



Technical Communication (KAS-301)

Unit-1 Lecture 1 Introduction to Communication

Ms. Sugandha Mittal
Assistant Professor

Outline

- ◉ What is Communication?
- ◉ Process of Communication
- ◉ Role of Communication

What is Communication?

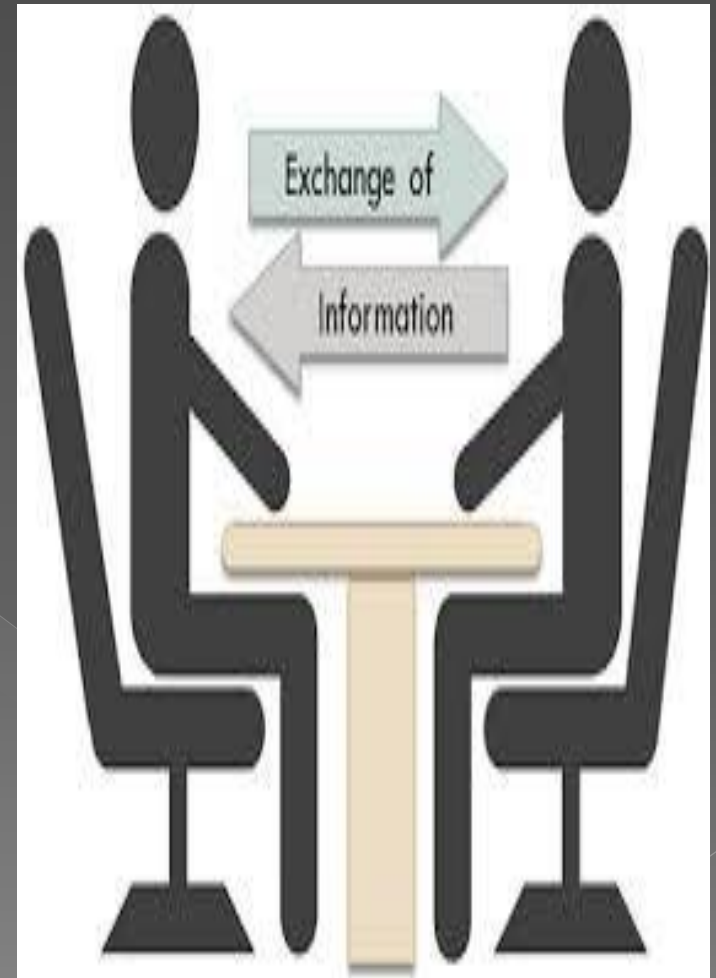
The term 'communication', is derived from a Latin term 'communicare' which means 'to share'.

Communication is a process of exchanging:

- Information
- Ideas
- Thoughts
- Feelings
- Emotions

Through

- Speech
- Signals
- Writing
- Behavior

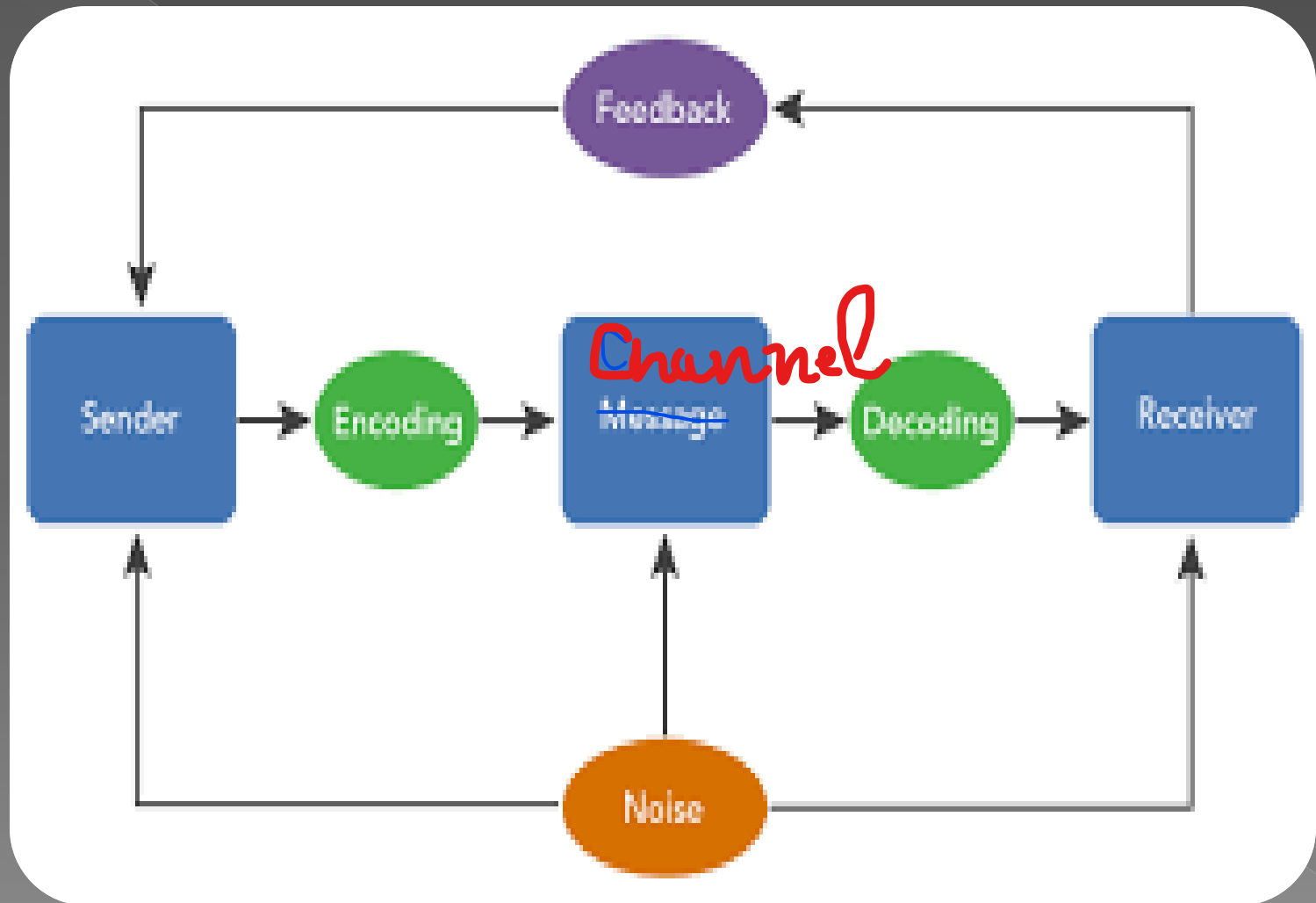


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Communication is a:

- Two way process: Communication is a two way process. It includes both the acts of giving and receiving information. The manager after issuing orders, try to know the reaction of the subordinates and also whether they have fully understood the orders or not.
- Goal-oriented Activity: Its aim is not to convey or receive information only. Rather its purpose is to realize the basic objectives of the business unit. Communication is indispensable for realization of objectives

Process of Communication



Role of Communication

Why do we need to communicate?

- ❖ Communication skills are very important in Engineers day to day life.
- ❖ For an engineer communication skill is just like oxygen without which he can't survive.
- ❖ Importance of communication skills starts from their college days which is further carried out in interviews, jobs and their day to day life.
- ❖ As “the engineers design the future” communication is much needed them for their survival.



Communication is required for:

- Interacting with diversified cultural and religious background workforce
- Carrying group/project activities
- Gathering information and analyze it
- Cracking interviews
- Developing confidence
- Explaining presentations
- Selling ideas
- Dealing with global clients
- Earning respect in society

THANK YOU