

## CSW

Communication: Act of transferring an idea, message or information from one person to another.

Technical Communication: Act of conveying facts, figures, ideas and all sorts of technical and scientific information.

Importance of Tech. Comm.: With development in technology and international trade and growth in science as well as industries, the need of technical comm. has been increasing. Different types of tech. comm. such as e-mails, memos, messages, tech reports have come into existence.

### General Comm.

- ① General Content
- ② Informal
- ③ Subjective
- ④ Not for specific audience
- ⑤ Oral as well as written
- ⑥ No technical vocab.
- ⑦ Use of extravagant words

### Tech. Comm.

Specific & technical content  
Formal  
Objective  
For specific audience  
Mostly written as well as oral  
Technical vocab.  
Simple but effective.

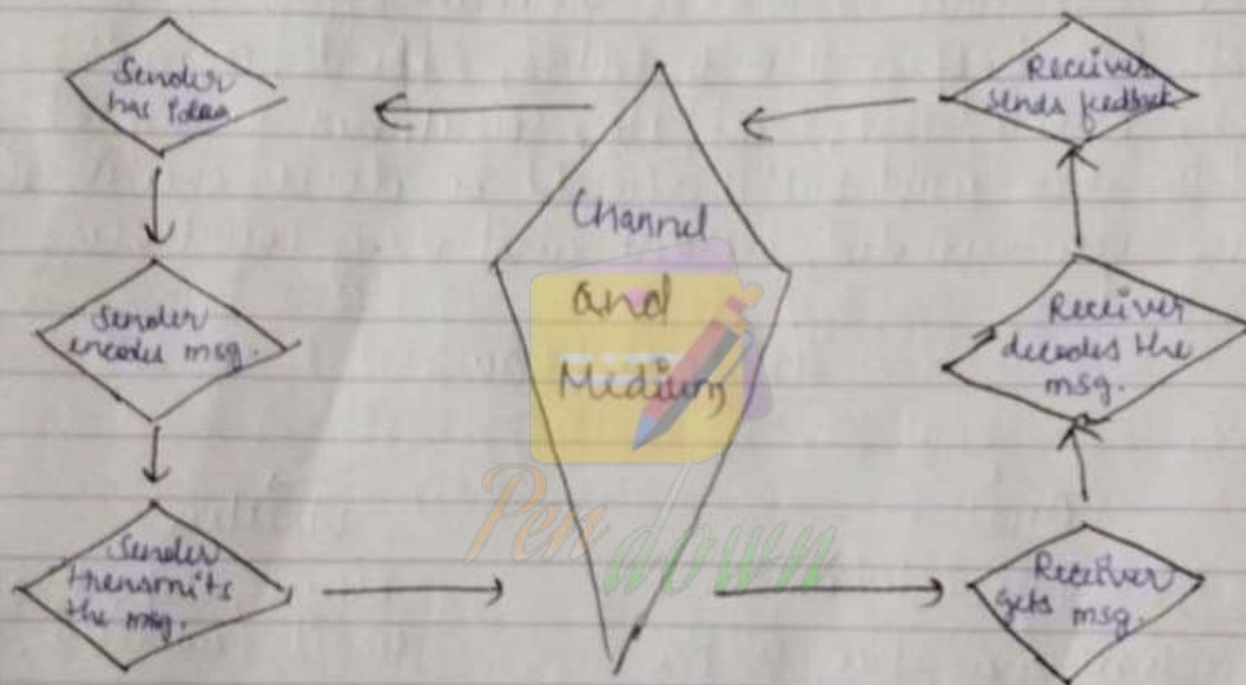
### Features of Tech. Writing

- ① Use familiar & easy words
- ② Use of clear sentences
- ③ Use of sentences of moderate length
- ④ Use of active voice
- ⑤ Avoid redundant phrases
- ⑥ Avoid inaccuracies
- ⑦ Logical div. of paragraphs

## Purpose of Communication

- ① Exchange of info
- ② Persuasion
- ③ Counselling
- ④ Co-ordination

## Process of Communication



## Levels of Communication

- ① Interpersonal: Sender sends a message, the receiver receives it and gives response. It occurs b/w two people. Can be oral or written. Clarity of purpose and skill in communicating the msg.
- ② Organizational: The sharing of info within an organization as well as with the outside world is called organizational comm.



(i) Internal: This happens within an organiz<sup>n</sup> and may be formal or informal. It consists of three types of flow of ideas. Main purpose is to help employees do their job and solve any complex problems.

- Downward
- Upward
- Horizontal.

(ii) External: This used to spread info about the organiz<sup>n</sup>. It is mainly formal. Used to spread goodwill as well as various offers of an organiz<sup>n</sup>. Can happen through letters, reports, memos, websites, phone, fax, tapes, etc. Sometimes informal method is also used but it should be done cautiously by being open-minded, tolerant and very courteous.

### Internal Comm.

#### Oral

Telephone, messages, intercom, meeting conferences, face-to-face discussion, presentation

#### Written

Memo, report, chart, email, newsletter, fax, Forms / Questionnaire.

### External Comm.

#### Oral

Meeting, conferences, seminars, presentations, conversations.

#### Written

Brochure, leaflets, letter, fax, emails, invitations, advertisement, press release, forms, etc.



⑥ Mass Comm: Comm. established with a very large audience through different media. Newspapers, magazines, television, radio, internet, e-mails, etc. are some medium.

### Flow of Comm.

(i) Downward Flow: From top authorities to lower levels

Purposes: ① Instruction <sup>new</sup> to do a job

② Info. about the assigned job

③ Info about organization policies and practices

④ Feedback on performance.

⑤ Organization's missions & visions.

Limitations: ① Spirit of message may get lost due to filtration

② Message may get distorted when transmitted orally.

(ii) Upward Flow: From employees to authorities. Mainly done through reports, feedbacks, suggestions, etc.

Purposes: ① Develop faith in employees.

② To provide feedback

③ Sharing info to achieve org. goals.

Limitations: ① The authorities ignore the negatives of reports.

② Fear of employees to communicate to avoid displeasing

(iii) Horizontal Flow: From one dept. to another dept. either horizontally or diagonally.

It is exchange of info b/w employees at same level or at same status.



Purposes: ① Share info among employees  
② Co-ordinating among peers  
③ If one dept. has some problem, it can contact other dept.  
④ Effective functioning of org.

Limitations: ① May create some confusion or conflict  
② Misunderstanding & jealousy  
③ May lead to blocking of flow of info.

(iv) Spiral Flow: B/w people of different status & diff. dept. to share info. in the pursuit of achieving goals.

Grapevine Comm.: Informal sharing of info among peers that supports the formal channel. It can have info about personal matters as well as business.

Barriers to Comm.

① Physical barriers

(i) Noise: Interference in comm. of message that may distort or obscure the meaning of the message.

Eg: Technical barriers like cracking of voice on phone.

(ii) Environment: Nature of environment. Staff located in different sites, poor lighting, climate, Illegible copy of msg., health probs., etc.

(iii) Defect of Channel, Medium & Media: Overloading of info is caused due to sending



of useless info or jokes that can lead to congestion in media.

(iv) Inadequate facilities: Lack of facilities like phone, e-mail, fax, etc.

(2) Semantic Barriers: This barrier is based on the interpretation of meaning of a term. When different language speaking people as well as words with multiple meanings are used, the confusion is created. When jargons are used, it also creates confusion.

(3) Organizational Barriers:

(i) Restrictive Environments: Authoritative environment prevent flow of info in upward, downward or horizontal direction.

(ii) Deceptive Tactics: Manipulation of info by communicators for their personal gains for hiding facts.

(iii) Sense of Insecurity: Fear of transfer or demotion may prevent staff to give suggestions.

(iv) Rigid Rules & Regulations: These may block flow of info b/w employees to top officials or the message from top officials may get diluted.

(v) Closed Comm. Climate: Seniors are of closed mindset, maintain superiority leading to ineffective comm.

## Socio - Psychological Barriers

- (i) Attitudes: Personal attitude may be due to lack of motivation or interest at a particular work can obstruct effective comm.
- (ii) Emotion/Moods: Emotional disturbance can lead to ineffective comm.
- (iii) Resistance to change: Misinterpretation of messages by receiver due to his own perceptions or biases.

## Gateways to Communication

- ① Adopt an audience centric approach
- ② Foster an open communication climate
- ③ Commit to ethical comm.
- ④ Create lean and efficient messages.



## Group Discussions:

Role:- Used as an important step in selection of candidates both in private & Government organisations.

It is used as a tool to study the behavioural and attitudinal responses of participants.

Def:-

A GD is a formal discussion involves six to 15 people participants in a group to discuss a topic or a case given for that purpose.

Interpretation, Organisation and Argument coordinately.

Diff b/w GD & Debate.

- |  |              |                                      |
|--|--------------|--------------------------------------|
| →  | ↓            | ↓                                    |
| (i) All members are expected to deliberate upon the issue extensively. |              | Speak either for or against a topic. |
| (ii) can change the side if convinced                                  | (iii) CAN'T. |                                      |
| (iii) Argue both sides   | (iv) CAN'T.  |                                      |

Duration:- 15-45 min.

(6-15 Person).

Personality traits to be evaluated.

→ Candidate should possess to do well in GD.

→ ① Reasoning ability:- If you possess this, it helps you to express your ideas & opinions in a convincing and rational manner.

eg:- you presented data of 1985-2022 of Kashmir killing against 2010-2022.

→ citing statistics lend credence to what the participant has said.



- (i) Leadership:- Effective leader discuss topic assertively by touching all the inputs and tries the group to stick to the topic.  
Clarity, objectivity, perception.  
Inspires and motivates group to express their views.
- (ii) Openness:- You must be open to ideas of others as well as your own.  
Eg:- women are not made for military services.  
Maintain a stand is open and not averse to either side.
- (iii) Assertiveness:- Put forth your P.O.V. very emphatic, positive and confident manner.  
Don't be aggressive, negative body language.  
Positive body language.
- (iv) Initiative:- Participants have tendency to start and to get initial points. It is often like taking as you started the G.P. and not well known about the topic. It stuck, fumble in sm.
- (v) Motivation:- Exhibiting good leadership skill, motivate group/communities to speak, present their views confidently.
- (vi) Attentive listening:- Listen carefully to others when they present their views. You understand ideas and you can get ideas shaped/analysed by others. Good listener present himself a good speaker.
- (vii) Awareness:- You must be aware of the things that are happening around you be it political, religious, financial or social development.  
It matters your awareness only about something happening in



Important ingredient of successful (GD).  
logical ideas, poised demeanour, supportive attitude,  
balanced view and team spirit.

Proper leadership required

- \* Be friendly and approachable.
- \* Encourage participant if silent or stuck.
- \* Don't be personal and not hurt anyone.
- \* Support your ideas from fact, figure, data and experiences.
- \* Avoid emotions. (Stay calm even when provoked)
- \* Avoid peer discussion. Address to the entire group.  
Don't start talking/arguing with only one or 2 members. Don't make subgroups.

\* Leadership:- Certain attributes.

- (i) Clarity (ii) Objectivity (iii) Expression (iv) Patience
- (v) Motivation (vi) Composure (vii) maturity.

Types:-

(i) <u>Factual topics</u> Day to Day Socio-economic facts or environmental issue. Eg. Growth of Tourism, Higher education in India.	(ii) <u>Controversial topics</u> Bound to divided opinions. Given to observe maturity level of participants. Eg:- Reservation. Women unfit for military services.
(iii) <u>Abstract topics</u>	

At a higher level. Need innovative and lateral thinking.  
Eg:- Blue is better than Green  
All are equal but some are more equal than others.

ENDING:- Avoid new point, Not state only your viewpoint, major point discussed by all participants.