

Course Code	Course Title					Core/Elective	
IIS201EG	Effective Technical Communication in English					Core	
Prerequisite	Contact Hours per Week				CIE	SEE	Credits
	L	T	D	P			
-	3	-	-	-	30	70	3

Course Objectives

To expose the students to:

- Features of technical communication
- Types of professional correspondence
- Techniques of report writing
- Basics of manual writing
- Aspects of data transfer and presentations.

Course Outcomes

On successful completion of the course, the students would be able to:

1. Handle technical communication effectively
2. Use different types of professional correspondence
3. Use various techniques of report writing
4. Acquire adequate skills of manual writing
5. Enhance their skills of information transfer and presentations

UNIT-I

Definition and Features of Technical communication: Definition and features of technical communication (precision, relevance, format, style, use of visual aids). Differences between general writing and technical writing. Types of technical communication (oral and written)

UNIT-II

Technical Writing-I (Official correspondence): Emails, IOM, Business letters, Business proposals.

UNIT-III

Technical writing-II (Reports): Project report, Feasibility report, Progress report, Evaluation report.

UNIT-IV

Technical writing- III (Manuals): Types of manuals, User manual, Product manual, Operations manual.

UNIT-V

Information Transfer and Presentations: Non-verbal (bar diagram, flow chart, pie chart, tree diagram) to verbal (writing). Verbal (written) to non-verbal. Important aspects of oral and visual presentations.

Suggested Readings:

1. Raman, Meenakshi & Sharma, Sangeeta. (2015). *Technical Communication: Principles and Practice* (3rd ed.). New Delhi, OUP.
2. Rizvi, Ashraf, M. (2017). *Effective Technical Communication* (2nd ed.). New Delhi, Tata McGraw Hill Education.
3. Sharma, R. C., & Mohan, Krishna. (2017). *Business Correspondence and Report Writing: A Practical Approach to Business & Technical Communication* (4th ed.). New Delhi, Tata McGraw Hill Education.
4. Tyagi, Kavita & Misra, Padma. (2011). *Advanced Technical Communication*. New Delhi, PHI Learning.
5. Jungk, Dale. (2004). *Applied Writing for Technicians*. New York, McGraw-Hill Higher Education.

EFFECTIVE TECHNICAL COMMUNICATION

COMPILED BY REHANA SULTANA

**DECCAN COLLEGE OF ENGINEERING AND
TECHNOLOGY**

CONTENT

- Unit-1** : Definition and Features of Technical Communication
- Unit-2** : Technical Writing –I (Official Correspondence)
- Unit-3** : Technical writing -II (Reports)
- Unit-4** : Technical writing –III (Manuals)
- Unit-5**: Information Transfer and Presentations

UNIT -1

DEFINITION AND FEATURES OF TECHNICAL COMMUNICATION

➤ TECHNICAL COMMUNICATION:

Technical communication is a vital factor in today's professional world. All managerial activities involve planning, organizing, recruiting, coordinating or decision – making, technocrats and corporate professionals from different fields tend to face new communication challenges when performing these activities..Thus, effective technical communication helps an individual to compete with these challenges. It serves as an aid for smooth functioning of all the administrative tasks.

Individuals in a variety of contexts and with varied professional credentials engage in technical communication. Some individuals are designated as technical communicators. These individuals use a set of methods to research and document technical processes or products. Technical communicators may put the information they capture into paper documents, web pages, digitally stored text, audio, video, and other media.

➤ DEFINITION:

1. Technical communication is a communication is a transmission of technical and professional information from one individual to another. The exchange of information may include simple definitions, complex descriptions of machines or processes convey scientific, engineering, or other technical information.
2. Technical communication is written and oral communication for and about business and industry. Technical communication focuses on products and services—how to manufacture them, market them, manage them, deliver them, and use them. Technical communication is composed primarily in the work environment for supervisors, colleagues, subordinates, vendors, and customers.

➤ Situations where technical communication is used:

As either a professional technical communicator, an employee at a company, or a consumer, you can expect to write the following types of correspondence for the following reasons :

1. As a officer in a bank, one of your jobs is to make proposals to clients. To do so, you must

EFFECTIVE TECHNICAL COMMUNICATION

write a 20- to 30-page proposal about your bank's services.

2. As a computer information systems (CIS) employee, you work at a 1-800 hotline helpdesk. A call comes from a concerned customer. Your job is to answer that client's questions and follow up with a one-page e-mail documenting the problem and your responses.
3. You are working in engineering industry and your job is to write user manuals to explain the steps for building a piece of equipment, performing preventative maintenance, or for shipping and handling procedures.
4. As the manager to document your department's observation, you must write a monthly progress report to upper-level management.
5. As an entrepreneur to market your company, you will need to write fliers, brochures, or sales letters.

➤ **Importance of technical communication: (objectives /characteristics)**

1. To provide organized information that helps in quick decision-making.
2. To invite corporate joint ventures.
3. To disseminate (distribute) knowledge in oral and written form.
4. It is a major component of the work environment.
5. Employees learn to maintain good customer-client relations (follow-up letters).
6. Ensure that work is accomplished on time (directive memos or e-mail).
7. Provide documentation (paper work) that work has been completed (progress reports).
8. Generate income (sales letters, brochures, and fliers).
9. Keep machinery working (user manuals). •
10. Ensure that correct equipment is purchased (technical descriptions).
11. Participate in teleconferences or videoconferences (oral communication).
12. Get a job (resumes). •
13. Define terminology (online help screens).

EFFECTIVE TECHNICAL COMMUNICATION

14. Inform the world about a company's products and services (Internet Web sites and blogs).

➤ Aspects of technical communication

The three Important requirements of effective technical communication are :

1. Subject competence:

It is about having appropriate knowledge of a particular technical subject as well as having sophisticated technical or presentation skills. Inadequate background knowledge in the subject or lack of information may lead to incomplete or ineffective communication .

2. Linguistic competence :

It is about appropriate language skills and ability to present the information clearly and objectively (without any confusion).

Example: It can be presentation of data in reports, proposals , research papers , technical bulletin (case, press release ,announcement) manuals, handbooks

3. Organizational competence:

It is the ability to organize technical information in a systematic and logical way. It is about arranging thoughts into sentences and sentences into appropriate paragraphs .this makes content easy to understand without any confusion and come up to a desired conclusion.

➤ Process of communication :

It consists of five steps:

EFFECTIVE TECHNICAL COMMUNICATION

- 1.
- 2.
- 3.
- 4.
- 5.

1. Ideation: It refers to formation of ideas. The scope of “ideation” is generally determined by the sender’s knowledge experience &ability. It also depends on the purpose and context of the communicative situation.

2. Encoding: It is the process of changing the information into some form of logical and coded message.

ENCODING INVOLVES:

- Selecting a language: Verbal message needs a language code, which is easily understood by the receiver. If the receiver does not understand the language spoken by the sender, communication fails. Therefore selecting a language in which audience are comfortable is important.
- Selecting a medium: There are basically three main options i.e. speaking, writing or non-verbal signs and symbols. The speaker has to select an appropriate medium based on the purpose and situation.
- Selecting an Appropriate Form:

➤ FORM	➤ EXAMPLES
➤ Face – to – face comm.	➤ Formal interaction, job interviews, casual conversations.
➤ Group communication.	➤ Meetings, conference, G.D, panel discussions etc

EFFECTIVE TECHNICAL COMMUNICATION

➤ Speaker –audience comm.	➤ Speeches, debates, seminars, workshops, oral presentations.
➤ Written communication	➤ Reports, letters, memos, e-mail.

➤ 3. Transmission: It refers to the flow of message over the chosen channel. It is one of the most basic aspect of communication because it also involves choosing the paper time, proper place and form.

➤ 4. Decoding: Decoding is the process of converting a message into thoughts by translating the received stimuli into an interpreted meaning in order to understand the message communicated. *Decoding in written communication refers to reading and understanding a written message. Decoding in oral communication includes listening and understanding an oral message.*

5. Response: It is the last stage .It is the action of the receiver to the message. Response from receiver clearly indicates whether the message is understood or needs some clarification. If the message is analyzed, interpreted and evaluated correctly, the response will be appropriate .the response makes communication effective.

➤ Features of technical communication :

1. Precision :

EFFECTIVE TECHNICAL COMMUNICATION

- Precision is the quality of being exact, accurate and definite. It is an essential feature of technical communication, precision demands an exact knowledge of the meaning of words and involves the use of simple, familiar and concrete (here it means : correct) words. Precision writing is a style of written communication whose primary objective is to convey information. This style of writing is an appropriate mode of writing for technical communication. Precision writing is distinct from fiction writing, where the main objective is story telling. In addition, precision writing is distinct from persuasive writing, which is appropriate for political, legal, and commercial objectives.
 - Vague, abstract difficult and unfamiliar words, clichés and technical jargon can make your speech or writing very difficult to understand .Hence being precise in your communication especially technical communication makes your job easy. In a nutshell, the key characteristics of precision writing are (1) clarity and (2) conciseness.
 - Precision refers to the art of attaining (achieving) exact correspondence (communication) .Especially in technical fields such as engineering, failure to use terms with precision can yield(give) unfortunate consequences (result) . Readers may doubt your credibility(trustworthiness) —or even worse—make a poor decision from misreading your language.
 - The techniques of precision include: use of simple and familiar words, use of exact words and phrases and use of avoiding excessive jargon.
-
- **Use Of Simple And Familiar Words:**

Usage of simple vocabulary gives better understanding and good transmission of the thoughts .Difficult words and phrases act as a barrier to effective communication.

EXAMPLE 1 :

Although all metals react with oxygen, their reactivity is different .Some metals, such as sodium and potassium react with oxygen trenchantly .They ignite even if retained unenclosed in the air. Magnesium needs to be inflamed before it combines with oxygen .once inflamed to an ignition temperature magnesium ribbon blazes with fire .yielding intense heat and light.

EFFECTIVE TECHNICAL COMMUNICATION

EXAMPLE 2:

Although all metals react with oxygen, their reactivity is different .Some metals, such as sodium and potassium react with oxygen vigorously.They catch fire if kept open in the air. Magnesium needs to be heated before it combines with oxygen .once inflamed to an high temperature magnesium ribbon burns with fire .producing intense heat and light.

- **Use Of Exact Words And Phrases :**

Choose words that most precisely, concisely, and accurately convey your point. Unclear, excessively general, hyperbolic or subjective/uncertain terms are simply not appropriate. Prefer short words to long words and phrases to avoid confusion. The goal is to communicate directly so use short, direct words whenever possible.

Example 1 :

In low water temperatures and high toxicity levels of oil, we tested how well the microorganisms survived.

Example 2:

We tested how well the microorganisms survived in low water temperatures and high toxicity levels of oil.

- **Use of Avoiding Excessive Jargon.**

Technical jargon is an integral part of technical communication but using too much jargon ,which the audience may not understand ,will be inappropriate .before using jargon these points must be clear in one's mind.

- Sufficient knowledge about the subject.
- Ability to understand the technical details .

EXAMPLE 1 :

For the first year, the links with SDPC and the HAC were not connected, and all required OCS input data were artificially loaded. Thus, CATCH22 and MFRWIN were not available.

EFFECTIVE TECHNICAL COMMUNICATION

➤ Relevance In Technical communication :

1. Providing specific details makes communication clear. Using vague (unclear) words or phrases causes lack of clarity.
2. In technical communication, clarity contributes to communicative effectiveness.
3. Be careful when using acronyms and abbreviations or else it might raise confusion.
4. Avoid wordy sentences.

Example: 1 *The reason we are recommending the computerization of this process is because it will reduce the time required to obtain data and will give us more accurate data.*

Example: 2 Computerizing the process will give us more accurate data more quickly.

➤ Format of Technical communication :

- | | |
|-------------|------------------|
| - LETTERS | -MANUALS |
| - REPORTS | - CIRCULARS |
| - MEMOS | - RESUME' |
| - NOTICES | -E-MAILS |
| - PROPOSALS | -RESEARCH PAPERS |

➤ Style In Technical Communication:

1. Style in technical communication may refer to the way a person puts words together into sentences ,arranges sentences into paragraphs and organizes paragraphs into a piece of writing .

EFFECTIVE TECHNICAL COMMUNICATION

2. Style is a major consideration in technical communication .It may be referred as the way something is said rather than what is said.
3. Style can also be defined as distinctive mode or manner of expressing ideas in a language. The distinctive manner may be explained as
 - a) words and phrases
 - b) sentence structure
 - c) sentence type
 - d) rhetorical devices
 - e) effective logical structure and organization
4. Style in technical communication prioritizes the *efficient transfer of information*. It depends on the audience, communicative context and the purpose.
5. Technical communication asks you to document information and communicate it in a concise, precise, and professional way. The focus tends to be more on how well the writing achieves that goal.
6. In oral communication tone of voice, volume, and speed of delivery, one can able to project different moods, personalities, and purposes .

➤ Use of Visual –Aids In Technical Communication:

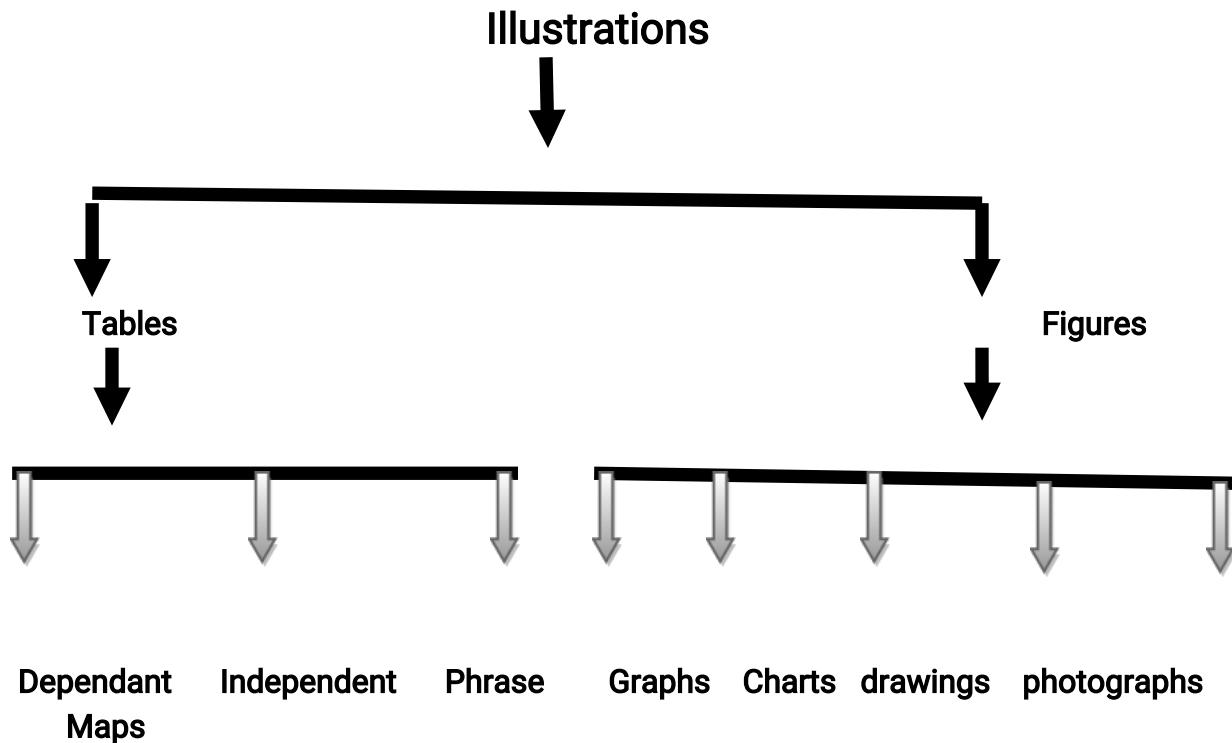
1. Visual aids are important part of written technical communication . Visuals, also called visual aids, are pictorial representations of information. They are an important part of technical instructions because they help clarify, explain, or support an idea, and motivate readers to focus on the information .
2. A visual aid supplements words with pictures, charts, graphs, or other visual information. They are important because they help the audience understand and remember, increase audience interest, and act as notes or reminders for the speaker.
3. Arouses interest and focuses on essentials .
4. Explains the data in much lesser space but with great accuracy.
5. Simplifies numerical data.
6. Makes the description eye catching and vivid (easy)

➤ Forms Of Visual Aids :

1. Illustrations:

- They help to represent any complex idea.
- Examples of illustrations are : tables ,graphs ,charts ,maps, diagrams or photographs.
- Illustrations are complementary in technical communication and have more impact than verbal communication.
- They arouse interests and supports or reinforces the words .
- Saves much time and efforts .
- Simplifies the data and helps in easy interpretation of the concept.

➤ Various kinds of visual aids :



➤ Tables :

EFFECTIVE TECHNICAL COMMUNICATION

1. A Table is a systematic arrangement of numbers ,words or phrases in rows and columns.
2. It is used to depict original numerical data as well as derived statistics.
3. The title of a table is usually written at the top as a sentence fragment
4. A row is a list of items presented straight across a table. Each row must have a row heading placed near the left edge of the table to label the items that are listed horizontally.
5. Columns are lists of items presented vertically. Column headings are listed on top of the table to label these vertical lists of items.
6. Tables are of three types –dependant ,independent and phrase .
7. Dependant tables are those whose content cannot be understood without going through the text.
8. Independent tables are those that are commonly used.
9. Phrase tables are those where the data is in words or phrases.

EFFECTIVE TECHNICAL COMMUNICATION

Table description placed above table.

Tables are numbered according to the order in which they are shown or referred to in the text. A full stop follows the word Table and the table number.

If the table description forms a complete sentence, a full stop is placed at the end; otherwise, not.

Columns and rows labeled precisely, using complete words.

Two empty rows before and after the table.

	Under 25 years	25–60 years	Over 60 years	All
	n = 435	n = 1425	n = 1140	N = 3000
	%	%	%	%
Once per week	18	5	11	11
Once per month	50	57	25	44
Less often	32	38	64	45
Total	100	100	100	100

➤ Graphs :

1. A good graph or chart can show as much as several paragraphs of words.

Types of Charts

There are several different types of charts and graphs. The four most common are probably line graphs, bar graphs and histograms and pie charts.

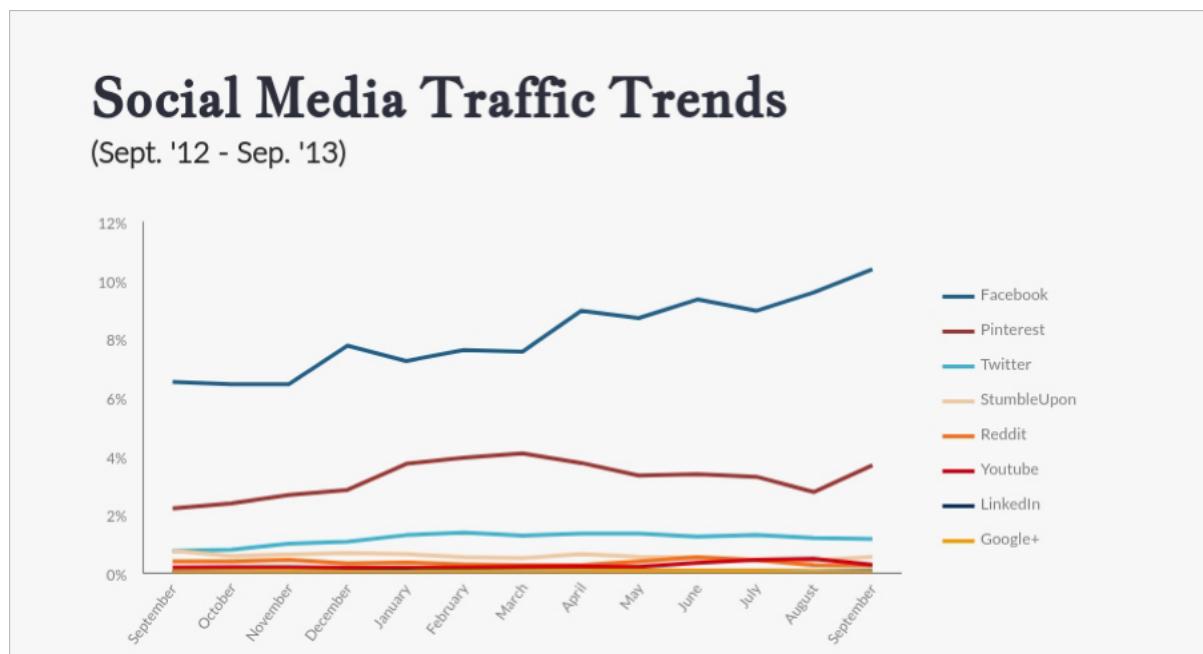
2. Line charts, or line graphs,

- They are powerful visual tools that illustrate trends in data over a period of time

EFFECTIVE TECHNICAL COMMUNICATION

or a particular correlation. For example, one axis of the graph might represent a variable value, while the other axis often displays a timeline.

- Each value is plotted on the chart, then the points are connected to display a trend over the compared time span. Multiple trends can be compared by plotting lines of various colors or patterns.
- **FOR EXAMPLE,**
- ✓ The popularity of various social-media networks over the course of a year can be visually compared with ease through the use of a line graph. Simply plot each company's user base for each month of the 12-month span, then connect the dots with a line of a designated color.



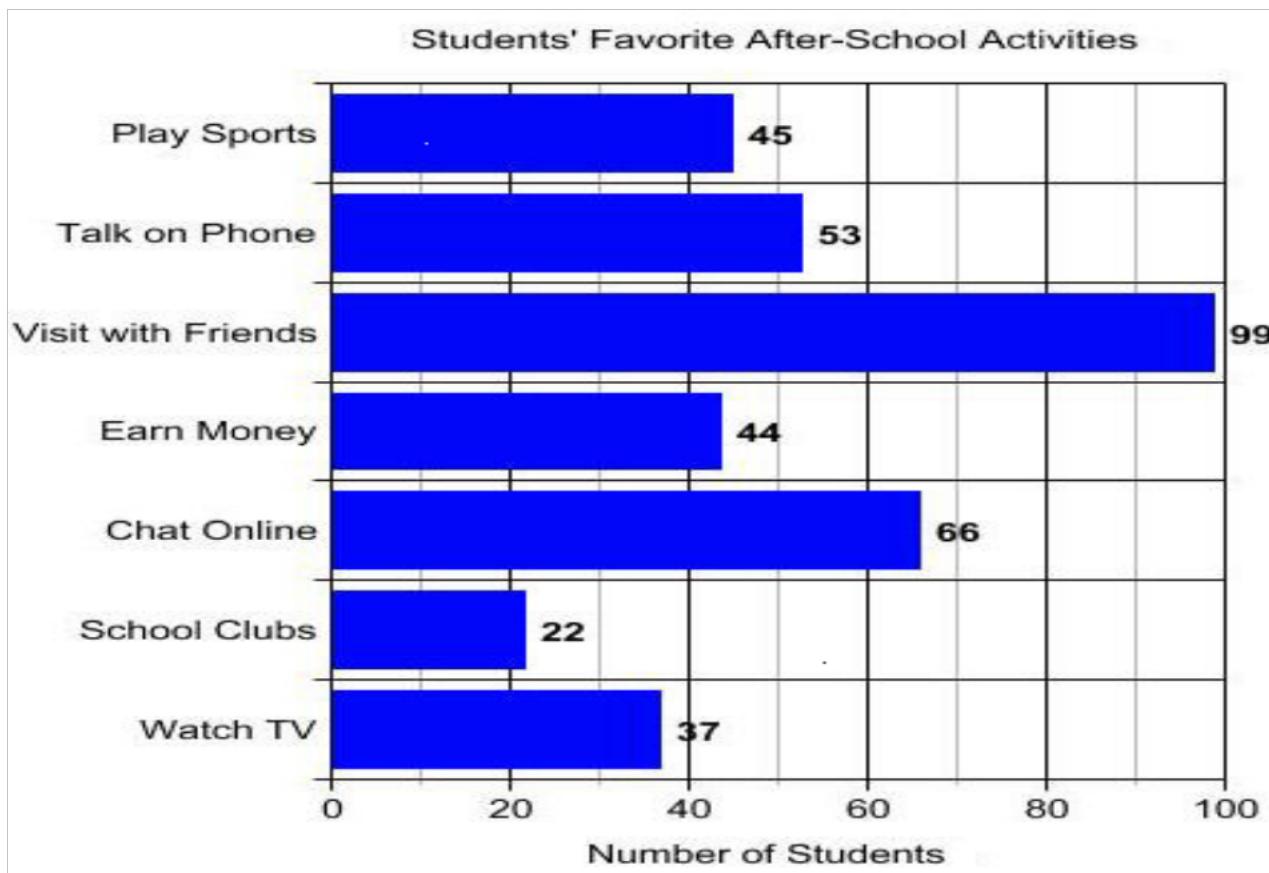
3. Bar graph or bar chart :

- The simplest and most straightforward way to compare various categories is often the classic column-based bar graph. The universally-recognized graph features a series of bars of varying lengths.
- A bar graph (also known as a bar chart or bar diagram) is a visual tool that uses bars to compare data among categories. A bar graph may run horizontally or

EFFECTIVE TECHNICAL COMMUNICATION

vertically. The important thing to know is that the longer the bar, the greater its value.

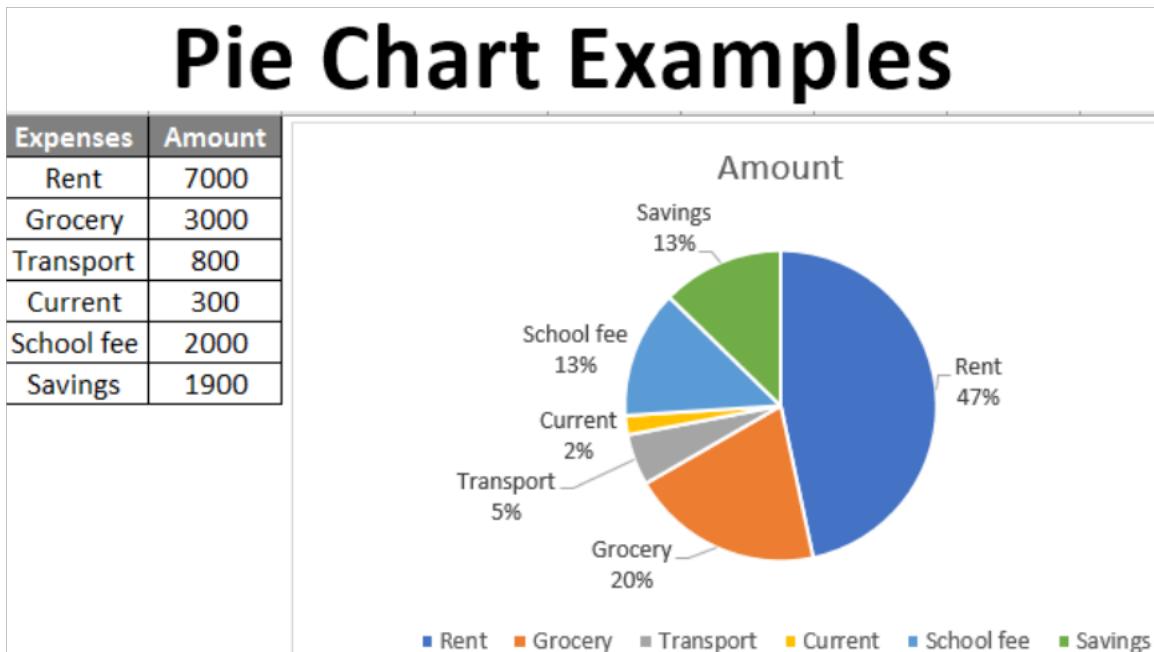
- Bar graphs are an effective way to compare items between different groups. This bar graph shows a comparison of numbers on a quarterly basis over a four-year period of time.
- Bar graphs consist of two axes. On a vertical bar graph, , the horizontal axis (or x -axis) shows the data categories.
- FOR EXAMPLE:
 - ✓ A survey of students' favorite after-school activities was conducted at a school. The bar graph below shows the results of this survey.



4. Pie chart

EFFECTIVE TECHNICAL COMMUNICATION

- Pie charts are useful for showing numerical information in percentages.
- Pie charts compare the parts to the whole and visually display percentages and proportions.
- The circular pie represents the whole and the size of each wedge (block) of pie shows the components share.
- Pie charts have the advantage of allowing the audience to quickly visualize proportional relationships.
- We need to be careful of not using too many segments in the pie chart.
- More than six and it gets too crowded.
- Pie graphs should be simplified as much as possible without eliminating important information.
- For example:



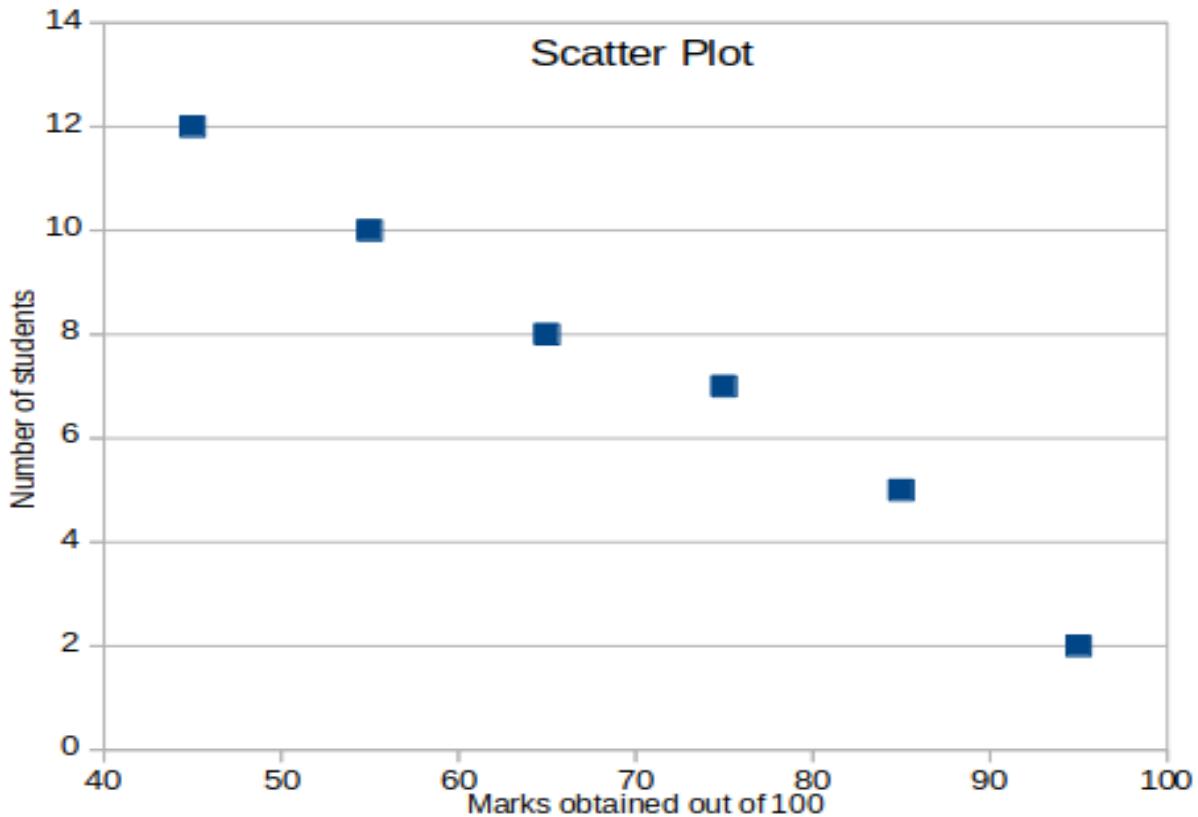
EFFECTIVE TECHNICAL COMMUNICATION

5. Scatter graph :

- Scatter Diagrams are convenient mathematical tools to study the correlation between two random variables.
- A Scatter graph (XY) or Plot has points that show the relationship between two sets of data.
- Usually dots (.) or (x) are used to represent the data .
- For example:

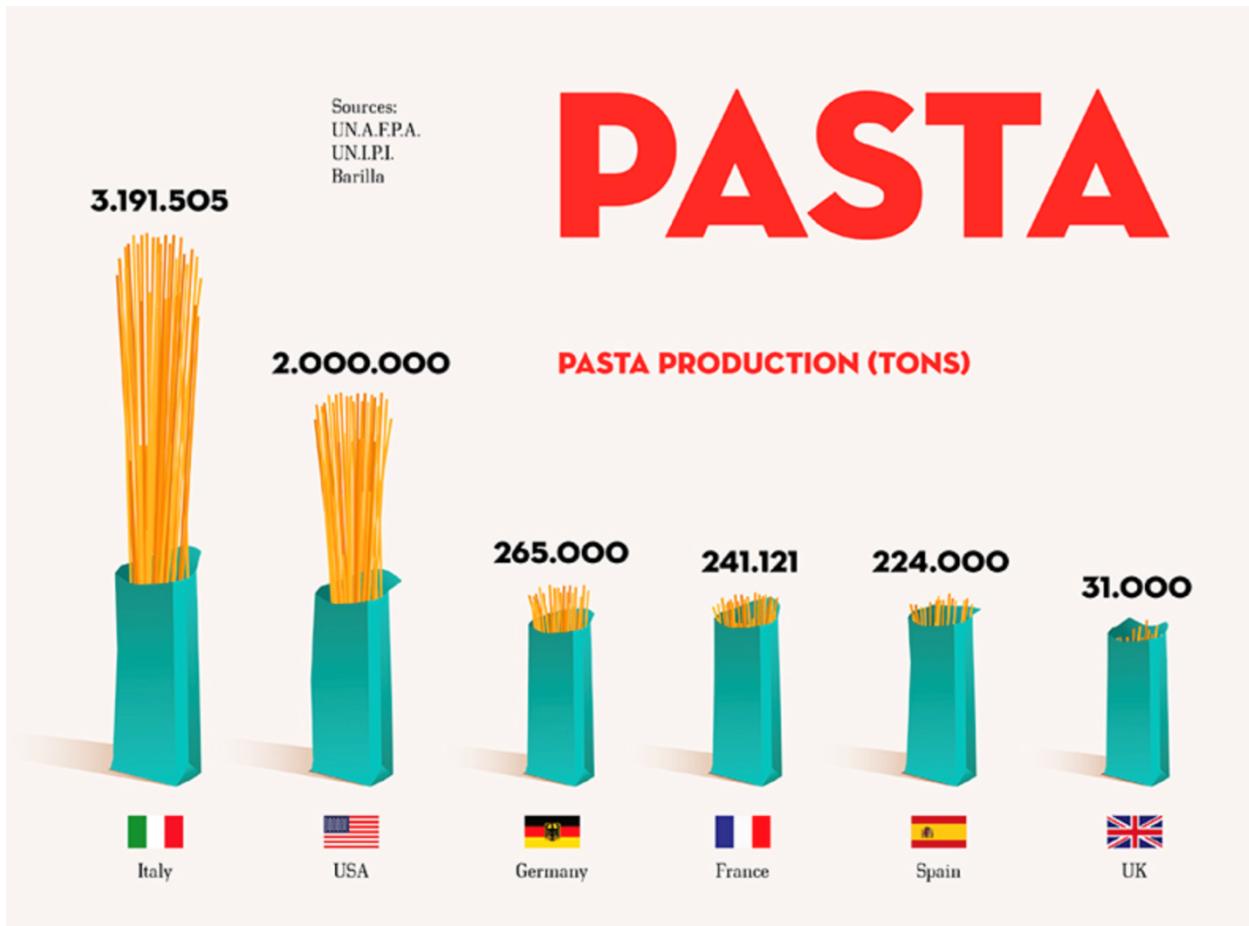
No of students	Marks Obtained
12	40-50
10	50-60
8	60-70
7	70-80
5	80-90
2	90-100

EFFECTIVE TECHNICAL COMMUNICATION



6. Pictorial Graph or Pictogram :

- A picture graph is a pictorial display of data with symbols, icons, and pictures to represent different quantities. The symbols, icons, and pictures of a picture graph typically represent concepts or ideas.
- The graph is self-explanatory; as they are eye catching, they useful for magazines .
- Using a pictograph at a presentation can be a good way to show a lot of data in a short amount of time.
- For example:

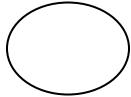
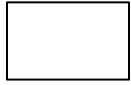
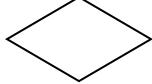


7. Flow charts :

- Flow charts present a sequence of activities from start to finish.
- Flow chart diagrams are extremely beneficial to disseminate ideas, concepts, and thoughts.
- They are normally used to describe a procedure or a process.

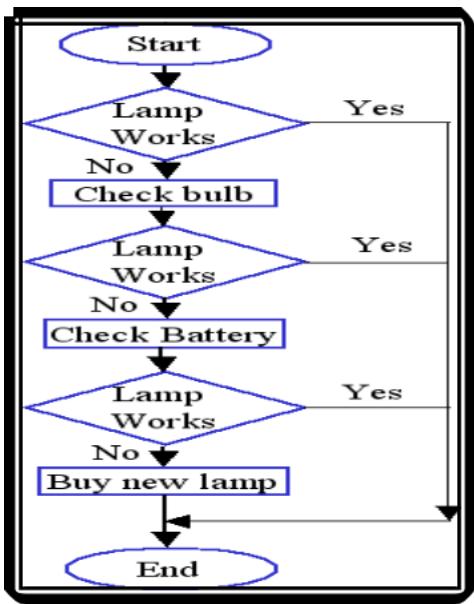
EFFECTIVE TECHNICAL COMMUNICATION

- It would be necessary to ensure that the flow chart diagrams are visually consistent – meaning that the formatting (colors, shapes, fonts etc.) are constant through the diagram.
- The various geometrical figures used are

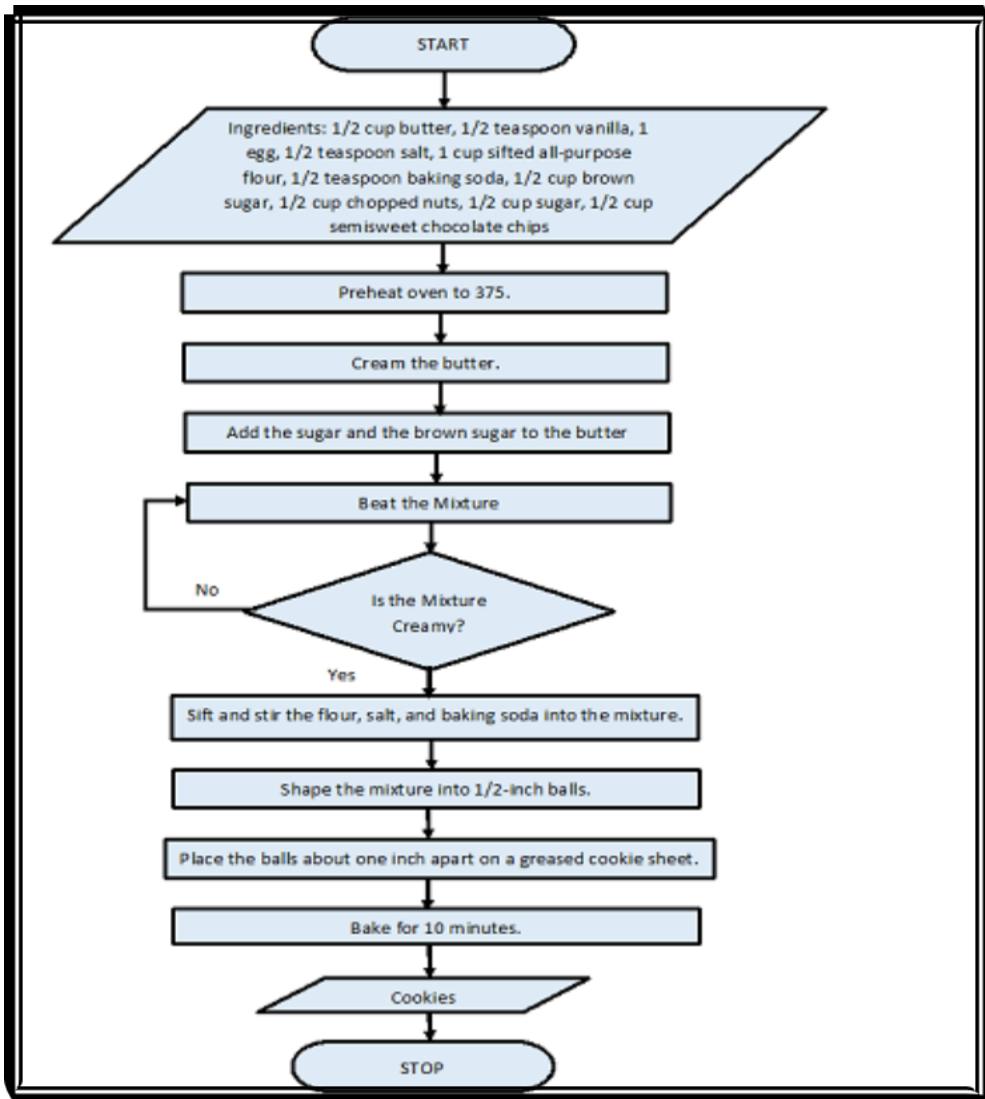
symbol	Geometrical figure	Function
	oval	used to represent the start and end of a process.
	Rectangle	Processing step
	Diamond.	Decision making step
	Arrows	Process flow

- For example:

EFFECTIVE TECHNICAL COMMUNICATION



EFFECTIVE TECHNICAL COMMUNICATION



EFFECTIVE TECHNICAL COMMUNICATION

➤ Technical And General Writing :

General writing and technical writing are two different styles of writing. Though the basics remain the same (both need to engage the reader and must be free from spelling mistakes and grammatical errors). Technical writing is considered a little more difficult than general writing as it needs to provide information in a clear cut manner that the reader is able to assimilate and understand.

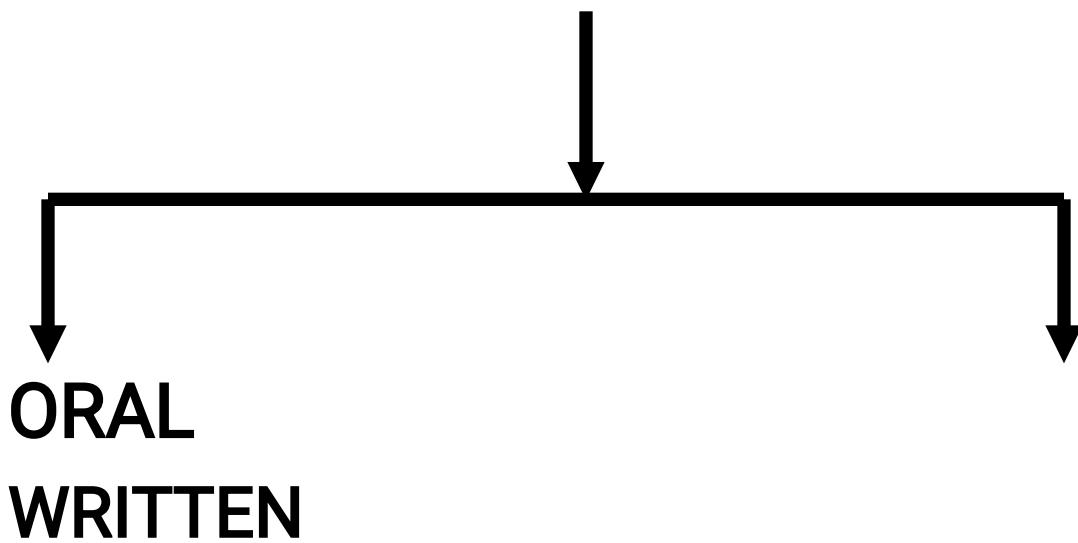
S.no	General writing	Technical writing
1.	General content Example: include articles, stories, poems , novels & blog posts	Technical content: Example: Reports, memos & letters
2.	General vocabulary	Technical vocabulary
3.	No formal elements	Formal elements
4.	general writings are less factual.	Technical writings are more factual.
5.	It is both objective and subjective	Mostly objective
6.	not always structured	Logically organised and structured
7.	Not always specific audience	Specific audience
8.	May or may not involve graphics	Usually graphics
9.	Mostly consists of ornamental words , metaphors, similes, clichés	Mostly consist of logically structured short sentences leaving no space for misinterpretation
10.	Written to entertain and educate.	Written to inform in a formal manner or sometimes to trigger an action
11.	Includes general writing to communicate with general audience.	Includes business writing to communicate with management, employees and other businesses and is full of jargons related to the world of business
12.	Usually no specific exposition techniques	Complex and important exposition

EFFECTIVE TECHNICAL COMMUNICATION

		techniques
--	--	------------



TYPES OF TECHNICAL COMMUNICATION



➤ Oral communication:

oral communication includes face to face conversation, interviews, group discussions, public speaking, meetings, seminars, video conferences, telephonic conversations, presentations,etc.

➤ Advantages of oral communication:

It is less time consuming and quickens the action.

Quick and immediate feedback is possible.

EFFECTIVE TECHNICAL COMMUNICATION

It is easier to be more persuasive when we communicate orally. Our tone, voice, facial expression and gestures give more personal touch to our communication.

Oral communication is transient (short –lived) .

Speakers can correct themselves and change their utterances.

It tends to happen at a very fast pace so knowing basic grammar is very helpful.

Oral communication helps in establishing good rapport with the receiver.

➤ Limitations of oral communication:

Unsuitable for lengthy messages.

It does not have authenticity.

It cannot be retained for a long time.

It tends to be full of repetitions, incomplete sentences, corrections & interruptions.

➤ Written communication:

written communication includes reports, proposals, books, handbooks, emails, memos, notices, circulars, etc. written communication is used for documentation process in business and government organizations.

➤ Advantages of written communication:

- It is more accurate and precise. We can evaluate our ideas carefully, examine and organize them systematically.
- The receiver of the message can read and re-read till he thinks that he has thoroughly

EFFECTIVE TECHNICAL COMMUNICATION

understood.

- Written communication becomes a permanent record for the individual. It is helpful for future reference and acceptable as authentic document.
- It helps in improving word power.

➤ Limitations of written communication:

- It lacks spontaneity; often fails to evoke the desired response.
- It takes much time to prepare and transmit.
- It is not possible to get instant feedback.
- It emphasizes on punctuation, headings, layout and grammatically correct sentences.
- It tends to be more complex than oral communication.

UNIT -2

TECHNICAL WRITING-I (Official Correspondence)

1. E-mail:

1. Electronic mail (email or e-mail) is a method of exchanging messages ("mail") between people using electronic devices. Invented by Ray Tomlinson, E-mail is a message that may contain text, files, images, or other attachments sent through a network to a specified individual or group of individuals.

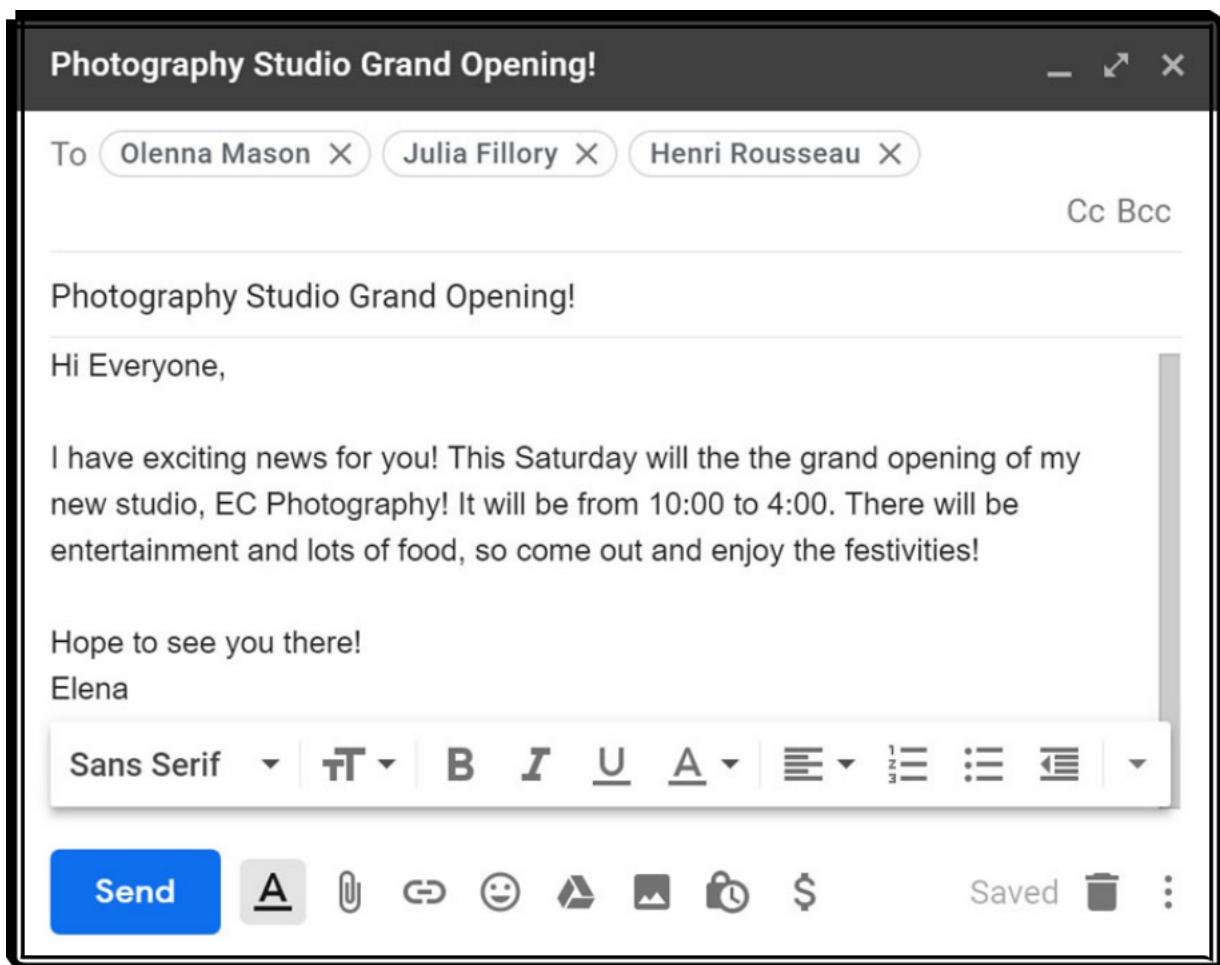
➤ E-MAIL WRITING :

1. The *To* field is where you type the e-mail address of the person who is the recipient of your message.
2. The *FROM* field should contain your e-mail address.
3. If you are replying to a message the To: and From: fields are automatically filled out.
4. If it's a new message, you'll need to specify the recipients in the *To:* field, either by selecting them from your contact list, or manually typing the full email addresses.
5. If you are manually specify more than one recipient (as in a group e-mail), the addresses should be separated by a comma and a space, or by pressing the Tab key.
6. The *Subject* should consist of a few words describing the e-mail's contents. The *subject* lets the recipient see what the e-mail is about, without opening and reading the full e-mail. This field is optional.
7. The *CC* ("Carbon Copy") field allows you to specify recipients who are not direct addressees (listed in the "To" field). For instance, you can address an e-mail to Mr.Jeff and *CC* Ms.Linda and Mr.Steven, Although the e-mail is addressed to Jeff, Linda and Steven will also receive a copy of the message, and their addresses will be visible to Jeff, and to each other. This field is optional.

EFFECTIVE TECHNICAL COMMUNICATION

8. The **BCC** ("blind carbon copy") field is similar to **CC**, except the recipients are secret. Each **BCC** recipient will receive the e-mail, but will not see who else received a copy. The addressees (anyone listed in the "To" field) remain visible to all recipients. This field is optional.
 9. Finally, the **Message Body** is the location you type your main message. It often contains your signature at the bottom: similar to a handwritten letter

Sample of an e-mail



➤ Advantages of e-mail:

1. There are many advantages of e-mail and the usage of e-mail versus postal mail. Some of the main advantages are listed below.
2. Free delivery - Sending an e-mail is virtually free, outside the cost of Internet service. There is no need to buy a postage stamp to send a letter.
3. Global delivery - E-mail can be sent to nearly anywhere around the world, to any country.
4. Instant delivery - An e-mail can be instantly sent and received by the recipient over the Internet. E-mail usually breaches its destination in a span of minutes or seconds.
5. Multiple Recipient : It is easy to send messages to more than one recipient simultaneously by just typing in several e-mail address.
6. File attachment - An e-mail can include one or more file attachments, allowing a person to send documents, pictures, video clips, drawings or other files with an e-mail.
7. Long-term storage - E-mails are stored electronically, which allows for storage and archival over long period of time.
8. Environmentally friendly - Sending an e-mail does not require paper (paperless), cardboard, or packing tape, conserving paper resources.
9. In addition to text messages being sent over e-mail, it is also possible to attach a file or other data in an e-mail. For example, an attachment could be a picture, PDF, word processor document, movie, program, or any file stored on your

EFFECTIVE TECHNICAL COMMUNICATION

computer.

10. Convenient time for reading the received messages .

➤ Limitations of e-mail:

1. E-mail is editable. Therefore, it might not be a secure source.
2. E-mail is anonymous. The identity of the sender is completely masked.
3. E-mail cannot be retracted. Once send button is pressed, there is no bringing back.
4. We can receive too much or unwanted E-mails (spam messages.)
5. E-mail can give some people the opportunity of phishing.

➤ E-MAIL ETIQUETTE

1. Use Professional E-Mail Address:

You should always have an email address that conveys your name so that the recipient knows exactly who is sending the email. Never use email addresses (perhaps remnants of your grade-school days) that are not appropriate for use in the workplace, such as "prince@..." or "superstar@..."

2. Include clear subject line:

People often decide whether to open an email based on the subject line. Choose one

EFFECTIVE TECHNICAL COMMUNICATION

that lets readers know you are addressing their concerns or business issues.

Examples of a good subject line include:

- Meeting date change
- Quick question about your presentation
- Suggestions for the proposal

3. Reply to your emails.

4. Proofread every message.

Do not rely on spell-check. Read and reread your email a few times, preferably aloud, before sending it off

5. Add the email address last.

You do not want to send an email accidentally before you have finished writing and proofing the message. Even when you are replying to a message, it's a good precaution to delete the recipient's address and insert it only when you are sure the message is ready to be sent.

6. Double-check that you have selected the correct recipient.

Pay careful attention when typing a name from your address book on the email's "To" line. "It's easy to select the wrong name, which can be embarrassing to you and to the person who receives the email by mistake."

7. Do reply to all emails.

Give a timely and polite reply to each legitimate email addressed to you. Even if you do not have an answer now, take a second to write a response letting the sender know you received their email.

8. Do keep private material confidential.

It is far too easy to share emails, even inadvertently. If you have to share highly personal or confidential information, do so in person or over the phone. Ask permission before posting sensitive material either in the body of the email or in an attachment.

11. Use templates for frequently used sentences:

12. Donot use high priority option for every simple message unless it demands. Frequently using high priority option will loose its significance when you really need it.

EFFECTIVE TECHNICAL COMMUNICATION

13. Don't leave message thread .Click on reply button instead of compose .A thread less message will not give us enough information to find out the reason of ailing.

12. Don't Write in All CAPITALS

Writing in all capitals can convey that you are shouting /screaming while writing the mail.

13. Email Sender Fields: USE BCC FIELD OR MAIL MERGE.

Every email has three main sender options for including an email address: To, CC, and BCC.

TO:
CC:
BCC:

To: This field is simple. It's simply where we place the email address of who we're trying to contact.

CC: If we'd like to include someone else on the message, but not necessarily indicate that this message is being sent specifically "to" them, we can CC - or carbon copy - them. Sometimes this lets a CC'd recipient know they're not obligated to respond.

BCC: A BCC - or blind carbon copy

However, BCC's cannot be seen by anyone in the "To" or "CC" field.

Sometimes a BCC is used to protect someone's email from being exposed to others.

For example, if you are emailing a group of people about an upcoming event, you may opt to BCC all emails so you are not exposing emails without permission.

14. No more than two attachments, and provide a logical name.

Unless it has been specifically requested, refrain from sending a message with more than two attachments. Also, give the attached file(s) a logical name so the recipient knows at a glance the subject and the sender.

15. Neither send hoax (fraud, prank) messages nor reply to them.

16. Do not send any messages that contain offensive, lewd messages or racist remarks.

17 . Include a signature block.

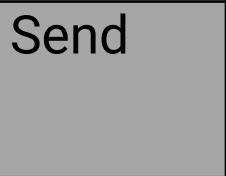
Provide your reader with some information about you, Pachter suggests. "Generally, this would state your full name, title, the company name, and your contact information, including a phone number

➤ Tips for writing effective E-mail

1. E-mail messages must be kept brief .(ideally 200 words.)
2. Write a meaningful subject line.
3. Keep the message focused and readable.
4. Use attachments sparingly (carefully).
5. Identify yourself clearly.
6. Proofread your message before sending.
7. Respond promptly.
8. Always take care about tone, style ,grammar and spellings of the mail.(ungrammatical messages can question the writer's competence{here: capability })
9. Do not overuse REPLY all.
10. Use proper structure and layout .
11. Be concise and to the point.
12. Avoid lengthy sentences ,use active voice instead of passive voice.
13. Keep your language gender neutral.
14. Show respect and restraint.(here: being disciplined)
15. Be kind and do not write with aggressive attitude .

➤ Samples of e-mail :

Sample1 : Imagine yourself to be the instructor of a course in which 75 students have registered .Draft an e-mail to be sent to all these students asking them to select the topic of their choice and prepare for a professional presentation of 10 minutes duration .



EFFECTIVE TECHNICAL COMMUNICATION

From: abc_01@gamil.com

To: xyz_01@yahoo.co.in

CC:

BCC: xxx_02@gmail.com

Subject: Prepare for a professional presentation

Attach files

Dear students,

This is to inform all the students who have registered in the course "personality development "that from 10th February 2020 to 14th February 2020 there will be a professional presentation training week .

All the students are instructed to prepare a presentation of their choice. It is mandatory for a students to attend the training week as they the presentations carry grade points.

Moreover, You'll learn how to structure a presentation, to include insights and learn some design principles for effective visuals and slides. You'll also gain skills for client-facing communication.

The students are further requested to take a note of the following ::

1. Duration of the presentation: 10 minutes ,Please maintain the time strictly.

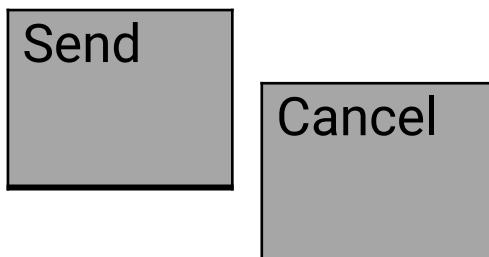
EFFECTIVE TECHNICAL COMMUNICATION

2. All the oral speakers SHOULD come to "Speaker Ready Room (Room 5)" at least 1 hour before their presentations to upload and check their ppt (or equivalent) files.
3. It is not allowed to use their own computer.

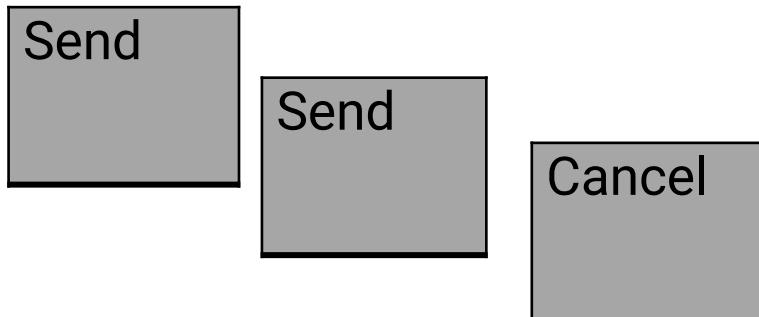
Kindly contact Mr. ABC (97781xxxxxxxx) for any further queries.

Thank you

xxx.



SAMPLE2: Business email written by a manager to a team at work



EFFECTIVE TECHNICAL COMMUNICATION

From: abc_01@gamil.com

To: xyz_01@yahoo.co.in

CC:

BCC: xxx_02@gmail.com

Subject: Departmental Changes

Attach files

Dear Team,

Good morning. There are some important changes coming to our department that I want to inform everyone.

As everyone are aware that our company ABC Inc.. has successfully taken over XYZ Company, in regard to the above fact ,our executive management has decided to restructure our department so that our transition through this merger can be as flawless as possible.

The company has decide to hire ten new sales representatives – which will both relieve our current understaffing situation and prepare us for the sharp sales.

EFFECTIVE TECHNICAL COMMUNICATION

I am scheduling a staff meeting for tomorrow from 12 pm to 1 pm where I will outline the steps of this important change; lunch will be provided. Please feel free to reach out to me at time during the next few weeks with any questions or concerns.

From: abc_01@gamil.com
Thank You

To: xyz_01@yahoo.co.in

CC:

BCC:

Subject: Extension on Report Deadline

Attach files

Dear Sir,

I am writing this to request you for an extension on the XYZ project report which is due on 27-01-20. My mother has fallen ill unexpectedly, and I must leave for home tonight.

Send

I'm afraid it will take me a week before I can return to the office and complete the report.

Send

Kindly grant me an extension till 2-02-20 for the same. I promise to deliver the project report by then.

Cancel

Thank you

xxx.

SAMPLE 3 : Request to extend the Project Report date

EFFECTIVE TECHNICAL COMMUNICATION

From: abc _01@gamil.co

To: xyz_01@yahoo.co.in

CC:

BCC:

Subject: Enquiry about Conference Centre Timings

Attach files

Dear Sir,

I am writing to enquire about the timings for the conference centre at Hi-Tech city .

Our company is hosting a delegation from 10-02-20 to 15-02-20 and is interested in booking the centre for an important corporate event. I checked your website but could not find the information I require.

If you could kindly send the timings when the conference centre is available, we can design an schedule at the earliest and share it with you to initiate the booking procedure.

Thank you

xxx.

2. Inter - Office Memorandum(IOM)

- “Memorandum,” or a memo is a type of document used to communicate with others in the same organization. Memos (or memoranda) are typically used for short messages of one page or less. Its main purpose is to serve as a reminder or to give some instructions. They enable the flow of information from all direction.(vertical ,horizontal and diagonal)
- Usually, we write a memo is written for following reasons:
 - ✓ As a reminder.

EFFECTIVE TECHNICAL COMMUNICATION

- ✓ To suggest solutions to business problems .
- ✓ Highlight an event or circumstance.
- ✓ Keep an official record of anything.
- ✓ To pass information or instructions like policy changes, price hike....
- ✓ They are very simple to write and understand.
- ✓ Memos tend to be brief and to the point. They also reach a lot of people. So they are very time-saving as well.
- ✓ Play an important role in decision making .
- ✓ Persuade the reader to take an action.
- ✓ Help in bridging the gap among various sections of any organization.

➤ Guidelines For Writing Memos:

- ✓ First step in writing a memo is thinking carefully about what you want to say and how to say it clearly and briefly.
- ✓ This brainstorming can be surprisingly time-consuming, but is necessary to write a memo that can be read quickly and easily.
- ✓ Use standard format .include necessary segments. Maintain positive tone, keep the relationship with the recipient in mind to choose the degree of formality.
- ✓ The first draft will probably not be clear and concise. Revise the draft before sending.
- ✓ Memos inform the reader of new information and often instruct them on how to

EFFECTIVE TECHNICAL COMMUNICATION

act based on that information. In this context, you need to be specific and detailed without including unnecessary (i.e. time-wasting or confusing) information.

➤ Structure and layout /Parts of a Memo

- ✓ **Heading :** The heading for every memo follows the same basic format:
- ✓ **DATE:** [Day, month, and year, spelt out]
- ✓ **TO:** [Reader's name and job title]
- ✓ **FROM:** [Your name and job title]
- ✓ **SUBJECT:** [Topic of the memo] subject line should be brief, no more than a few words. but explicit. so that there is no chance for misunderstanding.

- ✓ **Opening:** The opening sentences or paragraphs of a memo tell readers the context of the issue, the suggested assignment or task, and the purpose of the memo:
- ✓ The context you describe is the event, situation, or background of the problem or issue you are addressing.
- ✓ Your task or assignment statement describes what you are doing to solve the problem, issue, or situation.
- ✓ Your purpose statement explains why you are writing the memo

EFFECTIVE TECHNICAL COMMUNICATION

✓ Closing :

✓ Use a courteous closing that describes the actions you want them to take, and point out how those actions will benefit everyone.

✓ Signature :

✓ Necessary Attachments:

✓ Provide whatever documentation or additional information your readers will need to come to their own understanding of the event,

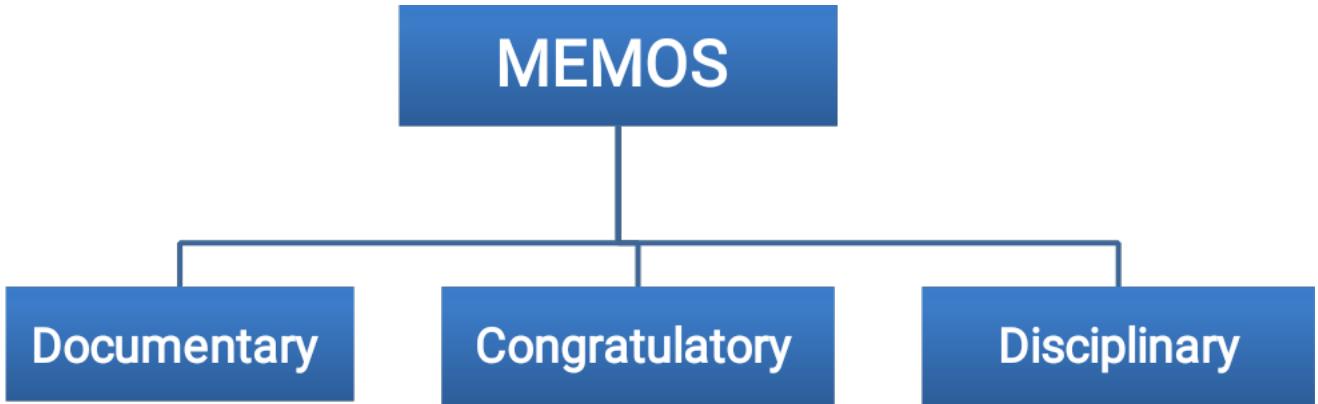
SAMPLE FORMAT:

National Steel Industries Ltd
12,Gandhi Marg,New Delhi - 110002

Interoffice Memorandum

EFFECTIVE TECHNICAL COMMUNICATION

Classification of memos:



➤ **Documentary Memos:**

- ✓ Mainly used for conveying information such as memos written to a subordinate to remind ,to announce ,to give instruction ,to explain a policy or procedure ,
- ✓ To a superior to make a request ,update ,to give report or routine recommendation

➤ **Congratulatory Memos:**

- ✓ Used to give credit to employees of an organization for the outstanding work they have accomplished .

➤ **Disciplinary Memos:**

- ✓ When employees violate the rules or breach (break) of code of conduct in an organization, they will be served either with a severe warning or any other punishment as decided by the management .

EFFECTIVE TECHNICAL COMMUNICATION

Memorandum

TO: GTS Sales Staff
FROM: Karen Moore
CC: Mr. John Sakazaki
DATE: April 18, 2008
SUBJECT: Customer Presentation

The JSKL Marketing presentation you prepared last week to showcase our new product line was exceptional!

Your enthusiasm, sales strategy, and product knowledge were impressive and certainly sealed the deal with Mr. Lockhart!

Thank you for your outstanding work and dedication. Bonus checks will be distributed next week.

My sincere congratulations to all of you!

Memorandum

To: All Staff

From: Tanya Smith, CEO

Date: July 18, 2018

Subject: NewTech Software Issues

It has come to my attention that many employees are having trouble using the recently acquired NewTech sales management software .Complaints have been received that it is creating duplicate client entries.

Staff is instructed to wait for further orders.

Signature

EFFECTIVE TECHNICAL COMMUNICATION

Memorandum

To: Mr.ABC

From: Tanya Smith, CEO

Date: January 29, 2020

Subject: Poor Performance

This letter serves a written warning to you for not meeting your objectives as outlined in your Job Description .This letter confirms our discussion held on 5-01-20 regarding your below-par performance.

As intimated by the management , we are putting you on a Corrective Action Plan commencing from 01-02-20 to 29-02-20 . This plan is being introduced to bring your performance up to an acceptable standard, considering your capabilities and requirements of your job role.

.Each member in our company is expected to contribute to the best of their abilities and meet the objectives laid out in their job role. Hence, we would like you to immediately improve your performance and meet expectations of your supervisor and company management.

We believe that you have the potential to be a meaningful contributor and to work with commitment and resolve.

Signature

EFFECTIVE TECHNICAL COMMUNICATION

➤ Business Letters

There are many standard types of business letters, and each of them has a specific focus.

Business letters

There are many standard types of business letters, and each of them has a specific focus.

- ✓ Sales Letters. ... (to sell a product or service)
- ✓ Enquiry Letters. ... (to ask details regarding product or service)
- ✓ Order Letters. ... (to place an order)
- ✓ Complaint Letters. ... (to complain about something)
- ✓ Adjustment Letters. ... (to inform how the complaint would be dealt)

➤ Structure of a business letter:

Xxxx
House no 2-87/8/9/1
Road no 12
Xyz colony
Himayathnagar
Hyderabad -500024

{ Sender's Address

6/02/2019

{ Date

The Manager

Rehana Sultana P { 22

EFFECTIVE TECHNICAL COMMUNICATION

Xyz enterprises
Road no 12
ABC Nagar
Nampally
Hyderabad -500024

Receiver's Address

Sir



Salutation

Sub: _____

Subject line

First para

Second Para

Thank you in advance.



Closing line

Sincerely Yours

Signature block

Name

Encl.: 1. Copy of _____.
2. Copy of _____.

EFFECTIVE TECHNICAL COMMUNICATION

➤ Format of a business letter (layout) :

1. Complete block layout

Date	_____
Inside address	
Salutation	
SUB: Body of the letter	<hr/> <hr/> <hr/> <hr/> <hr/>
Complimentary close signature Enclosure :	

2. Semi block layout (Indented)

Date	_____
Inside address	
Salutation	
SUB: Body of the letter	<hr/> <hr/> <hr/> <hr/> <hr/>
Complimentary close signature Enclosure :	

3. Modified block layout

Inside address	_____
Salutation	Date
SUB: Body of the letter	<hr/> <hr/> <hr/> <hr/> <hr/>
Complimentary close signature Enclosure :	

4. Hanging indentation style

Inside address	_____
Salutation	Date
SUB: Body of the letter	<hr/> <hr/> <hr/> <hr/> <hr/>
Complimentary close signature Enclosure :	

➤ Elements of a good business letter :

- ✓ A business letter is an important form of technical communication. It is different from the usual letters we write in a sense that it appeals to reason rather than emotion. It is written objectively, not subjectively. Moreover, it is highly standardised.
- ✓ A business letter is not meant to entertain its reader. It is written primarily to state a specific purpose or message and eventually, get a reaction or an answer from its receiver.

➤ The 7 C's of a Good Business Letter

1. **CONCISE**: It should directly state the purpose of the sender in as few words as possible.the message should be clear and specific .
2. **CORDIALITY**: a warm and friendly business letter produces better results than a pretentious, arrogant or aggressive one.have a positive approach .
3. **CONVINCING**: Conviction is essential in order to make the recipient of the letter believe that the sender is willing and sincere in his desire to do business with the writer.
4. **CLARITY** : writie for a specific purpose. State it in simple and familiar words. Do not use highly technical or pompous words. Start your letter by stating your

EFFECTIVE TECHNICAL COMMUNICATION

objective for writing.

5. **CORRECTNESS** : correctness in writing business letters should be emphasised. Spelling, grammar, punctuation and form should always be checked and double-checked before being sent.
6. **COURTESY** : courtesy in message implies the message should show the sender's expression as well as should respect the receiver. The sender of the message should be sincerely polite, judicious, reflective and enthusiastic.
7. **COMPLETENESS** : it refers to accurate information or thoroughness in giving all the information .

➤ **Sales letters:**

- ✓ A sales letter is a form of sale correspondence. It is a letter that tries to sell a product. Sales letters are an effective way to communicate with clients.
- ✓ A sales letter aims at reaching the reader to purchase the product.
- ✓ Introduction and marketing of new products and services to the customer or client .
- ✓ To reach potential customers.
- ✓ Expansion of the market in terms of financial profit.

Sample Sales Letter to Customers :

Greenclean Inc.
KV Marg, Subhash Road
Nachram Hyderabad -500004.
info@summit.com

Mr. Vineet Mishra
5-52/3 Lake View Apartments
Flat no 304
3rd floor
S R Nagar

EFFECTIVE TECHNICAL COMMUNICATION

Hyderabad -500002.

Sir ,

Sub: One stop for cleaning solution.

For as little as Rs. 150/- you can have your entire home clean and sparkling, without enduring the nasty odor of chemical cleaners. We care about the environment and use only state-of-the-art green cleaning methods to ensure that you and your family are not exposed to any harmful or allergy-causing cleaning products. You will love what we do because we believe in customer satisfaction and our products give complete contentment.

We proudly say that :

- All our cleaning products are completely non-toxic—safe for children and pets!
- We leave surfaces clean, sparkling, and hygienic.
- Our staff are bonded and fully insured.
- We offer many discounts to those aged 65 and over.

Call us at 987xxxxxxxx or email us at info@greenclean.com for a free estimate. Get your house cleaned and do your part to help the environment!

Sincerely,

James Hardy

Greenclean Inc.

P.S : We are offering a 10% discount for first-time users of our service until the end of the year.

EFFECTIVE TECHNICAL COMMUNICATION

SAMPLE #2:

Summit Electric Company, Inc.
327 Park Avenue
KV Marg, Subhash Road
Nachram Hyderabad -500003.
info@summit.com

Mr. Vineet Mishra
Global Trading co..
Flat no 304
3rd floor
S R Nagar
Hyderabad -500002.

Sir,

Sub:

With summer approaching, you must be thinking of how to keep your office cool, so that you and your colleagues can continue to work efficiently. Realizing your needs, we have manufactured room-coolers for different capacities. We have given detailed specifications in the enclosed pamphlet. You would be happy to know that we are giving a guarantee for five years against all manufacturing defects and repair, or replace any part that causes trouble, at our own cost.

At the end of the pamphlet you will find a card, please fill it and mail it and we shall send our technician to inspect your office, examine your requirements, and suggest you about the appropriate location of coolers so that your entire office may maintained at the proper temperature throughout summer.

If you place the order before 30 March, we shall give you a special discount of 5 %. Our representative will transport the coolers to your office and install them whenever you want. Moreover, this extra service is totally free.

It is our belief that you would like to avail yourself of this special offer.

Sincerely,

EFFECTIVE TECHNICAL COMMUNICATION

**James Hardy .
Summit Electric Company, Inc.**

➤ Enquiry letters :

Enquiry letters are written by the customers or clients seeking information about a job, product, course or service.

- ✓ Example: It could be written with respect to an item that a person is interested in buying, a course that a person wants to study, a vacation trip that a person wants to go on.
- ✓ The letter should have clarity. It should also be complete. All details regarding the product, its quality, price, the quantity that can be supplied, the mode of despatch its cost etc., should be enquired into.

➤ Sample Enquiry Letter 1:

XYZ
9-71-2/1/2/3 Dreamland Apartments
Flat No 507 5th Floor
Malakpet
Hyderabad-500002.

02-02-20

The Manager
Sparkle Kitchen Appliances
Himayathnagar
Hyderabad -500002.

Sir,

Sub: Enquiry about latest kitchen installation products and appliances-Reg

We have a newly constructed house and want to install some latest cooking devices and cabinets in our kitchen. Therefore, I Would feel obliged if you send your latest

EFFECTIVE TECHNICAL COMMUNICATION

illustrated catalogue and pricelist about kitchen cabinets and installations.

Moreover, I would like you to send your consultant to help us in planning the installation to suit our place and taste. I am interested in kitchen equipment which is latest in design with practical innovation. I also want prompt delivery and installation after the order.

I look forward to your immediate response.

Faithfully yours

XXXX.

➤ **Response to Enquiry letter 1:**

Sparkle Kitchen Appliances

Himayathnagar

Hyderabad -500002.

20-02-20

XYZ
9-71-2/1/2/3 Dreamland Apartments
Flat No 507 5th Floor
Malakpet
Hyderabad-500002

Sir,

Sub: Response regarding kitchen installation-Reg.

Ref: enquiry letter dated 02-02-20

Thank you for your letter of dated 02-02-20 showing your keen interest in our kitchen installations. As desired we are enclosing an illustrated brochure about kitchen cabinets and installations.

You would be happy seeing the brochure as it possess widest range of kitchen equipment and cabinets to suit each and every taste and budget. These items are based

EFFECTIVE TECHNICAL COMMUNICATION

on latest Italian technology, research and development and moreover are so reasonably priced.

We shall design and make a prospective drawing to suit your plan and taste at no extra cost. We do not charge for consultation. Our consultant Mr. XXXX will call on you next week after fixing an appointment on phone to discuss the plan and installation in detail.

We look forward to serve you at the earliest opportunity.

Faithfully Yours

Vishal Singh

Senior Marketing Manager.

➤ Sample Enquiry letter #2:

ABC Public School
2-87/8/9/1 Road no 12
XYZ colony
Himayathnagar
Hyderabad -500024

11/02/2020

Manager
Hari travels limited
Lane 25
ooty -585

Sir
Sub: Enquiry of details about the Ooty tour

We happened to go through your travel website and we are quite impressed with the wide range of travel and tourism services which your company is offering.

ABC Public School, Hyderabad is planning a tour to Ooty in the third week of March 2020. We will be a group of approximately one hundred and sixty students, 10 teachers, and 7 technical staff . We expect to a three star standard facilities in almost everything. Kindly furnish the

EFFECTIVE TECHNICAL COMMUNICATION

following details regarding the charges and facilities of the following:

1. Your plan to accommodate students.
2. Number of rooms and their charges.
3. Arrangement of meals and their charges per head.
4. Six air-conditioned luxury buses and the charges for each bus.
5. Itinerary.
6. Any other relevant information pertaining to the trip.

Kindly provide us with the above mentioned details at the earliest. Do mention also what discount you give to schools on such tours consisting of a large number of tourists. Prompt response will be appreciated.

Thank you

Faithfully Yours

Signature

Name

➤ **Response to Enquiry letter 2:**

ABC travels limited

Lane 25

Ooty -585

11/02/2020

ABC Public School
2-87/8/9/1 Road no 12
XYZ colony
Himayathnagar
Hyderabad -500024

Sir

Sub: Response to Enquiry of Ooty Tour Package -Reg
Ref: Letter no 00000123/2/45/2019 Dated 11 /2 /2020.

I am pleased you selected ABC travels limited Travel Agency for your upcoming vacation in Ooty. Our company offers the best packages for hassle-free (comforatble) vacations at the most reasonable prices. We are a reputed travel agency offering a wide range of travel related services for the last 10 years in the industry. All our services aim to meet all kinds of travel needs of our clients that range from tickets to accommodation reservations.

EFFECTIVE TECHNICAL COMMUNICATION

Please find the brochure of all our services enclosed with the letter which also contains complete information on the travel packages offered by us and their prices for domestic and international traveling. Our services also include delivery of tickets at your doorstep without any extra payment.

I hope you will find the information I have provided useful. I would be happy to have one of our account managers contact you with a view to establishing an account with us, or if you have any further questions about our services, you may call me directly on 2255 4423 ext 001.

We hope to serve you with our travel services soon.

Thank you

Fiafhfylly Yours

Signature

Name

➤ Sample Enquiry letter # 3:

Xxxx

House no 2-87/8/9/1

Road no 12

Xyz colony

Himayathnagar

Hyderabad -500024

11/02/2019

The Manager
ABC coaching center
Lane 25
New Delhi -585

Sir

Sub: Enquiry of GATE coaching classes-Reg

This is with reference to your advertisement in the Indian Express for GATE coaching classes. I have appeared for my final year examinations of B.E (branch) from Osmania University and I am awaiting the result. I am interested to join your coaching classes for appearing in GATE-2019.

EFFECTIVE TECHNICAL COMMUNICATION

Kindly let me know the procedure of applying for screening test and also the date of the test.I would like to know the duration of the coaching classes and frequency per week.Information about fee structure and mode of payment if given would be appreciated .

I look forward to hear from you

Thank you

Faithfully Yours

Signature

Name

➤ Response letter for Sample Enquiry letter # 3:

ABC coaching center
Lane 25
New Delhi -585

11/02/2020

XXXX

House no 2-87/8/9/1

Road no 12

Xyz colony

Himayathnagar

Hyderabad -500024

Sir

Sub: Response to Enquiry of GATE coaching classes-Reg

Ref: Letter no 00000123/2/45/2019 Dated 11 /2 /2019.

Thank you for your interest in taking coaching for GATE 2019. The application is available online on our website www.gatecoaching.com .you may download the form from the mentioned

EFFECTIVE TECHNICAL COMMUNICATION

website. You are requested to fill in the form online and send it along with a scanned photograph and B.E 1,2,3, 4 Year Marks Memo .The date of entrance examination is tentatively 20th march. The duration of the programme is seven weeks and fee payable is 15000/-.

A copy of our prospectus is enclosed along with the letter.

I look forward to hear from you

Thank you

Faithfully Yours
Signature

EFFECTIVE TECHNICAL COMMUNICATION

➤ Sample Letter Of Placing An Order :

Write a letter to the Sales Manager, MMS Books Corner , Ashok Nagar, Abids , placing order for five books that you need for educational purpose. You are Sanjeev from XXXX ENGINEERING COLLEGE 12/CA, Model Town, Kukatpally.

XXXX ENGINEERING COLLEGE
12/CA Model Town
Kukatpally
Hyderabad-500002

02-02-20

The Sales Manager
MMS Books Corner
Ashok Nagar Abids
Hyderabad-500002.

Sir,

Sub:Placing Order-Reg
Ref : Enquiry letter dated 56B/2020

Thank you for your prompt reply to our previous letter of enquiry dated 20 January 2020 with reference number 56B/2020. A panel of our firm has studied your brochure and price list and feels satisfied to place an order for the same. The following chart describes the products we intend to buy along with the author, quantity, etc.

Title	Author	Quantity	Year
Modern Economics	Dr. Singh	35	2015
Business Communiacion	Mathur MN	40	2016
Discrete Mathematics	Dr. Yash B	55	2013
Indian tradition	Ruchi Dubey	66	2015

As per our earlier communication, we have requested to send only books without binding. Also, make sure that every single book is devoid of any kind of printing-binding-packing defect. The total amount of RS 20,000 /- will be paid at the time of delivery.

Yours truly
Mr. Sanjeev
Librarian

EFFECTIVE TECHNICAL COMMUNICATION

➤ Sample Letter Of Placing An Order # 2 :

Modern Public School
Gachibowli
Hyderabad -500002.

02-02-20

Chawla Sports
Abids Hyderabad -500002.

Sir,

Sub: Purchase of sports goods

I wish to place a bulk order for the supply of sports goods and equipment for the school for the academic session 2020-2021. The particulars of the goods/equipment and their quantity to be supplied are given below:

S.no	Particulars	Quantity
1.	Batting pads	25 pairs
2.	Wicket keeping pads	25 pairs
3.	Practice leather balls	200 balls
4.	Batting gloves	20 pairs
5.	Helmet ,elbow guard	25 pieces
6.	Stumps	20 pieces
7.	Practice nets	3 pieces

Kindly give us maximum discount. Do send us the sports goods/equipment from the fresh lot. The payment of these goods/equipment will be digitally made. Do let us know the date by which you will deliver these goods/equipment. Looking forward to hearing from you.

Yours truly,

EFFECTIVE TECHNICAL COMMUNICATION

Archita

Sports Incharge

➤ **COMPLAINT LETTER:**

A complaint Letter is a type of letter written to address any type of wrong-doing, offence, grievance, resentment arising out of a product, service, etc. It is used to raise your concern about unfair things and seek a fruitful outcome.

When writing a complaint letter you should:

- ✓ Describe your problem and the outcome you want
- ✓ Include key dates, such as when you purchased the goods or services and when the problem occurred
- ✓ Identify what action you've already taken to fix the problem and what you will do if you and the seller cannot resolve the problem
- ✓ Ask for a response within a reasonable time
- ✓ Attach a copy of any supporting relevant documentation such as a receipt or invoice.

➤ **Adjustment Letters:**

Adjustment letter is a reply letter to the buyer's complaint or claim. This letter informs the customer either acceptance or rejection of their complaints and claims. It plays a vital role in enhancing the goodwill of a company and maintaining relationships with the customers.

➤ **Contents of Adjustment Letter :**

1. Acknowledging the claim letter.
2. Regret for mistakes.
3. Immediate reply.
4. Granting immediate promise.
5. Assuring preventive measures.
6. Offering further cooperation and assuring no inconvenience .
7. Convincing customer.

EFFECTIVE TECHNICAL COMMUNICATION

8. Courteous and friendly language

➤ Sample Complaint Letter 1:

XYZ
9-71-2/1/2/3 Dreamland Apartments
Flat No 507 5th Floor
Malakpet
Hyderabad-500002.

4-02-2020

The proprietor
Cabinet World
7-45-98/2/1/A Subhash Marg
Furniture Market
Daryagunj Hyderabad -500003

Sir,

Sub: Complaint about faulty television cabinet purchased at Cabinet World on 15 December 2020-Reg.

I am unhappy with the quality of a television cabinet I bought at cabinet world on 15 December 2020 and I am writing to seek a replacement.

The cabinet is not of acceptable quality and does not match the sample cabinet I was shown in store. The cabinet doors do not open and shut properly and the polish of the cabinet is not as fine as shown in sample.. The cabinet was delivered on 30 December 2020 and I noticed this problem as soon as I unpacked it from the box.

I would like you to replace it with one of the same quality or arrange for return of money. I have attached a photocopy of my receipt as proof of purchase. I would like to have this problem fixed as quickly as possible.

Thank you

Sincerely yours ,

EFFECTIVE TECHNICAL COMMUNICATION

XYZ.

Enclosed: Copy of the receipt for television cabinet.

➤ Adjustment letter to sample 1 :

Cabinet World
7-45-98/2/1/A Subhash Marg
Furniture Market
Daryagunj Hyderabad -500003

12-2-20

Xyz
9-71-2/1/2/3 Dreamland Apartments
Flat No 507 5th Floor
Malakpet
Hyderabad-500002.

Sir,

Sub: Response to the complaint letter regarding faulty television cabinet.

Ref: Complaint dated 02 February 2020.

This is with reference to your complaint dated 02 february 2020. We are extremely sorry for a faulty television cabinet. We would like to replace the item with a brand new cabinet of the same brand with no shipping costs to you. Our delivery boy will come and collect the defective product and deliver product.

We are extremely sorry for the inconvenience caused to you and assure you that such mistakes would not occur in future. We would like to gift you a Rs.200 gift card which can be used in any store for the inconvenience caused to you due to us. We hope that you will continue shopping with us.

Thank You

EFFECTIVE TECHNICAL COMMUNICATION

Sincerely

XXXX

Proprietor

➤ Sample Complaint Letter #2

Write a letter to M/s. Oxford Publishing House, Himayathnagar complaining that the books sent by them were not those you had ordered for. Ask for replacement. You are Varun Joshi, Librarian of MSD Engineering College , Sector-20, Shamirpet .

MSD Engineering college
Sector -20 Shamirpet
Ranga Reddy District

02-02-20

The Publisher
M/s. Oxford Publishing House
Consumer Complaint Division
Himayathnagar
Hyderabad -500002.

Sir,
Sub: Complaint regarding receipt of wrong set of books.

On December 1, 2019 the college had ordered 50 books of Engineering Mechanics of BE –Second Year books common to CIVIL ,MECHANICAL,PRODUCTION AND INSTRUMENTATION from your publishing company (Order No. 000154) to be delivered to MSD Engineering College , Sector-20.

To our dismay, the college has not received the set ordered and instead, received the wrong books set that is Market Management of MBA second year .To resolve the problem, I would appreciate it if you could replace the wrong books set with the one originally ordered. Please let me know as soon as possible. I look forward to hearing from you within the next ten days.

Enclosed are copies of the transaction document and the receipt. I look forward to your reply and a resolution to my problem.

Sincerely,
Varun Joshi

EFFECTIVE TECHNICAL COMMUNICATION

Enclosure: Copy of receipt and transaction docs.

➤ Adjustment letter to sample complaint letter #2

M/s. Oxford Publishing House
Consumer Complaint Division
Himayathnagar
Hyderabad -500002.

12-02-20

The Librarian
c/o Principal
MSD Engineering college
Sector -20 Shamirpet
Ranga Reddy District

Sir,

Sub: Response to the complaint letter regarding dispatch of wrong consignment .
Ref: Complaint dated 02 February 2020.

We thank you for your letter Dated 02-02-20 and feel sorry to learn that you have received wrong items. We really regret the inconvenience.

Kindly accept our sincere apologies for the delivery of incorrect consignment .We started a formal inquiry in this regard and discovered that the error happened at our end and the wrong order was recorded in your name. We have instantly taken steps to correct the error and have set up counter measures which will prevent the occurrence of such an error in future.

We have put your order on priority so the consignment of 50 sets of Engineering Mechanics of BE – Second Year books common to CIVIL ,MECHANICAL,PRODUCTION AND INSTRUMENATTION will be delivered within two days .

Sincerely,

EFFECTIVE TECHNICAL COMMUNICATION

Sampath Batra

➤ Sample Complaint Letter #3

Xxxx
House no 2-87/8/9/1
Road no 12
Xyz colony
Himayathnagar
Hyderabad -500024

6-02-2020

The Manager
Xyz enterprises
Road no 12
ABC Nagar
Nampally
Hyderabad -500024

Sir

Sub: Complaint regarding defective XXXX washing machine purchased at Electronics world on 15 June 2018.

I bought an XXX washing machine of capacity 6.5 kg with top load from an authorized dealer, Electronics World on 15 June 2018. After about 06 months, it stopped working. When I inform this to the dealer, he got it checked and told me that motor unit is completely burnt out beyond repair. Since the machine has a guarantee of 05 years, I asked him to replace it. But no action has been taken after several remainders from me.

Hence I bring this situation to your attention as you have good reputation in Indian markets. I believe I would get a quick response from you and get it replaced through the local dealer. I have enclosed the copies of cash memo and guarantee card.

Thank you in advance.

EFFECTIVE TECHNICAL COMMUNICATION

Sincerely Yours

Signature

Name

Encl.: 1. Copy of cash memo

2. Copy of guarantee card

➤ Adjustment letter to sample complaint letter #3

Xyz enterprises
Road no 12
Nampally
Hyderabad -500024

11/02/2020

XXXX

House no 2-87/8/9/1

Road no 12

Xyz colony

Himayathnagar

Hyderabad -500024

Sir

Sub: Response to the complaint letter regarding the defective XXXX washing machine.

Ref: Letter no 00000123/2/45/2019 Dated 6 /2 /2019.

We are sorry to hear from you about the inconvenience caused you have faced with the recently purchased XXXX washing machine. We are thankful to you for bringing this matter to our notice.

We have contacted our dealer and got the details of your washing machine. We will rectify the error, in case if the machine needs to be replaced. Our executive would do the needful within 48 hours.

We are extremely sorry about this delay. We assure you our best services and guarantee to the customer.

Thank you in advance

EFFECTIVE TECHNICAL COMMUNICATION

Faithfully Yours
Signature
Name
Designation

➤ Business Proposals

1. A proposal is an offer by one party to provide, a product or service to another party in exchange of money .It is usually a sales presentation seeking to persuade the reader to accept the written plan for accomplishing a task proposals may be written to people within the organization or to an outside company or to the government .

2. Proposals are written to solve a technical problem or to understand a project .

3. PURPOSES OF PROPOSALS:

- ✓ To construct parking slots ,buildings ,bridges ,highways .
- ✓ To sell property such as buildings ,machines ,airplanes ...etc
- ✓ To survey an area for possible water sources .
- ✓ To modernize the office procedure of a company .
- ✓ To train international managers for work in foreign countries .

4. IMPORTANCE OF PROPOSALS :

- ✓ Proposals are valuable records of information in an organization.
- ✓ They act as an key to the company's growth or progress.
- ✓ Successful proposals give financial returns to the company.
- ✓ They will help to promote various research activities that are vital to employees and company.
- ✓ Proposals attempt to win contracts for the company undertaking the project.

5. TYPES OF PROPOSALS :

- ✓ Sales proposals : They are also called business proposals ,they are send outside the company to various clients or customers .
- ✓ Research proposals : They are usually academic in nature .academic institution prepare proposals to obtain a grant in response to a request or announcement from the govt.

6. STRUCTURE OF A BUSINESS PROPOSALS :

- ✓ Title page : This includes basic information, like your company's name and contact information, your company logo, your client's name and contact information, the date, and a title. It makes the proposal look neat, organized, and well put together.
- ✓ Letter of transmittal: This is a cover letter bound with the proposal. Include a one-liner about your company, brief background information about how your company came to be, and a short overview of what makes your company better than the rest.

EFFECTIVE TECHNICAL COMMUNICATION

✓ **Table of contents :** Unless your proposal is very brief, include a table of contents in outline form. It helps the reader know what they can expect to find in the document.



✓ **Executive summary :** The goals of your executive summary are:

1. Introduce your company to your buyer
2. Provide an overview of your company goals
3. Showcase your company's milestones, overall vision and future plans
4. Include any other relevant details
5. Include budget figures
6. The summary should be between 100-200 words .

✓ **Statement Of Problem :** It states the problem to which the proposal addresses.

It should give detailed information about the existing facilities or procedure and also the shortcomings arising due to this .The proposal which you are submitting should clearly emphasize why the current problem is existing and how your proposal will fix this problem .

✓ **TECHNICAL Plan:**

1. Procedure :

✓ **Management Plan :**

1. Sequence Of Activities :

2. Equipment ,Facilities And Products :

3. Human Resource:

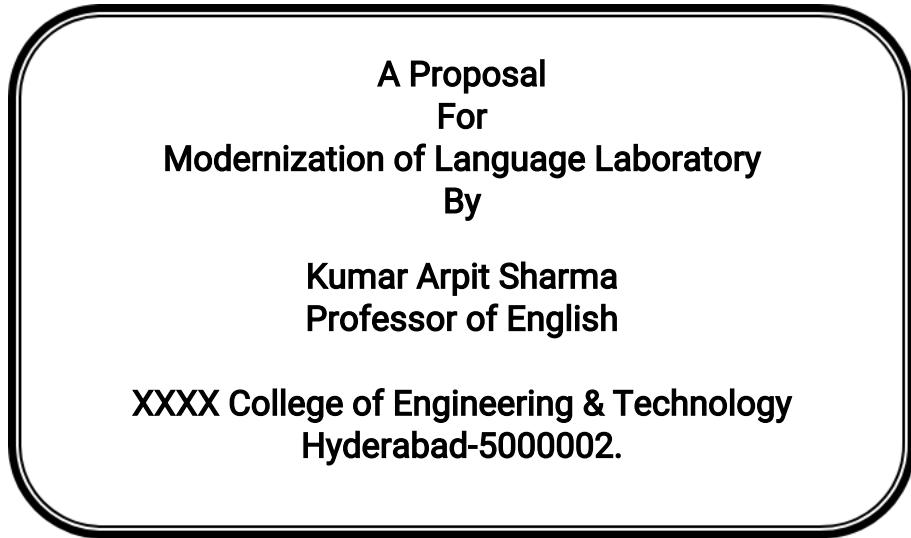
4. Budget /cost estimate :

EFFECTIVE TECHNICAL COMMUNICATION

- ✓ Conclusions :
- ✓ Appendices :
- ✓ References :

➤ Sample of Business Proposal :

Title Page :



Executive Summary :

The equipments such as computers, head sets, keyboards, mouse & UPS of Language Laboratory have become outdated (obsolete) ,they frequently stop working and it has become a major hindrance in teaching learning process. The spares are not available in the market hence some computers are not in use from a long time. The equipments of the laboratory needs replacement. The lab needs to be set up with modern equipments suiting today's educational objectives.

The main purpose of this proposal is to procure (obtain) and install a new 30-cubicle language laboratory so that it continues to serve as an effective teaching aid for enhancing communication skills and the best language Software with most Effective Methodology of Teaching and Learning Languages would provide a facility for

EFFECTIVE TECHNICAL COMMUNICATION

promoting research in language learning problems.

Statement Of Problem :

The syllabus of Engineering stream for English as designed by the xxxx university emphasize on language lab for first and second year students of all branches .The present language lab has outdated equipments which is making difficult for the students to focus and learn phonetics as well as listening skills. The students ought to learn speech sounds through the system as there is no alternative .Frequent breakdown of the equipments is prolonging the task .Advanced technological devices would empower the learning easily .

Objective: The objective of improvised language lab is to provide learner's a sustainable access to self –instructional, multimedia ,language learning software as an effective teaching aid to enhance language skills . Advanced and futuristically designed digital language lab system is need of the hour for efficient teaching and quick learning of communication skills. Student can drill or conversate by pressing a simple request button on their console.Student can listen to a dialogue/ story/song/ play and then answer simple questions. They drill along with the word they hear.

Technical plan :

The equipment and material cost is listed below.

S.no	Equipment	Justification
1.	LED Computers 21 inches	To practice the language with a much wider variety of activities and exercises based on the computer. consist of preloaded language learning softwares that will be displayed on the screen dynamically)
2.	Computer accessories /spares (Headphone attached with microphone.)	To keep the lab operational
3.	Audio /video instructional	To aid in teaching process

EFFECTIVE TECHNICAL COMMUNICATION

	material	
4.	lectern with in built speakers	To help the students in the various interactive lab activities.
5.	Projector & screen	For better understanding through visual aids, used to display interactive contents related to the subjects on the screen to make students learn in an easy way.

Management Plan :

The installation of the systems and software would be done by the technical personnel of the company from which the equipment is purchased .The teaching staff and technical staff of the English department would take over the responsibility of monitoring the installation process. Close monitoring will be done by the staff regarding purchase ,installation and working of all the equipments.

Cost estimate :

A total sum of Rs .12 lakhs is required for non –recurring expenditure .The break up of the cost estimate is given below

Hardware (systems, accessories , lectern ,projector)	Rs .10 lakhs
Software installation	Rs. 1 lakh
Miscellaneous charges	Rs. 1 lakh

Conclusion: The aim of technical education is human resource development in specific professional areas of which communication is an important part. The acquisition of this facility would accelerate the process of training and enrich professionally oriented education. Computer-assisted language learning eliminates the use of "traditional" drill-and-practice programs, and introduce technology-enhanced language learning system.

EFFECTIVE TECHNICAL COMMUNICATION

COMPILED BY REHANA SULTANA

Department of SHM

Deccan College Of Engineering & Technology

Unit -3

Technical writing – II (Reports)

Project report

Feasibility report

Progress report

Evaluation report

REPORT:

A report is usually a piece of factual writing, based on evidence, containing organized information on a particular topic. It is a formal communication written for a specific purpose, it includes a description of procedure followed, collection of data, their significance and conclusion drawn from them.

➤ IMPORTANCE OF REPORT WRITING :



➤ CHARACTERISTICS OF REPORT WRITING:

1. **Precision:** Effective report must clearly reflect their purpose.
2. **Factual Details:** The report should be very detail and factual. It should meet the audience's expectations.
3. **Reader –Orientation:** A good report is always reader orientated. It is necessary to keep in mind who is going to read your report.
4. **Simple And Unambiguous (clear)Language :** it should have clarity, brevity (brief) and

EFFECTIVE TECHNICAL COMMUNICATION

grammatical accuracy (correctness)

PROJECT REPORT

1. The most common type of project report, a project report provides a general state of the project to its stakeholders . It measures work performed and completed in measurable terms. It compares this with an established baseline to see if the project is on track or; if adjustments have to be made in case the project is behind its schedule.

2. Need and Objectives of Project Report

- ✓ Advantages of registration of the industry,
- ✓ Land allotment,
- ✓ Loan sanction,
- ✓ Subsidy sanction,
- ✓ Allotment of the quota of raw material,
- ✓ Infrastructural facilities and other facilities may be availed, on the basis of the project report.

3. Characteristics of Project Report

- ✓ Gives various information and research regarding the project to be started.
- ✓ Various aspects of the projects are tested for any risk factors
- ✓ The financial aspect of the proposed project is correctly evaluated
- ✓ The project report is suggestive in nature, because it gives clear suggestions for selection of the project, by incorporating all essential facts.
- ✓ It acts as a guide for the entrepreneur.

4. Project reports are drafted for the following purposes:

1. To keep an updated flow of information in relation to the project's progress.
2. To immediately address issues and concerns that may come up at any point of the project's implementation or duration.
3. To document reasons for changes and adjustments made to the original plan for the project.
4. To monitor fund utilization and to ensure that the project expenses are still within the budget.
5. To serve as a basis for decision-making and addressing the problems.
6. To keep a track of the team's performance and individual's contributions.
7. To act as a uniform procedure for communicating project development to the stakeholders.

➤ Structure of a project report

EFFECTIVE TECHNICAL COMMUNICATION

1. Title page

2. Acknowledgement:

It is usual to thank those individuals who have provided particularly useful assistance, technical or otherwise, during your project. In this page, the author expresses his gratitude and concern by using praising and thanksgiving words.

3. Abstract:

Abstract represents a summarized report of the complete project in a very concise and informative format covering main objective and aim of the project, the background information, processes and methods used, and methodologies implemented, followed with a brief conclusion of two to three lines talking about the results and scope of the project.

The entire abstract of a project report should be written in about 250 to 350 words, and therefore, should not exceed any further.

4. Table of content :

This should list the main chapters and (sub)sections of your report. you should include page numbers indicating where each chapter/section begins.

5. The Main Body of the Project :

The main text will be divided into several chapters and each chapter may further be divided into sections and subsections. Chapters, sections, and subsections are given appropriate titles. Figure and table numbers should carry their chapter number. For example Fig. 4.2 is the second figure in the fourth chapter.

CHAPTER 1 :

➤ Introduction:

This is one of the most important components of the report. It should begin with a clear statement of what the project is about so that a reader can understand the nature and scope of the project. It should summarize everything you set out to achieve, provide a clear summary of the project's background, relevance and main contributions.

CHAPTER 2 :

It evaluates the current work with the previous one. It describes the current implementations that overcome the previous problems and limitations of the project, and draws the attention and focus on the future work that would be conducted based on the ongoing work at present. It must be clear and simple to understand.

CHAPTER 3,4&5 :

EFFECTIVE TECHNICAL COMMUNICATION

These chapters describe the overall in-depth information about the project. These chapters also involve the basic theoretical information about each and every component & aspect of the project, such as statistical analysis and calculations done, results gained, and so on.

The appropriate information should always be accompanied with pictorial representations, tabular demonstrations, diagrams, flow charts, visible graphs, Images, photos other representations and depictions of the project, along with simulation results with good resolution and clarity

CONCLUSION AND RECOMMENDATIONS:

The conclusion and recommendations part summarizes the whole report by highlighting all the chapters and their significance and the importance of the project and about the achievements.

The Recommendations are interlinked with conclusion. The conclusion drawn from the project report can be further implemented in the recommendation section to overcome the constraints of the project.

REFERENCING AND APPENDICES

The project report must be considered as a very standard report, and therefore, it should follow all rules, guidelines and protocols of gathering and presenting information, and implementing that and drawing conclusions out of it.

All these activities require appropriate and authentic sources of information and that particular information must be referenced or cited according to the copyrights and other guidelines. Therefore, to make the report original, it should be free from plagiarism and must follow standard citations and guidelines of citations to represent the reference names.

SAMPLE OF PROJECT REPORT:



➤ **Acknowledgement:**

I would like to thank **MR. ANURAG SHARMA**, Managing Director, TTTT machine tools, who permitted me to do the project. I would like to express my thanks to the team of production who provided me with necessary information. I'm also grateful to all the people of who have spend their valuable time in answering the questionnaire and interview.

ABSTRACT:

The watches manufactured by TTTT machine tools in spite having ISO9000 recognition are

EFFECTIVE TECHNICAL COMMUNICATION

unable to compete with the current market trends. This report deals with the declining sales of TTTT watches during 2015 to 2019 and identifying the reasons responsible for decline of sale. It also provides suggestions and recommendation for further course of action.

TABLE OF CONTENT

Topic	Page no
Acknowledgement	
Table of content	
List of illustrations	
Abstract	
 Chapter 1	
Introduction	
Chapter2	
Industry overview	
Chapter 3	
Hitan watches –marketing strategies	
Conclusion	
Bibliography	
Appendix	

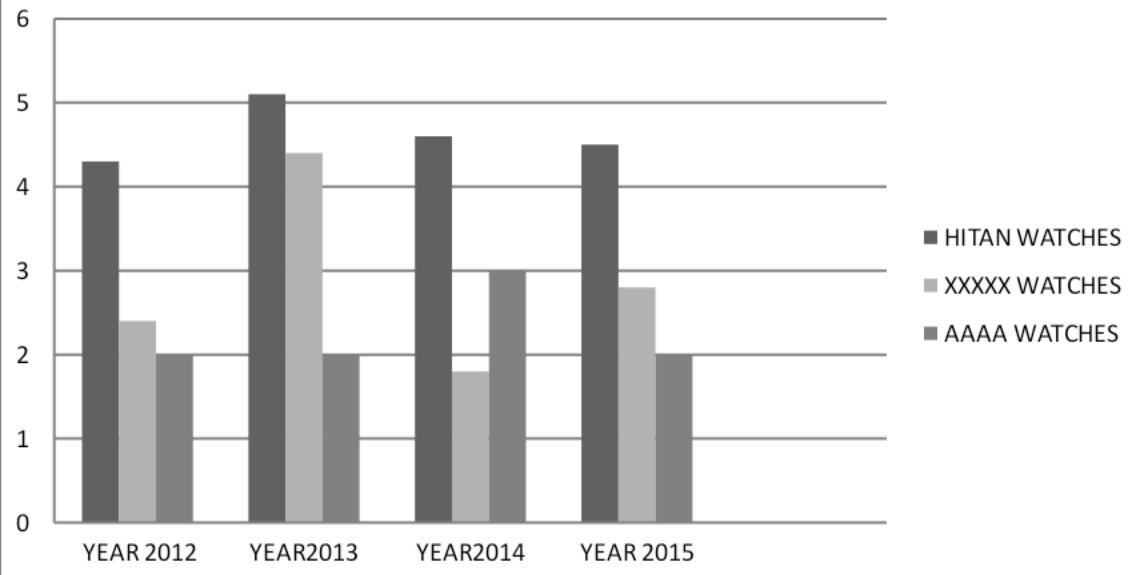
CHAPTER 1:

Introduction:

TTTT is one of the most reputed industrial units of India. It believes in promoting small scale as well as large-scale industries with economical growth. Its motto is to expand its business with excellent innovation. It manufactures watches and machinery and it has earned fame for its quality products. The products were feasible for all age groups and it was a leading brand of India.

THE STATISTICS GIVEN BELOW SHOWS HOW HITAN WATCHES WAS A LEADING BRAND IN INDIA

Hitan Watches In Comparison With Other Leading Brands Of India



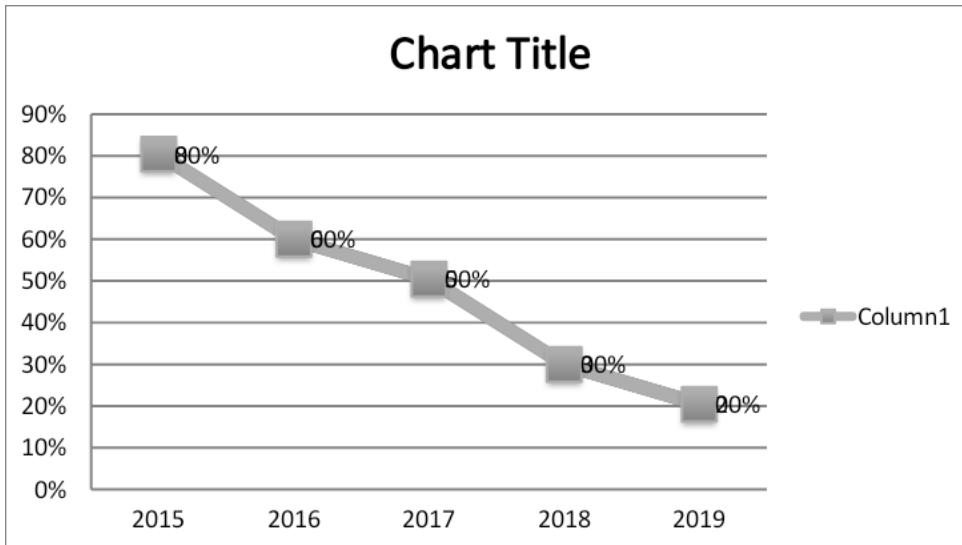
However now we need to restructure our sales figure as it is decreasing in a alarming rate .In 2015, the company saw a gradual decrease in its sale. I have been entrusted with the responsibility of finding out the reasons for poor sale of our watches. Relevant data involving market competition have been recorded and explained in detail. Public response has been gathered through questionnaire and interviews.

CHAPTER 2 :

An overview of sales during 2015-2020:

The company had excellent sales in the year 2010 covering 85% of the total sale. Gradually the sale declined in coming years. The invasion of many national and international brands has changed the face of the market. It has now become imperative to the company to bring out new strategies to promote sale.

Fig. Decline of sales from 2015 to 2019.

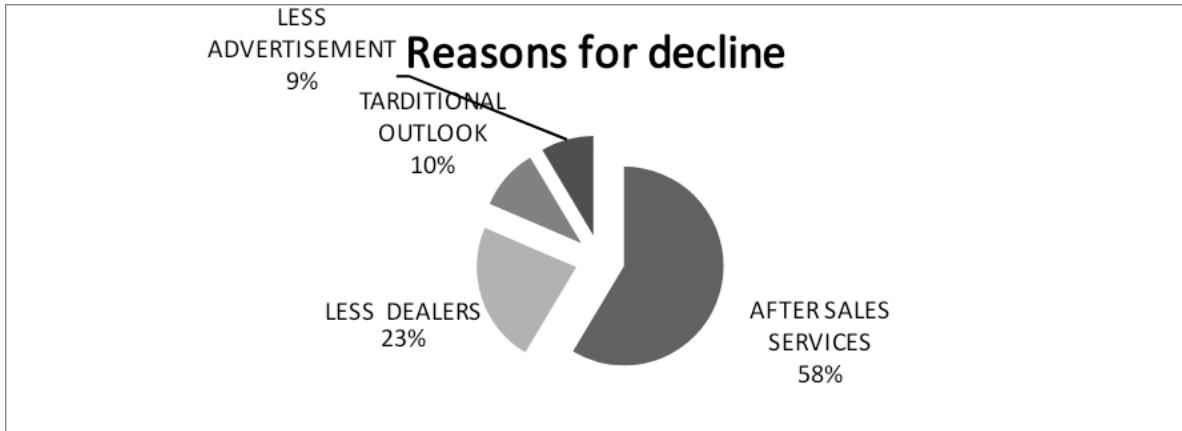


CHAPTER 3 :

Reasons for Decline In Sales:

- The sale policy and after Sale services and after sale services are not up to the expectation of the customers.
- The number of dealers decreased from past five years as they have been offered good percentage of profit share from other brands.
- The design and appearance is quite traditional and is not attracting the customers especially the youth.
- The company is not making a mark when it comes to advertising the product.
- Other brands in the market have come up with innovative strategies to boost their sales
- Global competition

Fig 2. Reasons



Conclusions:

The company is facing tough competition in the market. It should come up with innovative ideas and techniques to boost its sale. The budget allocated is not sufficient for advertising .thus this is hampering its sale.

Recommendations:

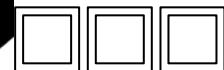
- Improve quality standards.
- More dealers should be included with good % of profit share.
- More after sale service centers should be set up.
- Use Social Media Marketing to Your Advantage.
- Pay Attention to Existing Customer Behavior
- Ask for Feedback
- Discount offers
- Gift vouchers

FEASIBILITY REPORT

1. The Feasibility report defines the problem and opportunities of the project that is studied. The main objective of a project feasibility report is to ensure that the project is legally and technically feasible, economically justifiable.
2. It tells us whether a project is worth the investment—in some cases, a project may not be doable. There can be many reasons for this, requiring too many resources that also may cost more than an organization would earn back by taking on a project .
3. feasibility report is an analysis and evaluation of the project which is to be started ,it uncovers the strength and weakness ,opportunities and threats present so that a proper decision can be made .

➤ WHY FEASIBILITY REPORT ARE IMPORTANT :

- Before investing time and money into a project, one needs to know how successful the project will be before investing. It is important to understand the input costs, the amount of research that will be needed to be done, or even the marketability of a project.
- The purpose of a feasibility report is to provide information and analysis on **whether or not one should pursue a certain course of action.**

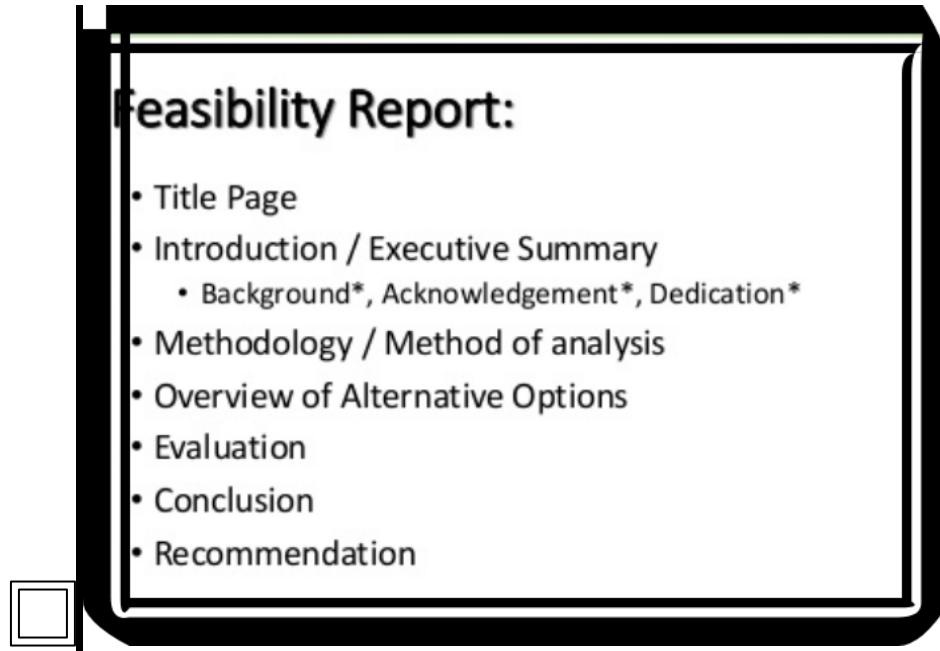


EFFECTIVE TECHNICAL COMMUNICATION

➤ BENEFITS OF A FEASIBILITY REPORT :

- Improves project teams' focus
- Identifies new opportunities
- Provides valuable information for a “go/no-go” decision
- Identifies reasons not to proceed
- Narrows the business alternatives
- Identifies a valid reason to undertake the project
- Enhances the success rate by evaluating multiple parameters
- Aids decision-making on the project

➤ STRUCTURE OF A FEASIBILITY REPORT:



➤ Executive Summary

An executive summary should be included at the beginning of the report. In 2-3 pages, the main points of the feasibility study are summarized for a quick review by busy administrators. The executive summary provides the reader with an overview of the feasibility study and will help them see the entire picture before they read the details. Some decision-makers may only read the executive summary. Thus, the executive summary should be concise and include the major findings of the study followed by a recommendation.

➤ Introduction

The purpose of the introduction of a feasibility report is two-fold:

- ✓ To answer the readers' question: "Why do we need to look into these alternatives-do they matter?"

In order to answer this question, it is necessary to identify the problem that your report will help resolve or what your report is aimed at accomplishing.

- ✓ To talk about the other options that you have looked at and analyzed, as well as to tell how you went about researching and analyzing them.

➤ Method –

EFFECTIVE TECHNICAL COMMUNICATION

It is very important to present facts that are accurate and relevant. You should state the reliable sources you used and what method they came from (internet,interview, book, etc.). Without a credible research method or credible sources your document itself will lack credibility.

➤ Overview of Alternative Options –

You must underline the key features of each possible option. Make sure they are easy to understand and presented in a friendly layout. Keep in mind that the goal is to allow your audience to make the best decision.

➤ Evaluation –

This should be the bulk of your report, you must evaluate the options using the criteria you created. Add graphs, charts, etc. to show that you have studied your options, and have come up with statistics that back up your reasons as to why your alternative beats the competition.

➤ Conclusions –

You need to state the conclusion you have came up with. How did you evaluate the alternatives? And then from there, which alternative best fit your organization.

➤ Recommendations –

You need to use your experience and knowledge in order to state which option you think should be adopted.

➤ Five Areas of Project Feasibility

A feasibility analysis evaluates the project's potential for success; therefore, perceived objectivity is an essential factor in the credibility of the study for potential investors and lending institutions. There are five types of feasibility study—separate areas that a feasibility study examines, described below.

➤ Technical Feasibility

This assessment focuses on the technical resources available to the organization. It helps organizations determine whether the technical resources meet capacity and whether the technical team is capable of converting the ideas into working systems. Technical feasibility also involves the evaluation of the hardware, software, and other technical requirements of the proposed system. As an exaggerated example, an organization wouldn't want to try to put Star Trek's transporters in their building—currently, this project is not technically feasible.

EFFECTIVE TECHNICAL COMMUNICATION

➤ Economic Feasibility

This assessment typically involves a cost/ benefits analysis of the project, helping organizations determine the viability, cost, and benefits associated with a project before financial resources are allocated. It also serves as an independent project assessment and enhances project credibility—helping decision-makers determine the positive economic benefits to the organization that the proposed project will provide.

➤ Legal Feasibility

This assessment investigates whether any aspect of the proposed project conflicts with legal requirements like zoning laws, data protection acts or social media laws. Let's say an organization wants to construct a new office building in a specific location. A feasibility study might reveal the organization's ideal location isn't zoned for that type of business. That organization has just saved considerable time and effort by learning that their project was not feasible right from the beginning.

➤ Operational Feasibility

This assessment involves undertaking a study to analyze and determine whether—and how well—the organization's needs can be met by completing the project. Operational feasibility studies also examine how a project plan satisfies the requirements identified in the requirements analysis phase of system development.

➤ Scheduling Feasibility

This assessment is the most important for project success; after all, a project will fail if not completed on time. In scheduling feasibility, an organization estimates how much time the project will take to complete.

PROGRESS REPORT

1. It is a document that explains in detail how far you've gone towards the completion of a project. It outlines the activities you've carried out, the tasks you've completed, and the milestones you've reached .
2. A progress report is typically written for a supervisor, colleagues, or client. Depending on the scope and complexity of the project, you might need to give a progress report weekly or monthly, or for every 25% project completion.
3. In the progress report, you explain the following:

- How much of the work is complete
- What part of the work is currently in progress
- What work remains to be done
- What problems or unexpected things, if any, have arisen
- How the project is going in general

4. PROGRESS REPORTS HAVE SEVERAL IMPORTANT FUNCTIONS:

- Reassure recipients that you are making progress, that the project is going smoothly, and that it will be complete by the expected date.
- Provide recipients with a brief look at some of the findings or some of the work of the project.
- Give recipients a chance to evaluate your work on the project and to request changes.
- Give you a chance to discuss problems in the project.
- Facilitates collaboration -this is especially important when different teams work together. It also helps one team identify areas where it can offer help or team up with others.
- Improves transparency and accountability by providing correct document.
- Shed light on systemic issues, loopholes, and other causes of delay or failure – both internal and external – that must be avoided or resolved.
- It provides insights for future planning
- Progress reports can also be used to establish and formalize duties of team members

EFFECTIVE TECHNICAL COMMUNICATION

➤ STRUCTURE OF A PROGRESS REPORT

Project Number	
Title	
Date of Award And Expected Date Of Completion	
Amount funded	
Report number and Period	
Report submission date	
Submitted to	
Submitted by	

- ✓ Executive summary
- ✓ Project Description
- ✓ Work Completed
- ✓ Schedule Status
- ✓ Budget status
- ✓ Issues or Concerns
- ✓ Work planned for the next period
- ✓ Safety Performance Review:
- ✓ Evaluation of Progress report
- ✓ Attachments

Sample of progress report :

Project Number	BRP /009/2B3UN
Title	Construction of seminar hall
Date of Award	20-10-2019
Expected Date Of Completion	30-04-2020
Amount funded	150000/-
Report number and Period	ROP02/JAN –FEB 2020
Report submission date	FEB 29-02-20
Submitted to	MR. KESHAV MITHAL , DEAN OF ENGINEERING ,ABC ENGINEERING COLLEGE

EFFECTIVE TECHNICAL COMMUNICATION

Submitted by	MR.KAPIL SHARMA CIVIL CONTRACTOR , DESTINY BUILDERS
--------------	---

➤ SUMMARY :

1. The contract of building a seminar hall to the ABC college of engineering is given to Destiny Builders ,Hyderabad on 20-10-2019 with legal terms and conditions .the project report was submitted to the panel which consisted of President ,Correspondent, Auditor , Treasurer ,Dean ,Principal Of The College .

2. The project report regarding the construction of the seminar hall was submitted earlier i.e. 25th November 2019 to the Dean of Engineering ,the same has been approved. The construction work is progressing at a very good pace.

- ✓ Layout plan was approved by the civil engineering department.
- ✓ Budget has been allocated by the management under the supervision of the DEAN of Engineering ,ABC College Of Engineering And Technology.
- ✓ Design guidelines for specific considerations such as doorway entrances, hallways, acoustics, finishes, and air ventilation, centralized air conditioning and seating arrangement have been finalized by the multi-disciplinary team. The team included campus planners, architects, an audio-visual system expert, and a senior faculty member who have extensive experience in the design of many different kinds of rooms where learning takes place

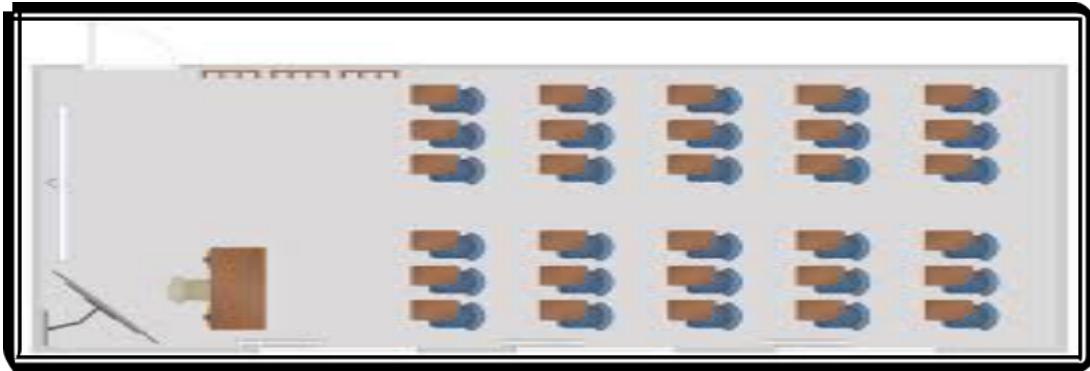
➤ PROJECT OVERVIEW :

- ✓ A seminar hall of 70 sq yards is under construction with 200 seating arrangement . A theatre styled seating system with three entrances .

➤ WORK COMPLETED :

- ✓ Slab work
- ✓ Construction of walls
- ✓ Windows and door installation

EFFECTIVE TECHNICAL COMMUNICATION



➤ SCHEDULE STATUS:

- ✓ Overall, the entire project shall be completed within three months time as given in the project report .

➤ BUDGET STATUS:

- ✓ There was Rs. 10,00,000/- expenditures in this two months . The invoice and payment receipt are submitted and approved by the accounts department of the college .

➤ WORK TO BE COMPLETED IN NEXT PERIOD :

- ✓ Sewage and water pipelines
- ✓ Painting
- ✓ Plastering and interior work
- ✓ False ceiling
- ✓ Fittings of accessories
- ✓ Fitting of Centralised air conditioning
- ✓ Installing Audio and video equipments
- ✓ Purchase of chairs and tables

➤ SAFETY PERFORMANCE REVIEW:

- ✓ There were no lost working days due to injury or ill health of the workers during the month ,moreover there were no causalities reported .

EFFECTIVE TECHNICAL COMMUNICATION

➤ **EVALUATION OF THE PROGRESS:**

- ✓ The construction is under process with no hindrances .the work is actively monitored by the inspection .their approvals and declaration is being taken after every visit .The copies are attached for your reference.(perusal)
- ✓ The report is submitted to the authorities for their acknowledgement, the progress of the project is agreeable within the terms and conditions as in the contract. The work which has to be completed shall be done within the stipulated time as mentioned earlier i.e. 20-04-20.

➤ **ATTACHMENTS :**

- ✓ Lay out Plan with the work carried out
- ✓ Photos of work completed
- ✓ Invoice

EFFECTIVE TECHNICAL COMMUNICATION

EVALUATION REPORT :

- An evaluation report, is a document which reports the results, findings, interpretations, conclusions, or recommendations derived through an evaluation.
 - An evaluation report is thus an effective way to publicize findings of an evaluation to the people concerned. It is essential to report the conclusions derived from a specific assessment to ensure its transparency, and to be able to properly use such conclusions in the future.
-
- Structure of a evaluation report :
1. Title Page
 - Acknowledgement
 2. Executive Summary
 3. Table of Contents
 4. Introduction and Background
 - Description of the project
 5. Methodology
 6. Results-Details of the evaluation findings are clearly and logically described
 7. Conclusion,
 8. Recommendations
 9. Appendices

EFFECTIVE TECHNICAL COMMUNICATION

Sample of evaluation report :

A evaluation report

on

READYMADE Garment SHOWROOM "TRENDS"

Submitted by

Mr. Anurag Basu

Managing director

MRC Shopping centres

Submitted to

Mr. Rohit Sippy

Director

2-03-2020

ACKNOWLEDGEMENT

We hereby acknowledge with deep gratitude for the co-operation and help given to us by all those who pour their magnificent efforts in making our project.

EXECUTIVE SUMMARY:

With the change in the fashion market ,readymade garments have become very popular . Most of the people prefer to wear readymade garments .People of all ages prefer to wear readymade dresses rather than stitched one .This report deals with the new business plan of opening the garment showroom under the name “TRENDS ”.It deals with the types of garments, different age groups who would wear it, equipments ,machinery ,finance and retail business.

INTRODUCTION

The readymade garment industry is considered an outcome of India’s Textile industry. The textile industry is the maximum revenue gathering industry in the country. Thus this gives the boost to start the business of readymade garments. It would increase the revenue with a good profit.

DESCRIPTION:

LOCATION

The showroom would be step up in a rented building in KVG MAL locate at Gachibowli .The Location plays a major role in overall output of the unit .Hence if it attracts good customers ,there is a good chance of excellent sale. The unit set up in a rented building is made available on rented basis and the rent per month is Rs. 60,000. We have already considered the suitability of the location. The power, Communication facility etc are available. Hence without doubt one can say that the site selected is very suitable for these types of units.

PLANT & MACHINERY.

EFFECTIVE TECHNICAL COMMUNICATION

The plant & machinery include sewing machines, embroidery machines, furniture, cutting table etc. The cost of the same will be Rs. 3,25,000.00. The selected machinery can be made available from authorized suppliers of these items.

The probable other expenses which include rent, electricity charges, transportation, communication, travelling, maintenance, postage & stationery is clearly explained in the document attached in appendices.

RAW MATERIALS.

The raw materials needed include fabrics of different kinds and other sewing materials. They are easily available and care will be taken on the quality of the same.

PURCHASING PROCESS.

The garments would be purchased from best wholesale dealers by taking the help of Apparel Manufacturers Association and negotiate good deal. We can also get readymade garments with personal brand name .

MARKETING.

The marketing of showroom is the decision making factor of the existence of the unit and on considering that all the possible ways for marketing such as direct sales and personal contacts etc have been implemented . In fact wide network of marketing can be done in the forthcoming years also. Most care will be taken in the change of fashion and trends as they are much affected in the field of ready-made garments.

STAFF & LABOUR.

The unit will be operated in one shift. The staff needed for the unit will be selected from locally. The details of staff are enlisted in the economics of the project.

FINANCIAL ASPECT:

The loan approval from the bank will give a start to the business .A 30 lakhs Investment is shown in the split up plan

Investment
Location = 1,25,000
Raw material = 200000/-

EFFECTIVE TECHNICAL COMMUNICATION

CONCLUSION

On revealing the the project and financial & technical features of the scheme it can easily be noted that the above project will be a great success. The economics of the project is detailed as follows.

Purchase of garments =1500000/-

Insurance = 100000./-

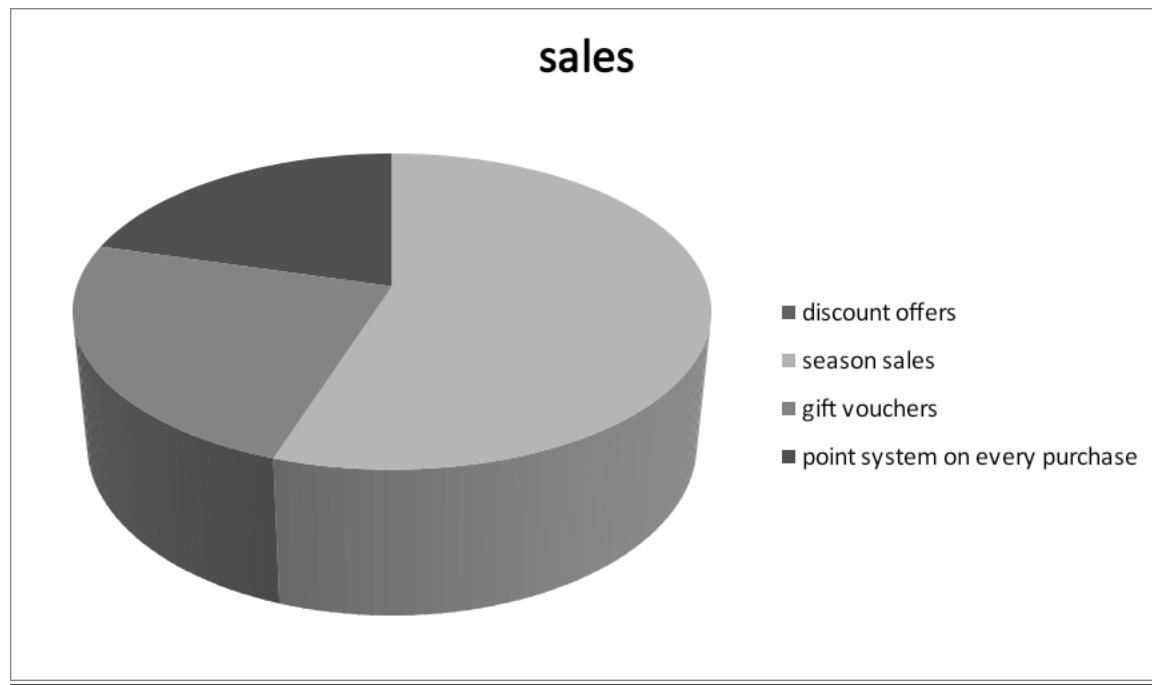
Staff= 50000/-

various aspects of studying the

RECOMMENDATIONS:

The above report gives detailed information about starting of the business. the following recommendations are given for your reference :

1. Wide publicity of the showroom can be done
2. Purchase of materials and garment should be doubly checked to gain customer's trust.
3. Discount offers ,gift vouchers and season's offer can be introduced.
4. Point based system on purchase of 1000/-,2000/-,3000/- can be implemented and accordingly gift hampers can be decided .



EFFECTIVE TECHNICAL COMMUNICATION

APPENDICES:

1. Cost Estimate Plan
2. Lay out plan
3. Dealer's information in regard to supply of raw material
4. Resume of the employees to be hired.

EFFECTIVE TECHNICAL COMMUNICATION

Compiled by REHANA SULTANA

**Department of SHM
Deccan College Of Engineering &
Technology**

Unit -4

Technical writing – III (Manuals)

Types of Manuals

User Manual

Product Manual

Operations Manual

EFFECTIVE TECHNICAL COMMUNICATION

MANUALS

- A manual is a document, usually in book form, with instructions or information about a specific product or service. Referred as documentation or end-user documentation, a manual is a book or pamphlet that contains information about a program or piece of hardware. For example, a video game may come with a manual explaining how to play it.
- Today, most manufacturers and developers no longer include printed manuals with their products. They instead rely on electronic documentation and online documentation, which are usually included as a **PDF** or available for download on the manufacturer's **website**.

Need For A Manual :

1. Avoid Information Gap:

It gives us instructions and guidelines on how to do a certain thing or job. For example, when an employee is promoted to managerial position, a manual gives him/her the overview of the roles and responsibilities of that position.

2. Launching of new products or services

When you make a new product or service, you need to provide a Manual that contains the how-to's, components, functionality, and processes.

3. Valued Customers

For customers to gain information about the product. In addition, to understand the product well and how to get the utmost benefits from the product.

EFFECTIVE TECHNICAL COMMUNICATION

4. Valuable Tool

Manual is a valuable tool for understanding technical knowledge in fields such as law, construction, and finance. It is especially important for consumer electronics products, medical equipment, construction machinery, computer and its accessories.

BENEFITS OF A MANUAL

1. Improves the quality of the product and service. There will be lesser complaints and clarifications regarding how to use or how to install our products.
2. For new employees, this will also reduce the time for their training since the Manual would give them the standards and procedures they need to abide by. It will also give the employees a general overview about how the company operates and their respective roles and responsibilities.
3. Manual sets the rules, guidelines and policies of the company's operations. Manual also set the standards for the company to ensure profitability and growth.
4. Referring to a Manual increases the productivity and profitability of the company
5. Having a manual avoids "knowledge traps". This means information or processes that are only known to one specialist or experts in that field. Manual helps to disseminate the information.

EFFECTIVE TECHNICAL COMMUNICATION

WHAT ARE THE PRINCIPLES OF A GOOD MANUAL?

- **Organization**

You should organize the information properly in a logical order to list and arrange all the details based on the information given.

- **Introductory Explanation**

You should explain the main purpose or the objective of the manual to help the readers understand the object being discussed in the manual procedurally.

WHAT ARE THE PRINCIPLES OF A GOOD MANUAL?

- **Good Overview**

A manual should state the overview or the preface of the topic. This way, it could capture the essence of enthusiasts and readers.

- **Clear Operating Instructions**

A manual has procedural steps to describe the making of an object.

Types of Manuals

1. Product Manual

This is also called the “Instruction manual”. It instructs users how to use the product.

2. Installation Manual

This is a manual on how to set- up or install the product.

3. Troubleshoot Manual

A type of manual that is used to fix parts of the product.

4. User Manuals

User Manual is a technical document intended to provide information and instruction on using a particular system. These are mainly related to software, computer hardware and electronic goods. It is usually written by a technical writer, although user guides are written by programmers, product or project

EFFECTIVE TECHNICAL COMMUNICATION

managers, or other technical staff, particularly in smaller companies. User guides are most commonly associated with electronic goods, computer hardware and software, although they can be written for any product.

5. Operations Manual

This is the manual for operations of the company or businesses. It is a set of standards and procedures for operations, work standards, and policies of the company.

6. Crisis Management Manual

This is the manual on how to respond crisis or tragedies such as earthquake, fire, storms, tsunami, or violence in the work premises.

7. Audit Manual

This type of manual is a guide on how to do or make finance reports in relations to accounting and auditing matters.

USER MANUAL /PRODUCT MANUAL

1. User Manual is a technical document intended to provide information and instruction on using a particular system. These are mainly related to software, computer hardware and electronic goods. This manual contains written guides and its associated images and also includes instructions and explanation on how to use the product effectively and efficiently.
2. User-Manuals or user guide tells people how to use the product in an efficient way. User guide includes information about product's feature and highlights the main features that are used frequently. User guides usually contains step-by-step description about how to use a particular system.
3. User-Manuals provide information on how to use a particular product and

EFFECTIVE TECHNICAL COMMUNICATION

reduce the risk of bringing the product inoperable condition. User manuals are generally associated with software. Manuals for hardware products are more often called owner's manuals.

4. Software, computers, games, and devices require user manuals, guides that explain how to use the product (and how not to). A Product manual is a formal writing piece with a specific structure, and should be written by someone who is intimately familiar with the product such as a technical writer or the product designer. Writing an effective product manual requires knowing who is going to be using the product, then writing it with these users in mind. Keep your writing clear, precise, and simple in order to ensure a problem-free user experience.

PRODUCT MANUAL

5. A Product Manual is a technical document with a quite specific purpose: to help non-technical people identify and solve problems without expert assistance.

6. Since product manuals translate what is not understandable to a plain language for everyone to understand, they are essential in technical sectors and most commonly associated with software and hardware, IT systems, and electronic goods.

7. Usually, they are written by technical writers, but project managers, product developers, and technical staff are oftentimes allocated with this task as well.

CONTENT OF GOOD USER AND PRODUCT MANUAL:

1. Product is legally licensed for sale .
2. Necessary warnings.
3. Describe the device.
4. Include setup instructions like
A parts list,

EFFECTIVE TECHNICAL COMMUNICATION

Unpacking instructions,

Warnings related to setup,

Results of an improper setup,

Who to call in case they encounter difficulty in setting u

5. Provide information about how to use the device.
6. Explain how to clean the device.
7. Tell the user how to perform basic maintenance.
8. Explain about storage options.

STRUCTURE OF A USER MANUAL /PRODUCT MANUAL :

- ✓ COVER PAGE
- ✓ DESCRIPTION
- ✓ SPECIFICATIONS
- ✓ FEATURES
- ✓ INSTALLATION
- ✓ SAFETY MEASURES
- ✓ WARNING
- ✓ OPERATION
- ✓ MAINTENANCE
- ✓ TROUBLESHOOT
- ✓ REMEDIES

EFFECTIVE TECHNICAL COMMUNICATION

SAMPLE: 1

USER MANUAL OF A WASHING MACHINE

Washing Machine Instruction Manual

CB-8500GW

INSTRUCTION MANUAL

■ Economic wash system

With artificial intelligence, the washer uses minimum energy and water by selecting optimal water level and washing time.

■ Low noise system

The washer minimizes the washing and spinning noises by sensing the amount of laundry.

■ Child-Lock

The Child-Lock system is adopted to prevent children from pressing any button to change the program during operation.



Customer

Dear Customer,

Thank you for preferring an SELECTROLUX product. We hope that you get the best results from your product which has been manufactured with high quality and state-of-the-art technology. Therefore, please read this entire user manual and all other accompanying documents carefully before using

Explanation of symbols :

Throughout this user manual the following symbols are used



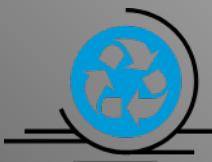
A Warning for hazardous situations with regard to life and property.



Warning for electric shock



Important information or useful hints about usage



Packaging materials of the product are manufactured from recyclable materials in accordance with our National Environment

EFFECTIVE TECHNICAL COMMUNICATION

TABLE OF CONTENT

- ✓ DESCRIPTION
- ✓ SPECIFICATIONS
- ✓ FEATURES
- ✓ INSTALLATION
- ✓ SAFETY MEASURES
- ✓ WARNING
- ✓ OPERATION
- ✓ MAINTENANCE
- ✓ TROUBLESHOOT
- ✓ REMEDIES

➤ PRODUCT DESCRIPTION :

PARTS:



- 1 Detergent dispenser drawer
- 2 Control panel
- 3 Door opening handle
- 4 Drain pump
- 5 Adjustable feet

Detergent dispenser drawer

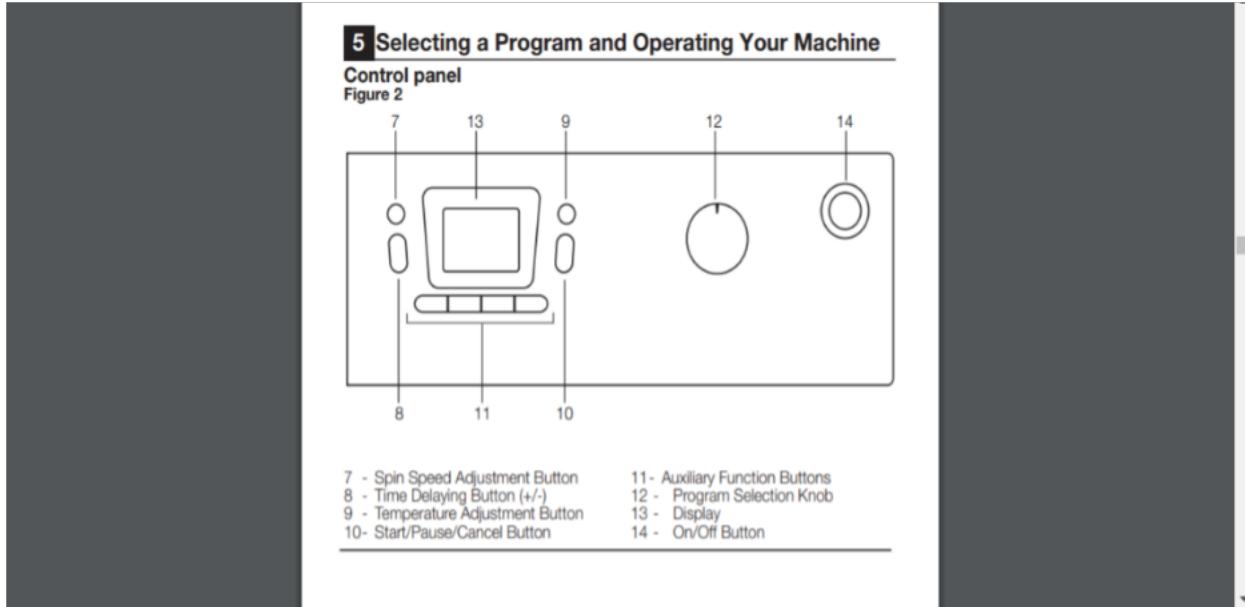
■ Prewash

■■ Wash

❖ Fabric Softener

EFFECTIVE TECHNICAL COMMUNICATION

CONTROL PANEL :



SPECIFICATIONS :

EFFECTIVE TECHNICAL COMMUNICATION

Your washing machine	
2.3 Technical specifications	
Models (EN)	WMY 9048 LB1
Maximum dry laundry capacity (kg)	9
Height (cm)	84
Width (cm)	60
Depth (cm)	60
Net weight (± 4 kg.)	74
Electrical input (V/Hz)	220-240 V / 50Hz
Total current (A)	10
Total power (W)	2000-2350
Spin speed (rpm/ min., max.)	1400
Stand-by mode power (W)	0.64
Off-mode power (W)	0.44
Main model code	958
Single Water inlet / Double Water inlet	- / *
 Woolmark No:	M0000

FEATURES:

- ✓ Distinguished by its functional design and smart features, the **SELECTROLUX** washing machine range is designed to meet a multitude of requirements while fitting perfectly into any home and space.
- ✓ **SELECTROLUX**washing machines combine smart features and functional designs. These products stand out with their multi-color options while offering numerous smart solutions to improve your everyday life.
- ✓ **SELECTROLUX** has a special program for dark-colored synthetic or cotton-based laundry that's suitable for dark clothes or colorful garments that may fade. The program washes at low temperatures and on low spin speed with slow mechanical movements, while taking more water on the rinse cycle.
- ✓ Digital display :
- ✓ Time-delay:
- ✓ Load detection :
- ✓ Child lock:
- ✓ Anti-allergy

EFFECTIVE TECHNICAL COMMUNICATION

- ✓ Aquawave & AquaFusion Technology
- ✓ Brushless Motor Technology

INSTALLATION:

1. Remove transportation packaging and drum stabilization pins:

It's important not to forget to remove these large metal screws, otherwise the drum of your machine will not be able to spin correctly.

2. Prepare the area where you're installing a washing machine:

Washing machines should be placed inside in a dry area, on a level floor, close to a water and electricity source as well as a means to drain dirty water away through the outflow hose. Avoid using extension cords for safety reasons, as these can easily overload and become a fire hazard.

3. Plug in the machine.

Do this before you connect the water supply, so that there's no risk of electricity and water coming into contact via your hands.

4. Connect the water supply and the machine.

Making sure your water supply is not turned on, tightly screw one end of the connection hose to the water pipe outlet and the other end to your machine. Slowly turn the water supply on and allow water to flow between the pipe and the machine.

5. Position the waste water hose.

The waste water hose will come pre-attached to the machine. You should either make sure that it is fed into the top of a waste water pipe (at least 30 cm above the floor), or drained into a bowl or sink positioned at the same height.

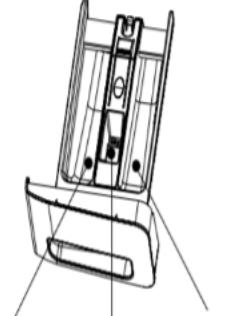
6. Run a simple cycle on your machine.

EFFECTIVE TECHNICAL COMMUNICATION

It's always a good idea to run a trial cycle without any clothes in to remove any dirt and grime that may have gathered inside your washing machine during the manufacturing process. Your machine is now fully installed!

LOADING INSTRUCTIONS:

Loading	
<ul style="list-style-type: none">Drop items into washer loosely. Items should move easily through wash water for best cleaning and wrinkle-free results.Load washer properly and select correct load size setting. Overloading and selecting a setting too small for the wash load can :<ul style="list-style-type: none">- Cause poor cleaning- Increase wrinkling- Create excessive lint- Wear out items faster (because of pilling)	<ul style="list-style-type: none">Mix large and small items in each load. Load evenly to maintain washer balance. An unbalanced load can make the washer vibrate during spin.Reduce wash time when using a small load size setting. Load with only a few small items needs less wash time.Use a large load size setting to reduce wrinkling with permanent press clothes and some synthetic knits. These items should have more room to move in the water than heavy items. (towels, jeans)

Adding detergent	
<p>① Detergent case</p>  <p>Main wash Fabric softener Pre wash</p>	<p>② Adding fabric softener</p> <ul style="list-style-type: none">If desired, add measured liquid fabric softener to the softener inlet.Pour liquid fabric softener into the dispenser using the amount recommended on the package.Do not exceed the maximum fill line. Overfilling can cause early dispensing of the fabric softener which could stain clothes.Do not open the detergent case when water is supplied.Avoid pouring fabric softener directly on the clothes.

SAFETY MEASURES :

EFFECTIVE TECHNICAL COMMUNICATION



- Before cleaning or carrying out maintenance, unplug the appliance from the electrical outlet or set the (On/Off) button to Off.
- Make sure that the pockets of all clothing to be washed are empty. Hard, sharp objects, such as coins, safety pins, nails, screws, or stones can cause extensive damage to the appliance.
- Always unplug the appliance and turn off the water after use.
- Before you open the door of the appliance, check that the water has drained. Do not open the door if you can still see water.
- Pets and small children may climb into the appliance. Check the appliance before each use.
- The glass door becomes very hot during the washing cycle. Keep children away from the appliance while it is in use.
- Do not attempt to repair the appliance yourself. Repairs made by inexperienced or unqualified persons may cause injury and/or make more serious repairs to the appliance necessary.
- If the plug (power supply cord) is damaged, it must be replaced by the manufacturer or its service agent or a similar qualified person in order to avoid a hazard.
- This appliance should only be serviced by an authorized service center, and

EFFECTIVE TECHNICAL COMMUNICATION

only genuine spare parts should be used.

- If this appliance is supplied from a cord extension set or an electrical portable outlet device, the cord extension set or electrical portable outlet device must be positioned so that it is not subject to splashing or ingress of moisture. Additionally, the cord extension set or electrical portable outlet device must be of a current rating suitable for the appliance.
- This appliance is not intended for use by young children or infirm persons unless they have been adequately supervised by a responsible person to ensure that they can use the appliance safely. Young children should be supervised to ensure that they do not play with the appliance.
- This appliance has to be connected to the plug endurable to proper power consumption.
- This appliance has to be positioned so that the plug is accessible after installation.
- Do not use processed water containing oil, cream or lotion, which is usually found in skin-care shops or massage clinics. Otherwise this will cause the packing to be deformed, which causes a malfunction or water leak.
- A stainless washing tube does not usually rust. However if some metal such as a hair pin is left in the tube for an extended time, the tube could rust. Do not leave water or bleach containing chlorine in the tube for an extended period of time. Do not regularly use or leave water containing iron in the tube for an extended period of time. If rust starts appearing on the surface of the tube, apply a cleansing agent (neutral) to the surface and use a sponge or soft cloth to clean it. (Under no circumstances use a metal brush)

OPERATION:

1. You put your clothes in the machine and detergent either in the machine itself or in a tray up above.
2. You set the program you want and switch on the power.
3. The programmer opens the water valves so hot and cold water enter the machine and fill up the outer and inner drums. The water usually enters at the top and trickles down through the detergent tray, washing any soap there into the machine.

EFFECTIVE TECHNICAL COMMUNICATION

4. The programmer switches off the water valves.
5. The thermostat measures the temperature of the incoming water. If it's too cold, the programmer switches on the heating element. This works just like an electric kettle or water boiler.
6. When the water is hot enough, the programmer makes the inner drum rotate back and forth, sloshing the clothes through the soapy water.
7. The detergent pulls the dirt from your clothes and traps it in the water.
8. The programmer opens a valve so the water drains from both drums. Then it switches on the pump to help empty the water away.
9. The programmer opens the water valves again so clean water enters the drums.
10. The programmer makes the inner drum rotate back and forth so the clean water rinses the clothes. It empties both drums and repeats this process several times to get rid of all the soap.
11. When the clothes are rinsed, the programmer makes the inner drum rotate at really high speed—around 80 mph (130 km/h). The clothes are flung against the outside edge of the inner drum, but the water they contain is small enough to pass through the drum's tiny holes into the outer drum. Spinning gets your clothes dry using the same idea as a centrifuge.
12. The pump removes any remaining water from the outer drum and the wash cycle comes to an end.

WARNING:

EFFECTIVE TECHNICAL COMMUNICATION

Please read the following information. Otherwise, there may be the risk of personal injury or material damage. Moreover, any warranty and reliability commitment will become void.

for 3 seconds to cancel the program set in your machine before calling the authorized service.

General Safety

- Never place your machine on a carpet covered floor. Otherwise, lack of airflow from below of your machine may cause electrical parts to overheat. This may cause problems with your washing machine.
- If the power cable or mains plug is damaged you must call Authorized Service for repair.
- Check water hoses for wear. Do not use old/used water inlet hoses. These may cause stains on your laundry.
- Fit the drain hose into the discharge housing securely to prevent any water leakage and to allow machine to take in and discharge water as required. It is very important that the water intake and drain hoses are not folded, squeezed, or broken when the appliance is pushed into place after it is installed or cleaned.
- Your washing machine is designed to continue operating in the event

First Use

- To prepare your machine for washing, carry out your first washing process without loading your machine and with detergent under "Cottons 90°C" program.
- Ensure that the cold and hot water connections has been made correctly when installing your machine. Otherwise, your laundry may come out hot at the end of the washing process and may wear out.
- If the current fuse or circuit breaker is less than 16 Amperes, please have a qualified electrician install a 16 Ampere fuse or circuit breaker.
- While using with or without a transformer, do not neglect to have the grounding installation laid by a qualified electrician. Our company shall not be liable for any damages that may arise when the machine is used on a line without grounding.
- To make your machine ready for use, please be sure that the tap water supply and water drainage systems are appropriate before calling the authorized service. If they

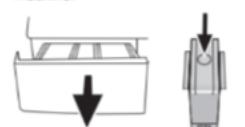
MAINTENANCE:

24 - EN

7 Cleaning and care

Detergent drawer
Remove any powder residue buildup in the drawer. To do this:

1. Press the dotted point on the siphon in the softener compartment and pull towards you until the compartment is removed from the machine.



If more than a normal amount of water and softener mixture starts to

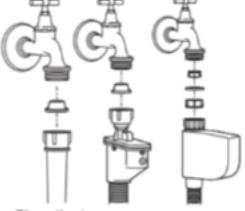
machine can cause rust stains. In such cases:
Clean the drum with a stainless steel cleaning agent. Never use steel wool or wire wool.

Outer cabinet and control panel
When necessary:

- Wipe the exterior panels of your machine with soapy water or mild detergent. Dry it with a soft cloth.
- Use only a soft and damp cloth to clean the control panel.
- Never use a sponge or scrubbing material. These will damage the painted and plastic parts.



EFFECTIVE TECHNICAL COMMUNICATION

■ If more than a normal amount of water and softener mixture starts to gather in the softener compartment, the siphon must be cleaned. 2. Wash the dispenser drawer and the siphon with plenty of lukewarm water in a washbasin. Wear protective gloves or use an appropriate brush to avoid touching the residues in the drawer when cleaning. 3. Replace the drawer into its housing after cleaning. Check if the siphon is in its original location.	<p>The door and the drum After each wash:</p> <ul style="list-style-type: none">• Check if there are any foreign substances in the drum.• Open the hole in the bellow with the aid of a toothpick if it is clogged.  <p>■ Foreign metal substances in your</p>	<p>painted and plastic parts.</p> <p>Inlet water filters There is a filter at the end of each water intake valve at the back side of the machine and also at the end of each water intake hose where they are connected to the tap. These filters prevent the foreign substances and dirt in the water to enter into the machine. Filters should be cleaned as they get dirty.</p>  <ul style="list-style-type: none">• Close the taps.• Remove the nuts of the water intake hoses to clean the surfaces of the filters on the water intake valves with an appropriate brush.• If the filters are very dirty, you can pull them out by means of pliers and
---	---	---

25 - EN

Washing Machine Maintenance Tips

1. Inspect the hoses. ...
2. Don't overload it. ...
3. Use the right type of detergent. ...
4. Use the right amount of detergent. ...
5. Clean the interior and dispensers. ...
6. Wipe down the drum, door and gasket. ...
7. Leave the door ajar after a load. ...
8. Transfer clean laundry to the dryer as soon as it's done.

TROUBLE SHOOTING

EFFECTIVE TECHNICAL COMMUNICATION

21471_2820520874_EN.pdf 28 / 33

The screenshot shows a troubleshooting section from a PDF manual. The table has four rows:

Programme cannot be started or selected.	
Machine may have switched to self protection mode due to an infrastructure problem (such as line voltage, water pressure, etc.).	Bring your machine to factory settings by turning the programme selection knob. (see, Ending the programme through Cancelling)
Water in the machine.	
There may be some water in your machine when you receive it. This is from the quality control process and is normal.	It is not harmful to your machine.
There is water coming from the bottom of the machine.	
There might be problems with hoses or the pump filter.	- Make sure that the seals of the water inlet hoses are securely fitted. - Tightly attach the drain hose to the tap. - Make sure that the pump filter is completely closed.
Machine does not fill with water.	
- Tap may be turned off. - Water inlet hose might be bent. - Water inlet filter might be clogged. - The loading door may be ajar.	- Open the inlet water taps fully. - Flatten the water intake hose. - Clean the water intake filter. - Close the loading door.
Machine does not discharge water.	
- Water outlet hose might be clogged or twisted. - Pump filter may be clogged.	- Clean or flatten the hose. - Clean the pump filter.
Machine vibrates or shakes.	
- Machine feet might not be adjusted. - Transportation safety bolts might have not been removed. - There may be a small amount of laundry in the machine. - The machine may be overloaded.	- Adjust the machine feet. - Remove the transportation safety bolts. - Add more laundry to the machine. - Reduce the amount of laundry in the machine or

On the right side of the screen, there are three circular icons: a top one with arrows pointing up and down, a middle one with a plus sign, and a bottom one with a minus sign. A vertical scroll bar is located on the right edge of the document area.

EFFECTIVE TECHNICAL COMMUNICATION

Operation Manual:

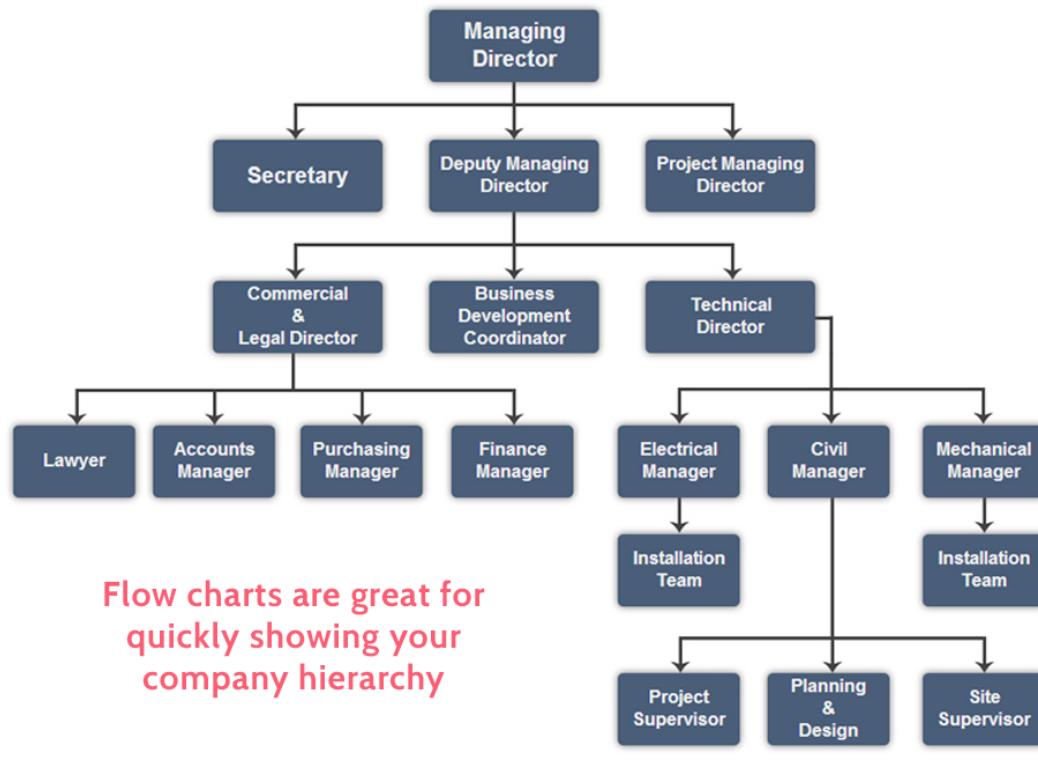
- ✓ The operations manual is the documentation by which an organisation provides guidance for members and employees to perform their functions correctly and reasonably efficiently. It documents the approved standard procedures for performing operations safely to produce goods and provide services.
 - ✓ The operations manual is planned to remind employees of how to do their job. The manual is either a book or folder of printed documents containing the standard operating procedures. It helps the person who has joined the organization to adapt to the organisation's specific procedures.
 - ✓ An operations manual is the complete encyclopaedia and is the backbone of the company . It stores all sorts of information, from company hierarchy to detailed procedures, contact details and emergency procedures. Whenever an employee wants to know how to do something or needs to know how to contact someone, they can look it up in the manual.
-
- ✓ SOME BENEFITS OF AN OPERATIONS MANUAL ARE:
 - It helps train new employees as it reduces the learning curve.
 - It allows you to record and preserve the knowledge that is limited to a few experts in the company.
 - It helps to improve and standardize processes.
 - It lets you quickly identify the suitable personnel when it comes to assigning or delegating tasks.
 - It reduces liability and makes your business more scalable .
 - It helps make everyone accountable for the work they do.
 - It allows you to store important information such as process maps, employee contact details, business policies, etc. in one central location that can be easily accessed by everyone.

EFFECTIVE TECHNICAL COMMUNICATION

CONTENT OF A OPERATION MANUAL :

- ✓ Company hierarchy
- ✓ Job descriptions and responsibilities
- ✓ Contact detail
- ✓ Processes & Procedures
- ✓ Emergency procedures
- ✓ Business policies
- ✓ EXAMPLE OF COMPANY HIERARCHY :

EFFECTIVE TECHNICAL COMMUNICATION



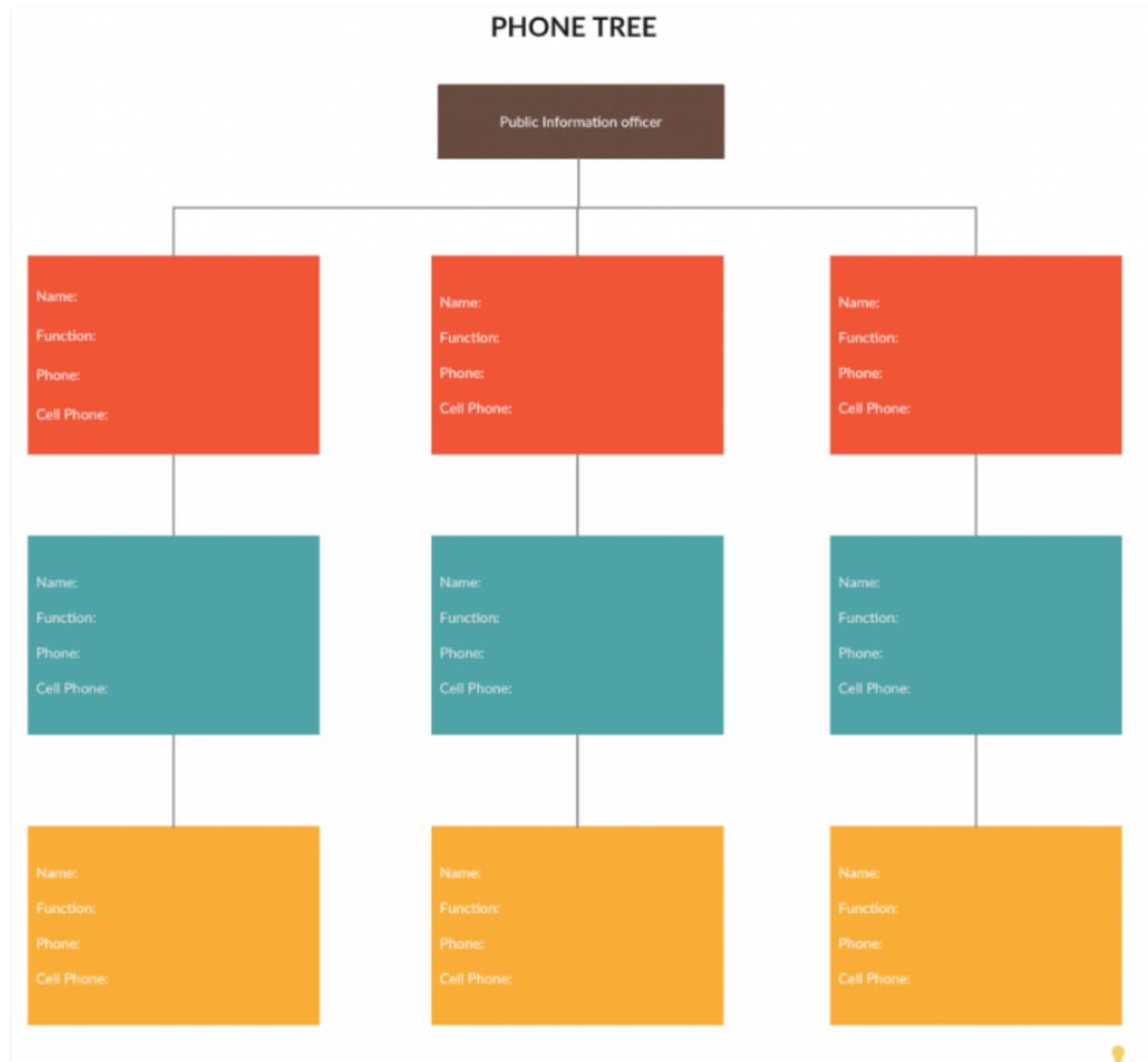
✓ **JOB RESPONSIBILITIES AND DESCRIPTIONS:**

Highlight the job role, responsibilities, experience, and skills of every employee.

✓ **EXAMPLE OF CONTACT DETAILS :**

- o All employees
- o Vendors/suppliers
- o Insurance companies
- o Bank accounts
- o Attorney
- o Landlord

EFFECTIVE TECHNICAL COMMUNICATION



- ✓ PROCESSES & PROCEDURES:
- ✓ In most cases, this is the longest section of your operations manual. Every business has a ton of processes – and all of them should be documented.
- ✓ Create flowcharts which detail the exact steps your employees have to take in order to complete the process successfully.
 - Example: a) Use X Software b) You can find the right machinery in department Y c) Consult person X for advice on Y

EFFECTIVE TECHNICAL COMMUNICATION

✓ BUSINESS POLICIES : The gist of this section is, how your business handles certain business-specific tasks.

- Example :
 - a) Only accepting bank transfers as payment
 - b) Doing business only with companies from specific countries or regions.
 - c) Giving out specific pricings to companies of different sizes.

✓ EMERGENCY PROCEDURES :

An emergency can come in any form; as a fire in the warehouse or a virus that affects computers. In such a case, it helps to have specified the steps you need to take to minimize the impact.

EFFECTIVE TECHNICAL COMMUNICATION

Compiled by Rehana Sultana

**Department of SHM
DECCAN COLLEGE OF ENGINEERING AND
TECHNOLOGY**

UNIT-5

INFORMATION TRANSFER AND PRESENTATIONS

CONTENT

Non-Verbal To Verbal

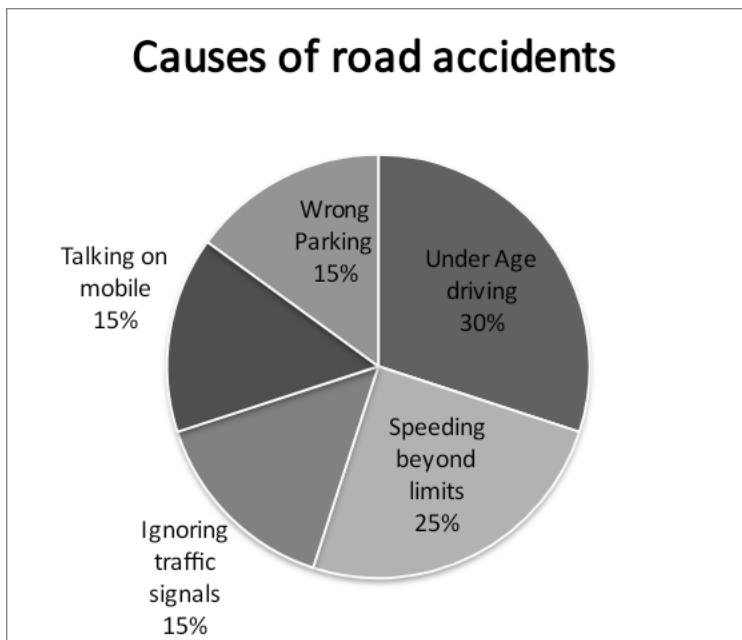
Verbal To Non-Verbal

Important Aspects of oral and visual presentations

Information Transfer

Non-Verbal To Verbal

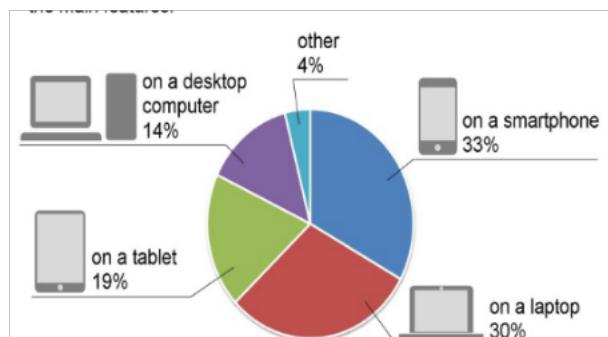
Sample #1: Pie – Chart to Paragraph



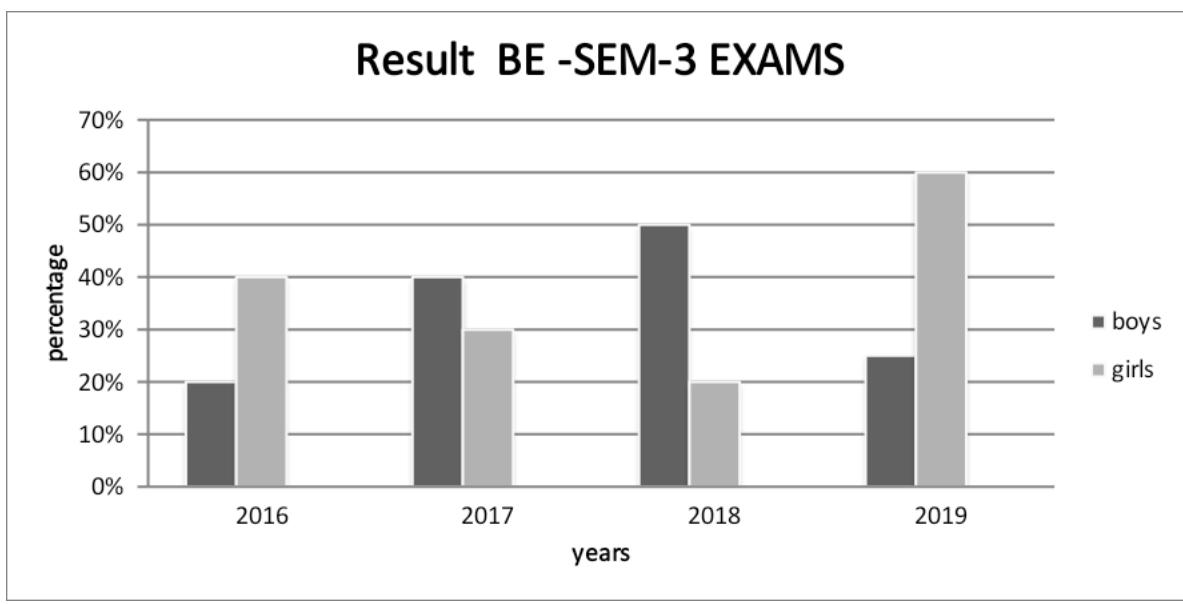
PARAGRAPH:

The given pie diagram represents the causes of Road Accidents. The major cause of Road Accident is the Underage Driving. It accounts for 30% of the total causes of road accidents. After that ,speeding beyond the limits stands for 25% of Road Accidents. Wrong parking, talking on mobile while driving and ignoring the traffic rules also attribute to the causes of Road Accidents. They accounts for 15 % each in the cause of Road Accidents. Thus if we avoid the above said unwanted activities of Underage driving, speeding beyond the limits, wrong parking etc. we can avoid the cause of Road Accidents to a major extend and thereby we can save many precious lives.

Exercise :1 convert the pie chart into a paragraph



Sample #2: Bar-Graph to Paragraph

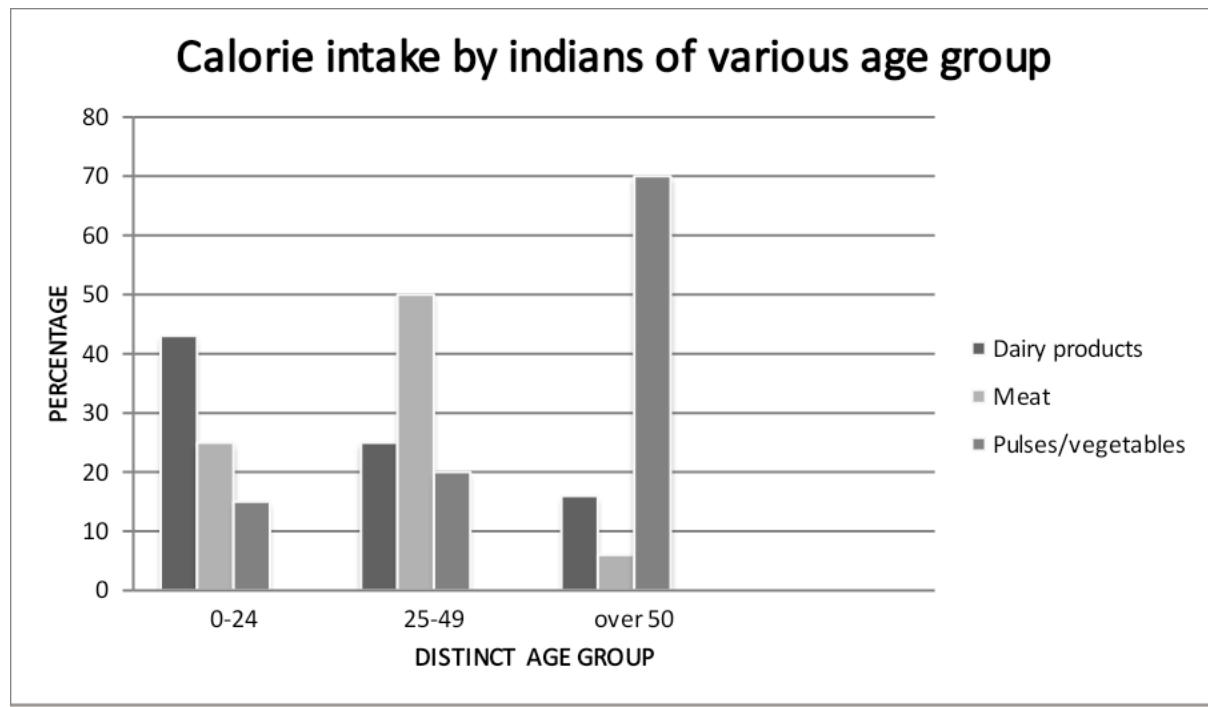


PARAGRAPH :

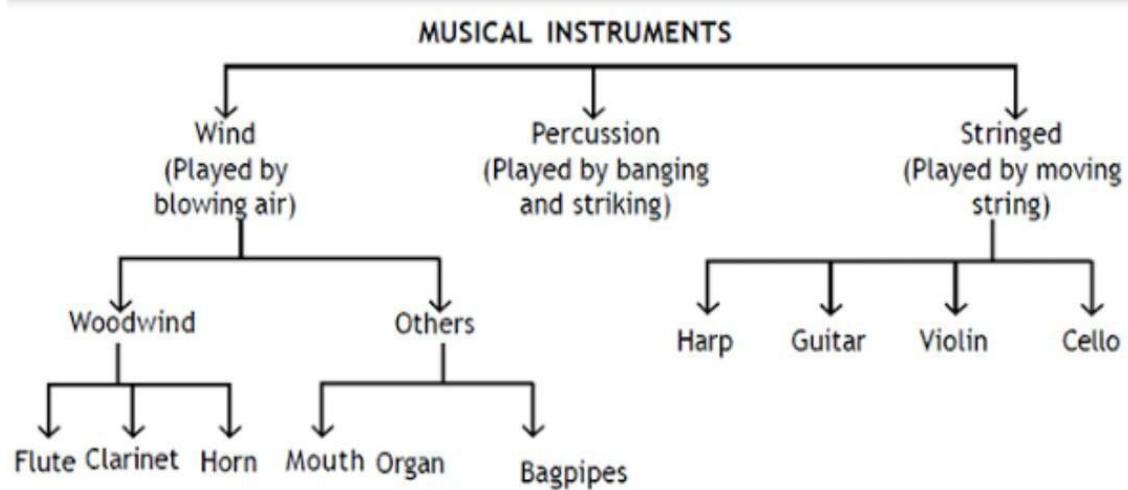
The given diagram represents the percentage of students passed in the BE – SEM -3 Examiantion from 2017 to 2020. In the year 2016 the percentage of girls passing was more than that of boys . It accounts for about 40 % for girls and about 20 % boys. In the next two years that is, 2017 as well as in 2018 the percentage of boys passing the examination were more than that of girls. about 40% of boys and 30% of girls were passed in the 2018 and in case of 2019 it was about 50% and 20% respectively. But in the year 2019 ,the percentage of girls passing the examination overtook the percentage of boys were passing. About 60% of girls and 25 % of boys were passed in that year.

EFFECTIVE TECHNICAL COMMUNICATION

Exercise # 2: convert the bar chart into a paragraph :



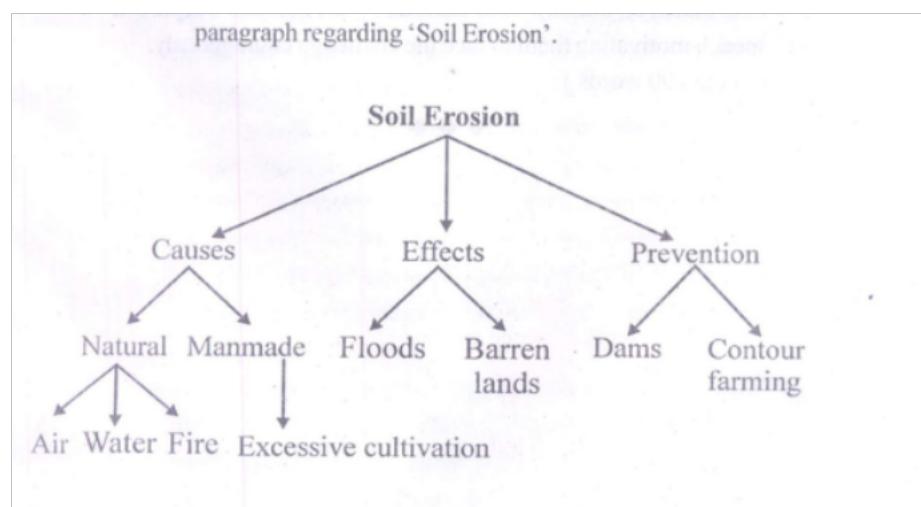
Sample #3 :Tree Diagram to Paragraph



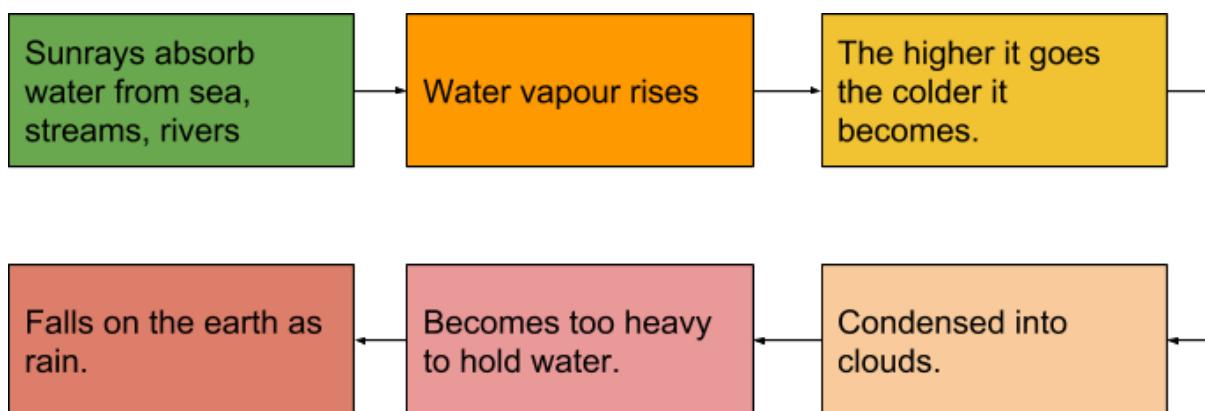
PARAGRAPH :

There are many different kinds of musical instruments. They are divided into three main classes according to the way that they are played. Some instruments are played by blowing air into them. These are called wind instruments. Some of the wind instruments are subdivided into woodwind. Examples of woodwind instruments are the flute, the clarinet and the horn. There are also various other wind instruments such as the mouth-organ and the bagpipes. Some instruments are played by banging or striking them. Instruments like this are called percussion instruments. The last big group of musical instruments have strings and they are called stringed instruments. Examples are the harp and the guitar, the violin and the cello.

Exercise # 3: convert the tree diagram into a paragraph :



Sample #4: Flowchart to Paragraph:

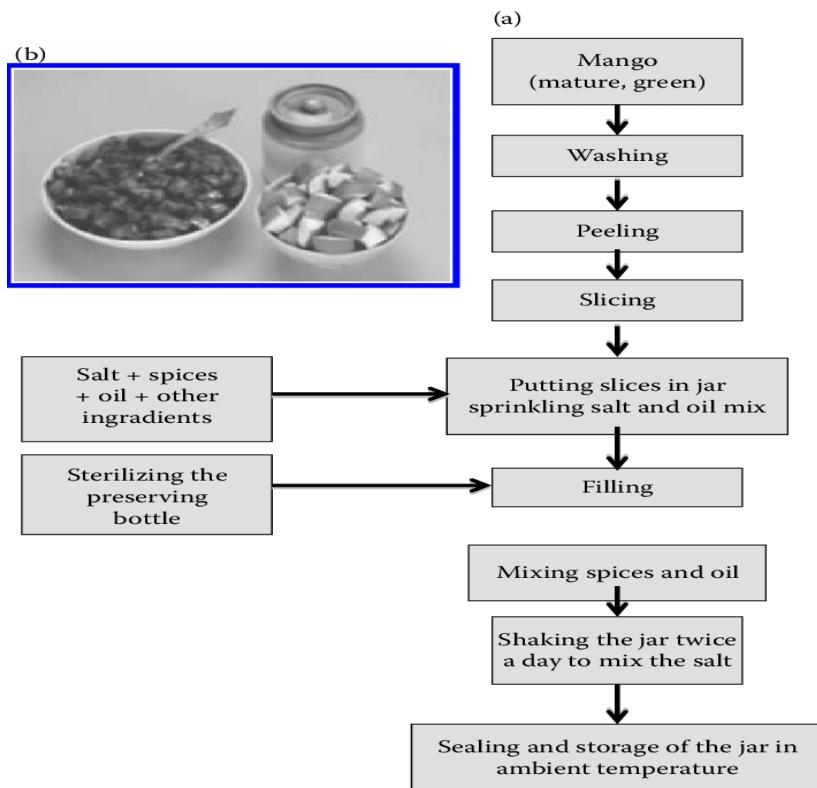


Water-Cycle

It is common knowledge that the sunrays absorb water from the surface of the Earth — namely seas, streams, rivers and other such water bodies. This gets converted into water vapour and thus rises. As it goes higher, it becomes cooler and begins to move. Various particles of vapour collect together and condense to form clouds which when become too heavy are difficult to sustain. The condensed vapour in these clouds then comes down in the form of rains and fills the various water bodies from where once again it evaporates with the heat of the Sun and thus, the cycle of water is maintained.

EFFECTIVE TECHNICAL COMMUNICATION

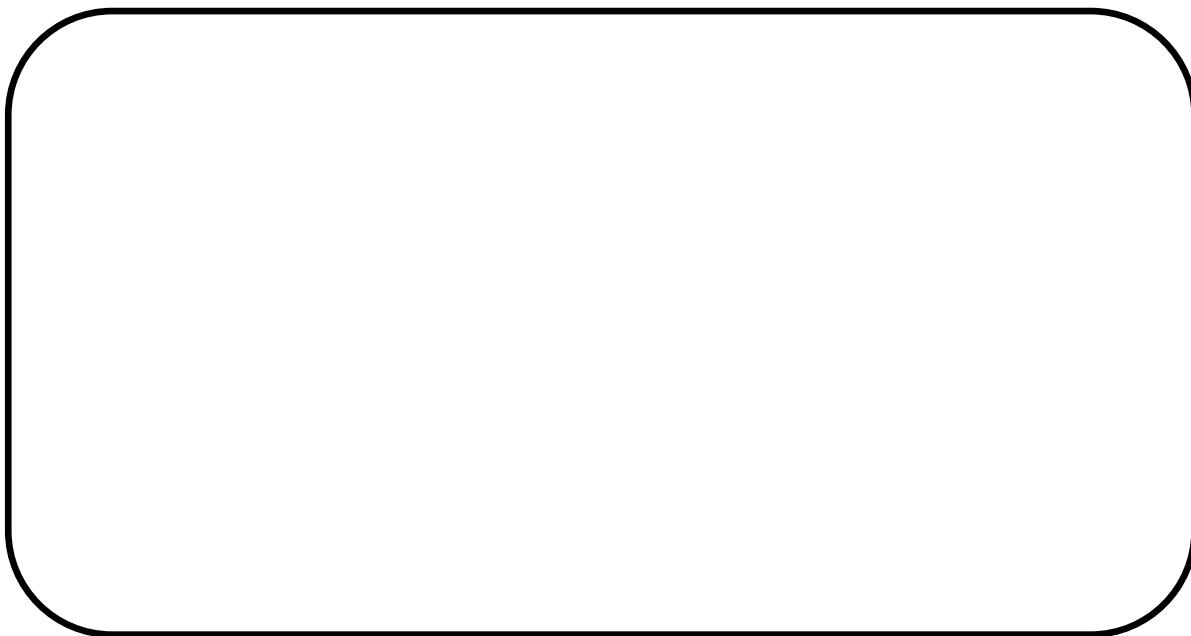
Exercise #4: convert the flow chart into a paragraph



Verbal to Non-Verbal

Exercise #1: Paragraph to pie chart :

The pie chart is about the city budget through the income sources of 100% which is divided firstly with the local body tax [LBT] of 30% which follows with an equal contribution of city development charges as well as Property Tax at 18%. Other income contribute to 15% of the total followed by water charges at 7% While the smart city fund are main at 6% with the least percentage contribution of the Govt. Aid and Loan services which remains at 4% and 2% .

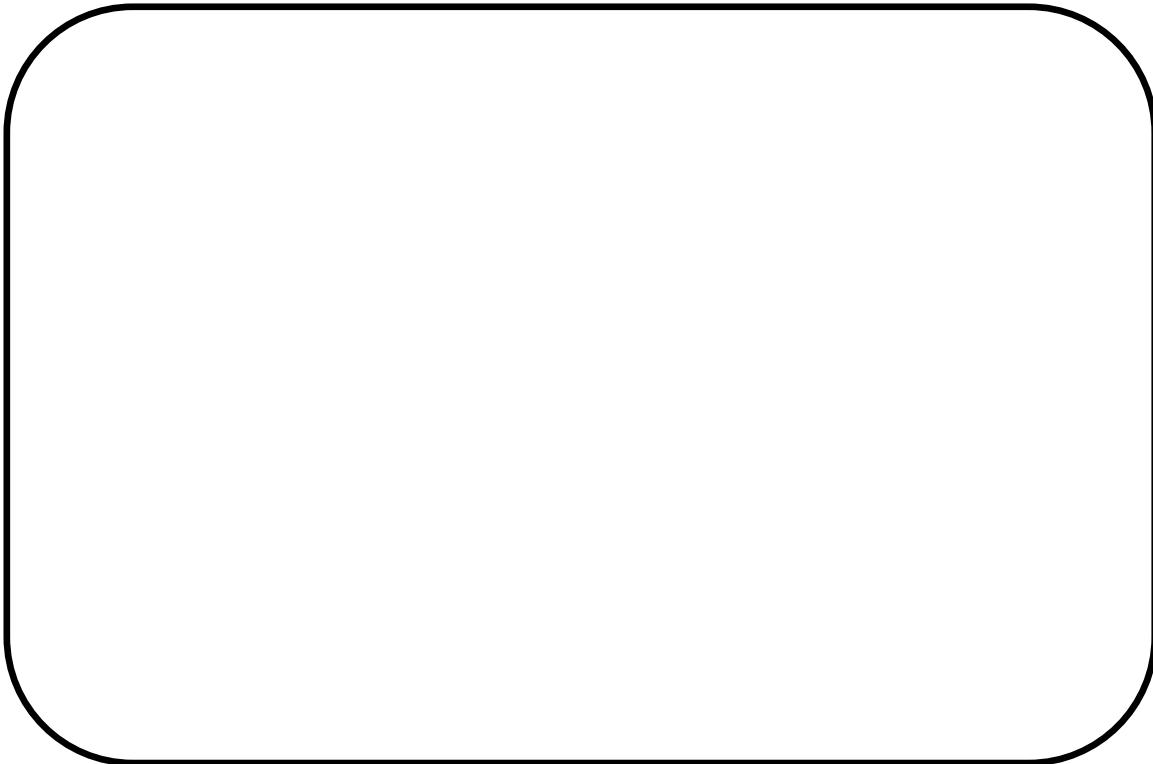


Exercise #2: Paragraph to bar - chart :

The information is about the percentage of people using social networking sites in India during 2018 and in 2019. We can see from the data that, in general, there was a growing tendency to use more than one site.

Internet users who did not use any social networking sites in either of the years were 22 percent in 2018 and 21 percent in 2019. In both years the highest proportion of users were the people who used Instagram . Moreover , this group increased sharply from 36 percent in 2018 to 48 percent in 2019.

Similarly , the numbers of internet users who used Facebook, Whatsapp and Snapchat all grew over in both years. Facebook users were 35% in 2018 and increased by 15% in the year 2019.whatssapp users showed sharp increase in the year by 25% in 2019 compared to 39% in 2018.sanpchat had 7% increase in 2019 as compared to the percentage in 2018 which was 35%.



Exercise #2: Paragraph to Tree – diagram :

Morpheme is a linguistic field of study, the study of morpheme is called morphology .Every morpheme can be classified into two types –bound and free morpheme. The bound Morpheme can be further classified into three categories –prefix infix and suffix. The last category of bound morpheme has three types namely derivational, inflexional and bound base. The derivational category has two sub types –class changing and class maintaining.



EFFECTIVE TECHNICAL COMMUNICATION

Exercise #4 : convert the text into a flowchart:

INGREDIENTS:

6 slices of bread
2 tbsp of butter (salted or unsalted)
1/4 cup of green chutney
1/2 cup of tomatoes sliced thin and round
1/4 cup of onions, sliced long
1/2 cup of cucumber, sliced thin and round
1/2 cup of boiled potatoes, cut into thin rounds
1 tsp of roasted cumin powder
1/2 tsp of black salt (adjust to taste)

INSTRUCTIONS:

1. Trim the edges of the bread slices and Spread a generous amount of butter on each bread slice. Now spread the green chutney evenly on each slice as well. Then, place the boiled potatoes on 3 slices in one even layer, Sprinkle some cumin powder and black salt over this. Next, layer cucumber, onions, and tomato slices. To this Sprinkle more cumin powder and black salt. Place another slice of bread over this that has been buttered and spread with chutney as well. After that Press down gently so that the ingredients stick together and don't fall out easily. Repeat until you have 3 large sandwiches. Later, Use a sharp knife to further quarter each into 4 smaller pieces. Finally ,Plate them and serve immediately with more green chutney, if needed

Aspects Of Oral And Visual Presentation:

Oral Presentation:

It is one of the best platforms where non verbal cues are combined with effective verbal skills adding a broader aspect to your communication. It allows individuals to present their thoughts and views confidently in-front of a live audience.

Steps in Preparing a Oral Presentation:

Step 1: Analyze your audience:

The first step in preparing a presentation is to learn more about the audience to whom you'll be speaking. It's a good idea to obtain some information on the backgrounds, values, and interests of your audience so that you understand what the audience members might expect from your presentation.

Step 2: Select a topic

Next, if possible select a topic that is of interest to the audience. It will be much easier to deliver a presentation that the audience finds relevant.

Step 3: Define the objective of the presentation

-Once a topic is selected, write the objective of the presentation in a single concise statement. The objective needs to specify exactly what you want your audience to learn from your presentation.

Preparing the Content of Your Presentation

Step 4: Prepare the body of the presentation:

- Present data and facts
- Read quotes from experts
- Relate personal experiences
- Provide vivid descriptions

Step 5: Prepare the introduction and conclusion

- Once you've prepared the body of the presentation, decide how you will begin and end the talk. Make sure the introduction captures the attention of your audience and the conclusion summarizes and reiterates your important points. During the opening of your presentation, it's important to attract the audience's attention and build their interest.
- Make the introduction relevant to the listeners' goals, values, and needs
- Ask questions to stimulate thinking

EFFECTIVE TECHNICAL COMMUNICATION

- Share a personal experience
- Begin with a joke or humorous story
- Project a cartoon or colorful visual
- Make a stimulating or inspirational statement
- Give a unique demonstration

During the conclusion of your presentation, reinforce the main ideas you communicated.

Practicing and Delivering

Step 6: Practice delivering the presentation

Most people spend hours preparing a presentation but very little time practicing it. When you practice your presentation, you can reduce the number of times you utter words and phrases like, "um," "well," and "you know." These habits can easily diminish a speaker's credibility. You can also fine-tune your content to be sure you make your most important points in the time allotted.

In addition to planning the content of your presentation, you need to give advanced thought to how you want to deliver it. Do you want to commit your presentation to memory, use cards to guide you, or read from a script? Or, you might want to use a combination of methods. To help you decide, read the advantages and disadvantages of the four delivery methods described below.

4 P's Of Presentation :



EFFECTIVE TECHNICAL COMMUNICATION

FIRST P: PLANNING YOUR SPEECH

THE PURPOSE OF THE SPEECH:

- ✓ Decide what you wish to speak about ·
- ✓ Decide what is the primary purpose of the speech.
- ✓ Do you wish to:
 - (a) instruct and inform
 - (b) convince, persuade, influence or motivate, or
 - (c) amuse and entertain ·
- ✓ What are the objectives of your speech ·
- ✓ Know your audience.
- ✓ Know the venue.

SECOND P: PREPARING YOUR SPEECH

- ✓ Your speech should be structured into 3 distinct parts - Opening, Body and Conclusion.
- ✓ Opening or Introduction: · The introduction is most important as your audience will accept your message in the first 30 - 90 seconds, or they will switch off and ignore the rest of the speech.
- ✓ In the introduction
 - (a) Introduce the theme
 - (b) Set the scene
 - (c) Establish a direction
 - (d) Gain the attention of the audience and get them involved. ·
- ✓ The introduction should be short, positive, easy to handle, generate interest. It should create a vivid image and possibly an image that the audience can identify with.
- ✓ Body:

The body should flow naturally from the introduction and lead the audience to the conclusion you wish to accept. · Be sure to stick to your theme. · DO NOT try to cover too much ground - three or four main points are sufficient.

EFFECTIVE TECHNICAL COMMUNICATION

✓ Conclusion:

The conclusion should re-state the essential message. Keep it short and simple .

Key points to be remembered while preparing

- ✓ Research your topic thoroughly
- ✓ Organize your speech: Introduction, body and conclusion –
- ✓ Prepare a memorable introduction and conclusion
- ✓ Write down your speeches!
- ✓ Use short simple sentences
- ✓ Tell stories to connect with the audience
- ✓ Know your material; Use limited notes
- ✓ Visualize yourself giving the presentation

THIRD P : PRACTISE

-Practice until you are very familiar with the speech as it helps to reduce stage fear .

-Practice before an audience, coach, mirror or video camera will give desired results.

- Practice:

- ✓ To gain feedback
- ✓ For a strong opening
- ✓ To ensure logical flow
- ✓ To identify distracting mannerisms
- ✓ To ensure your speech is within the allocated time period

Fourth P: PERFORM

- ✓ On the day of your presentation
- ✓ Properly groomed and appropriately dressed
- ✓ Arrive early to the location

EFFECTIVE TECHNICAL COMMUNICATION

- ✓ Become familiar with the room, stage and microphone
- ✓ Meet and get to know the audience prior to speaking
- ✓ Visualize yourself speaking successfully
- ✓ Relax and breathe deeply
- ✓ Hold your audience's attention
- ✓ Articulate vivid, colorful and expressive words
- ✓ Keep Eye contact with the entire audience
- ✓ Body language and hand gestures
- ✓ Vocal variety
- ✓ Dramatic pauses
- ✓ Build a relationship with your audience.
- ✓ Get them involved!
- ✓ Be enthusiastic
- ✓ Be sincere

ROLE OF VISUAL AIDS IN PRESENTATION

A visual aid supplements words with pictures, charts, graphs, or other visual information. They are important because they help the audience understand and remember, increase audience interest, and act as notes or reminders for the speaker.

Visual aids are chosen depending on their purpose, for example, you may want to:

- ✓ Summarise information.
- ✓ Reduce the amount of spoken words, for example, you may show a graph of your results rather than reading them out.
- ✓ Clarify and show examples.
- ✓ Create more of an impact, for example, if your presentation is on the health risks of smoking, you may show images of the effects of smoking on the body rather than describing this. Emphasise what you're saying.

EFFECTIVE TECHNICAL COMMUNICATION

- ✓ Enhance your credibility.
- ✓ Engage the audience and maintain their interest.
- ✓ Make something easier for the audience to understand.

Preparation And Use Of Visual Aids:

- ✓ Think about how can a visual aid can support your message
- ✓ Ensure that your visual aid follows what you're saying or this will confuse the audience.
- ✓ Avoid cluttering the image as it may look messy and unclear.
- ✓ Visual aids must be clear, concise and of a high quality.
- ✓ Keep the style consistent, such as, the same font, colours, positions etc
- ✓ Use graphs and charts to present data.
- ✓ The audience should not be trying to read and listen at the same time - use visual aids to highlight your points.
- ✓ One message per visual aid, for example, on a slide there should only be one key point.
- ✓ Use visual aids in moderation - they are additions meant to emphasise and support main points.
- ✓ Ensure that your presentation still works without your visual aids in case of technical problems.
- ✓ Practice using the visual aids in advance and ask friends and colleagues for feedback. Ask them whether they can clearly see the visual aid and how they interpret it.

During the presentation

- ✓ Ensure that the visual aids can be seen by everyone in the audience
- ✓ Face the audience most of the time rather than the image.
- ✓ Avoid reading from the visual aid.
- ✓ Choose your visual aids tactically so you appeal to your audience.

EFFECTIVE TECHNICAL COMMUNICATION
