Well written and accurate documentation is the part of customer support strategy, and reduces support costs. Technical writing is much more than technical terminology and user instructions.

Our audience is made up of humans and not just technical personnels.

Technical writing requires that the writer present a main point, maintain focus, organise and develop ideas and use the appropriate style for audience. The following are the basic principle of technical writing :-

- 1) Content - Five basic questions - who, why, what, how, when - are applied in various situations to develop the content for any kind of documentation.

For eg., you have to create a report based on your balanced sheet. Before creating a report, you can plan the content of your report by applying following key questions

- (i) Who would like to read the report?
- (ii) Why do you want to present the report?
- (iii) What this report is going to present the audience?
- (iv) How the report is going to presented?
- (v) When the report is going to be presented?

2 The writing situation - Audience & purpose - Before beginning any writing task, the writer analysis audience and identifies the purpose for the document. The writer asks following question about the audience.

- (i) Who will read the document?
- (ii) What are their biases?
- (iii) What are technical writer's ethical responsibilities when communicating this to audience?

With regard to the purpose, writers ask :-
what should this document accomplished ? What
should it do ? Should it : inform / request / instruct
/ suggest / order / report / reply / analyze / analyze /
compare .