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TECHNICAL COMMUNICATION

* Dimensions/Levels of communication:

⇒ There are five dimensions of communication, viz:

1. Extra-personal Level
2. Intra-personal level
3. Interpersonal level
4. Organisational level.
5. Mass-Communication.

1. <u>Extrapersonal Level</u>:- The communication that takes place between a human & a non-human entity, which could be anything (living or non-living) is known as Extrapersonal level of Communication.

 E.g., Our communication with pet animals or our attachment with certain things.

2. <u>Intrapersonal level</u>:- The communication that occurs within ourselves is known as Self communication or Intrapersonal level.

 E.g., Self-confidence & Will Power.

3. <u>Interpersonal level</u>:- The communication that takes place between individuals or a group is known as interpersonal level of communication. It could be :-

 (a) <u>Formal</u>- Communication with Colleagues.

 (b) <u>Informal</u>- Communication with friends & family.

4. <u>Organisational Level</u>:- Communication in an organisation takes place at different levels & moves in all directions. In an organisation, there is a hierarchy of officers who plays a significant role in decision making process. There are 3 basic divisions of organisational level:-

(a) <u>Internal operational</u>:- Communication that takes place within an organisation.

(b) <u>External operational</u>:- Communication that takes place outside the organisation.

(c) <u>Personal</u>:- Communication that takes place at individual level.

5. <u>Mass-Communication</u>:- When an individual or a group communicates to a large number of people, then the communication, will be known as Mass Communication.

It requires some audio-visual equipments such as microphone, amplifiers, projector, etc.

Mass communication has a large reach because it uses mediums like T.V., Radio, Newspaper, Internet, etc. Through this communication, we can bring a 'Social Change'.

LANGUAGE AS A TOOL OF COMMUNICATION:

According to Noam Chomsky and Ferdinand De Saussure, language is :-

(1) **Artificial**:- In language, there is no fixed meaning of a word & people use language as per their convenience.

The meaning of a word keeps on changing, & that makes the language artificial.

E.g., The word 'nice' which means good & positive these days, it was initially interpreted as 'foolish' in 18th Century.

(2) **Restricted**:- Sometimes, we can feel that, we lack in expressing our feelings into exact words. This feature makes language restricted in nature.

E.g., If a team wins a championship, the players start shouting & screaming, instead of using words to express themselves.

(3) **Creative**:- Language is highly creative & dynamic in nature. Every year, a no. of words are being added, to the dictionary. It can be added in the form of :-

(a) By Back formation:- By reducing the structure of a word.

E.g., Combination - Combo   Emotion - emote.
Mathematics - Maths.

(b) By Fusion:- By adding two words in order to get a new word.

E.g., Motor + Hotel = Motel
Breakfast + Lunch = Brunch.

(c) By borrowing:- By taking a word from a different language.

E.g., jungle (hindi)   alcohol (Arabic)
alma-mater (latin).   boss (Dutch)
restaurant (french).

(4) Abstract:- Language has a tendency to generalised things. This features makes language abstract in nature.

E.g., dress - uniform, casual wear, party wear, ethnic wear.

books - magazine, novels, comics, journals.

✷✷ BARRIERS TO COMMUNICATION:-

When there is a hindrance that takes place during the process of communication, then it is known as 'NOISE'.

The word 'NOISE', does not mean mere 'cacophoney' rather, it stands for Barriers to communication.

It can be broadly classified into 3 categories :-

(1) **Intra-Personal Barriers:-** The barrier which develops within ourselves is known as 'Self-made barrier' or Intra-Personal Barrier. It can be further divided into :-

(i) **Categorical Thinking:-** It is a kind of barrier, that exists among 'Pansophits'.
   all → knows everything
   (x) → disbelief

(They are those, who belief^{ve} that 'they know everything'.)

That is why, the people, who are suffering from this barrier, try to block or reject any innovative idea.

(ii) **Wrong Assumption:-** This barrier generally occurs due to inadequate knowledge of background b/w between the sender & the

receiver. To prevent this barrier, we must try to understand the background & culture of other society or civilization.

E.g., If a boss orders his sub-ordinates to submit a bimonthly report, it has two interpretation:

(a) once in two months.

(b) twice in one month.

(iii) Wrong Inference:- This kind of barrier is based upon wrong information, which may spoil your image at the workplace. These inferences are dramamatic than facts.

E.g., In an organisation, if two new recruits join the office & one got absent without proper/prior information. This will project or give rise to speculation, which finally acts as barrier.

wrong assumption

(iv) Varied Perception:- Every individual has its own way of thinking & possess a unique personality.

E.g., Many people believe in luck while some doesn't. ~~There~~
Another good example is online voting.

(*2) **Inter-Personal Barriers:-** The barrier that takes place between individuals, is known as Inter-Personal Barriers. It can be classified as:-

(i) **Unusual Body Language:-** Suppose you are giving a speech on 'happiness' but your body language reflects a dull approach, then it will spoil/distort your image & act as a barrier, called Unusual body language. Therefore, one must have a positive and appropriate body language.

(ii) **Emotional Outburst:-** A moderate level of emotional involvement will enhance the communication, but excessive emotional involvement will act as a Barrier.

E.g., Extreme anger can result into wrong decision.
Similarly biased or being prejudice are also the example of this barrier.

(iii) **Noise in the Channel:-** Noise interrupts greatly during the transmission of signals or the process of communication. It may be audio-visual, technical or even psychological.

E.g., Poor network, Server error, poor handwriting & upset mind.

(iv) Poor Listening Skills:- This barrier is very common among people because mostly we don't focus on facts or information but we react according to the tone.

As we know that, listening & hearing are two different things, & listening plays a major role in communication.

(3) Organisational Barriers:-
An organisation deals with a ~~no.~~ number of people, & departments & performs various task.

E.g., A Bank deals with various section of society, handles accounts of various departments & performs various activities like opening accounts, transactions, loan facilities, DD/cheek, etc.

Any barrier that occurs during these activities is known as Organisational Barrier.

It can be divided into:-

(i) Information overload:- One of the major problem faced by the organisation these days is the availability of huge amount of data, which results into a Barrier called Information overload.

This information overload affects the employee's health in various forms:-
Hypertension, Blood pressure, Diabetes.
To overcome from this barrier, the organisation is shifting towards e-services, which helps in reducing excessive paperwork. Apart from this, the organisation have a reward policy, under which, the employees are motivated by giving some incentives like bonus, promotion, award, perks, etc.

(2) Fear of Superiors:- In a rigid structured organisation, prevents the subordinates from speaking frankly to their seniors/superiors. An open environment is conducive to increase the confidence & goodwill of the employees.
Due to this barrier, the sub-ordinates either suppress the information or may present all information which is not necessary.

(3) Too Many Transfer Station:- If a message is passing through various channels, there is in communication chain. a chance of getting distortion over the quality of information. It get hampered at each level because of various inter-personal or intra-personal barrier. To control this barrier, the organisations are using circular, notices, emails, Inter.com:

(4) **Negative Tendencies :-** This barrier often take place in various organisations.

It occurs due to various intrapersonal/inter-personal barriers.

It develops a negative environment in the workplace, in the form of corruption, opposition, office politics, discouragement.