

TOPIC:- Technical Communication (Introduction,

OBJECTIVES:-

OUTCOME:-

Technical Communication is a form of writing that involves conveying scientific and technical information to the audience. It can be about product, about a company or about a concept.

According to Johnson "Technical Communication is used to convey scientific engineering, or other technical information."

It includes transmission of facts, figures and thoughts which are of scientific and technical nature. Description of machines, analysis of scientific principles and understanding and interpretation of scientific and technical process all come under the purview of technical communication..

It is done in order to inform, to educate, to instruct, to motivate, to advise, to reprimand, and to build goodwill....

- ⇒ T.C is used to convey scientific engineering or other tech. information.
 - ⇒ T.C is exchange of information that helps people interact with technology & solve complex problems.
 - ⇒ T.C is broad field & includes any form of communication that exhibits following characteristics:-
- 1) Communicating about tech and specialized topics such as computing application medical procedure etc.
 - 2). Communicating by using technology such as web pages, help file or web portal etc.

for whom it is created ??

- 1) End users :- Through user manuals, guides and instructions.
- 2) Developers :- For documentation and code comment.
- 3) Stake holders :- For creating reports, proposal and presentations ...

General Communication :- General communication is intended for a broad diverse audience and typically focuses on sharing information, ideas, or narratives in an accessible, conversational manner. The goal is often to inform, entertain, blog post, speeches, etc. Examples include news articles, blog posts, speeches and casual conversation.

Technical Communication :- T.C is designed for a specific, specialized audience and aims to convey complex, detailed information related to a particular subject matter or field. The language used is often more precise, concise and jargon-heavy, as audience is technically expert.

Example includes :- instruction manuals, scientific reports, software documentation.

Difference Between T.C and G.C ...

General Comm.	Techn. Comm.
i) General communication conveys a general message.	Technical communication conveys technical message.

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Technical Communication	General Communication
• Technical communication is mostly formal.	General communication is informal in style and approach.
• Technical communication follows a set pattern.	General communication does not have a set pattern of communication.
• T.C is done in both oral and written	It is mostly oral
• T.C always for a specific audience	It is not for specific audience.
• T.C mostly involves jargons, graphs, tables etc.	It does not use technical aid, jargons, tables, diagram etc.
• T.C is brief and precise.	It is diffuseness
• T.C has clarity.	It is usually vague or unclear.
• It has objective nature	• It has subjective nature.
• T.C is objective	It is subjective.
• T.C has simplicity and accuracy.	It can be decorative and pompous.
• T.C has a fixed format	• It does not have fix format.

.... Scope of Communication

Scope of communication means the normal functioning area of the subject. Since communication is essential in every sphere of human life so its scope is wide & clear. The scope consists-

- 1) Documentation
- 2) Visual Communication
- 3) Training and Education
- 4) Technical writing.
- 5) Editing and Proof reading.
- 6) Translation
- 7) Communication & strategy.

REFERENCES:-

SUMMARY:-

TOPIC:-

OBJECTIVES:-

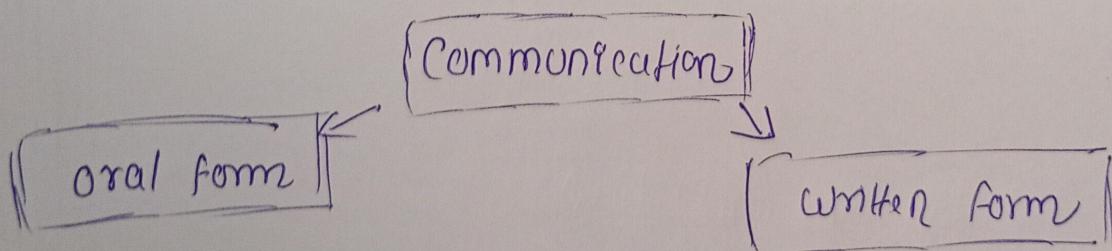
OUTCOME:-

Technical communication is a central factor in the emerging knowledge society, where technocrats and professionals in different area face new challenges to communication.

Technical communication is a transmission of technical and professional information from one individual or group to another.

..... Form of Technical Communication

Two forms of communication are :-



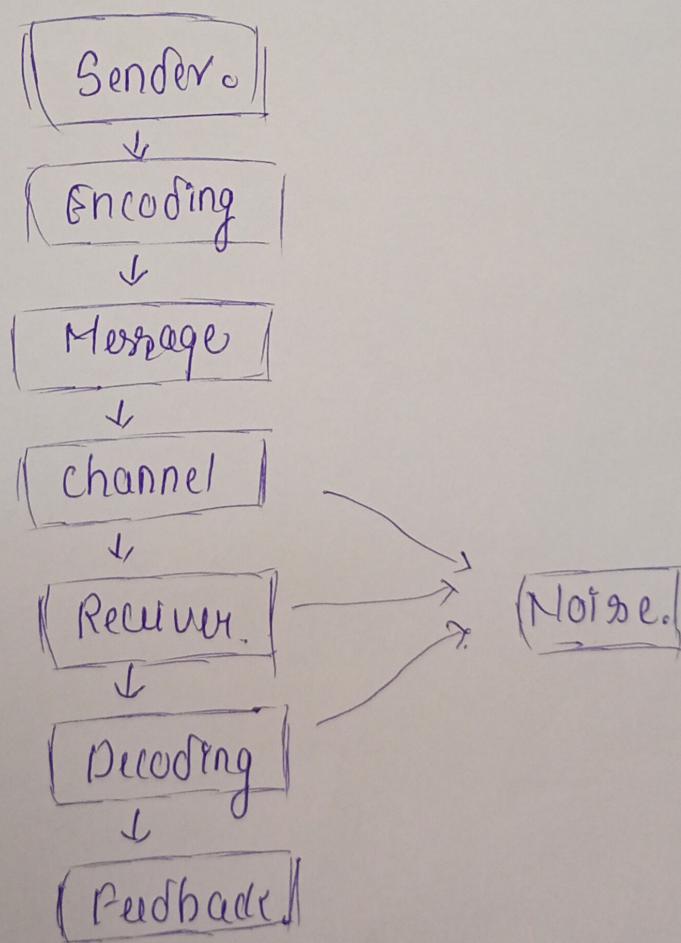
Communication and sharing information orally to receiver.

Sharing of information through written form to receiver.

... Process of Communication ...

The word communication is derived from latin word "communis" which means "to share". In this information is exchanged by sender to receiver through a process.

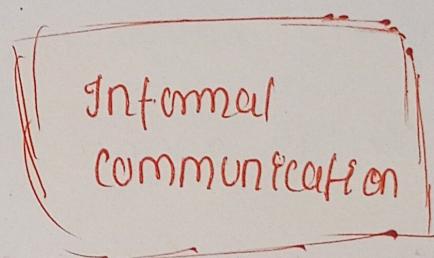
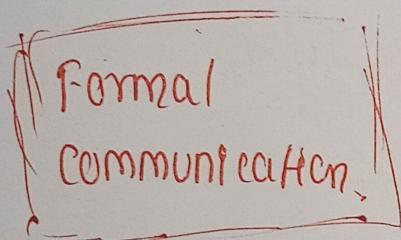
The process involves :-



Channel of Communication

Technical communication requires a proper flow of specific information to receive in accurate manner.

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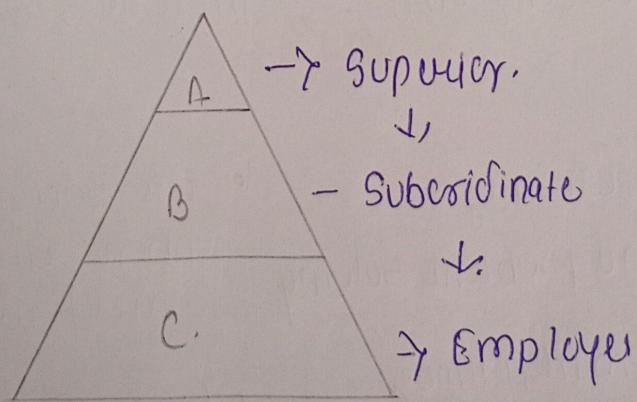
- Refers to official, structured and professional exchange of information within an organization.
- It follows established protocols, procedures, or channels.
- For informing, directing, evaluating and problem solving.
- Ex :- like e-mail, Memos, Meeting, Conference
- Refers to unofficial, oral exchange of information with people for conversation, maintaining relations and social networking.
- It does not follow established protocols or channels.
- For social media, texting, phone calls, unofficial meeting.
- Ex :- Social media post, lunch room conversation, Phone calls.

⇒ • Formal Communication • ⇌

The style of formal communication is specific as official information are shared in an proper way as office organizations have various levels and each level have superior and sub-ordinate, so the flow of information is through every level. It is further divided in 4 categories

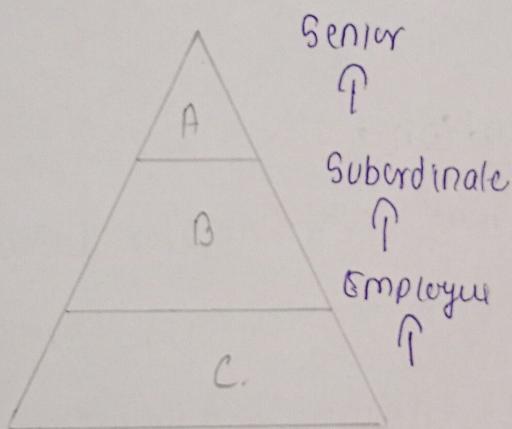
① Down ward Communication:-

The flow of information from a higher level to a lower level in an organization is known as downward communication. Communication of policies, procedure, orders, instructions, notices for meeting etc.



2) Upward Communication:-

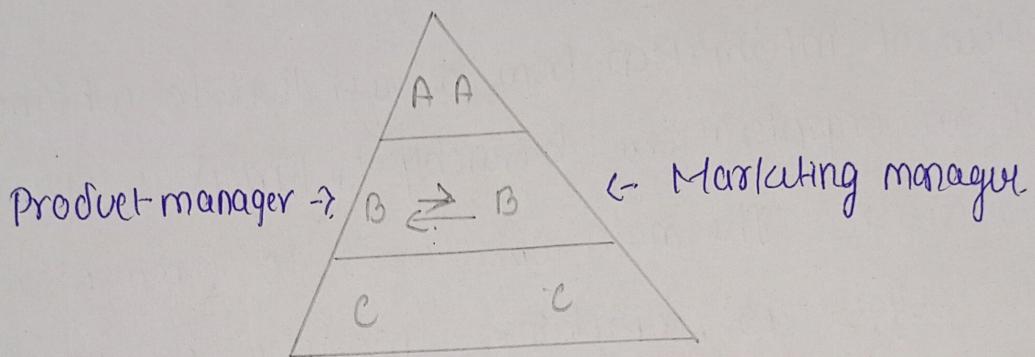
The flow of information from a lower level to a higher level of an organisational hierarchy is known as upward communication. The main objective is to communicate reports, suggestions, complaints, grievances etc., to superior. The speed of upward communication is comparatively less than downward.



Upward flow of Communication.

3) Horizontal communication:-

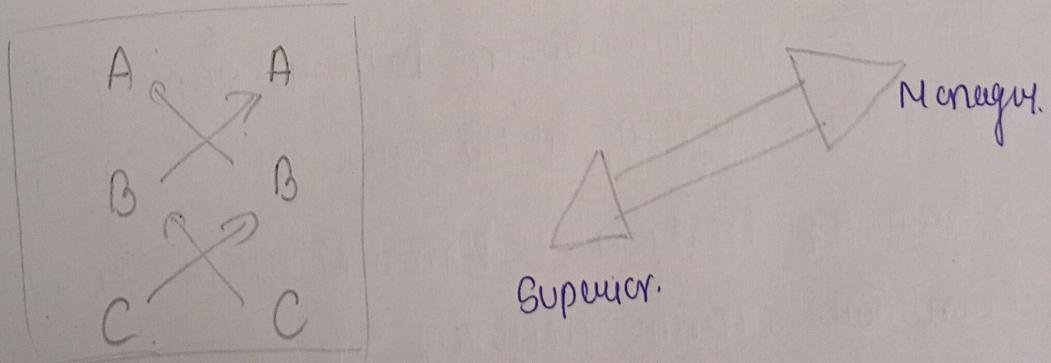
The flow of information between people of different departments working at the same level in an organisation is known as horizontal communication. The aim is to coordinate different activities of two or more department.



For example the product manager can deal with marketing manager for promotional material and information.

Diagonal communication:-

It refers to exchange of information between individual from different department, levels or functions within an organization. It enhances collaboration and team work and improves problem solving and decision making process easy.

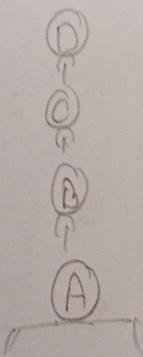


Informal communication

It refers to unofficial, spontaneous, and often oral exchange of information within an organization or social network. It is also known as propagating chain. In this information flow in all the direction.

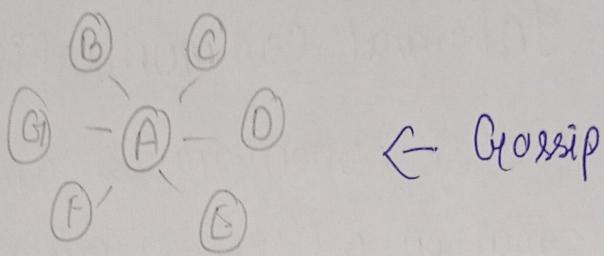
Types of informal communication :-

1) Single strand :- In this information is passed from one person to the next in a sequence, like a telephonic game. This is a slow process as the message is altered accordingly to person.

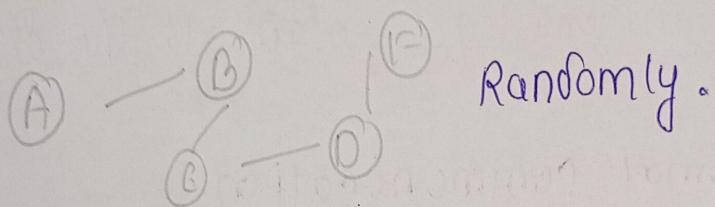


2) Gossip chain :- In this information rapidly spread through a series of interconnected individual. This is relatively faster as the news spread among multiple people at once, and is highly inaccurate.

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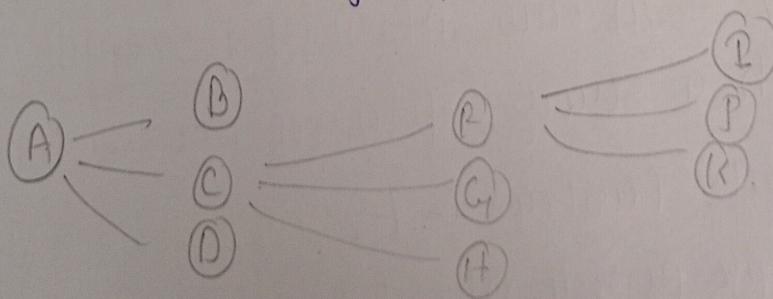
3) Probability chain :-



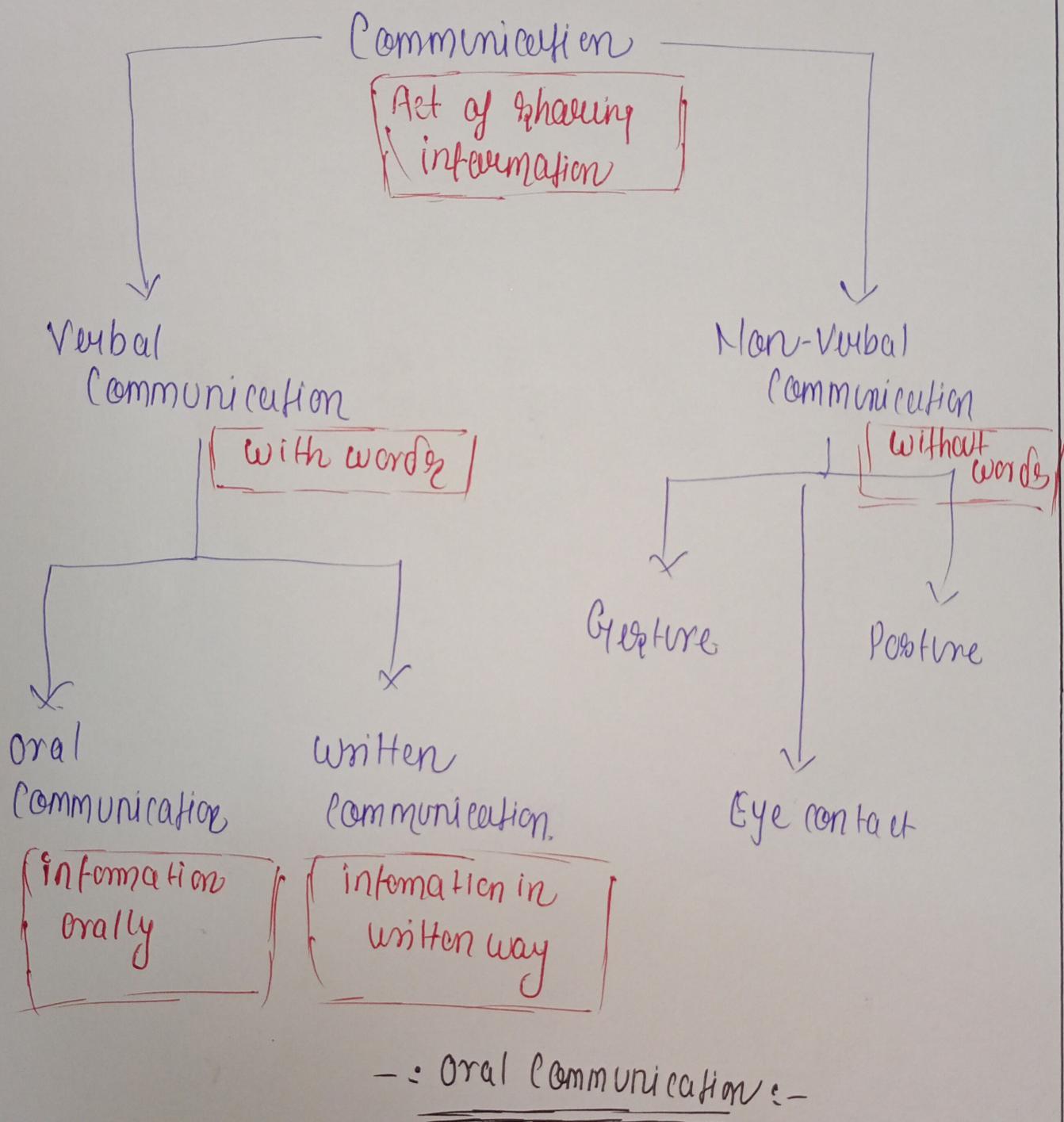
A vital chain of communication where each employee tells another person the same message randomly

The flow of message is to random person irrespective of the fact whether he is friend of random person

4) Cluster chain :- It's a form of communication where one person may share the news with a specific group of person and that person transfer the information to their specific group.



Forms of Technical Communication



Oral Communication takes place through spoken words. Information shared orally. It gets immediate feedback from receiver.

Forms of oral Communication ...

- 1) Meetings
- 2) Conferences
- 3) Lectures
- 4) Group presentation
- 5) Conducting interview.

Written Communication

Written communication provides a permanent record & facilitates organised message as it is exchanged in written form.

Forms of Written Communication ...

- 1) E-mail
- 2) Memos
- 3) Reports
- 4) Letters

REFERENCES:-

SUMMARY:-

TOPIC:- Role of Unity, Brevity and Clarity in forms of communication

OBJECTIVES:-

OUTCOME:-

Three Acronyms ABC denotes the three basic elements of communication they are

- 1) Accuracy / Unity.
- 2) Brevity
- 3) Clarity.

① Unity :- Unity in communication refers to the idea that your comm. message should have a single, clear focus or theme. It means staying on topic and not introducing unrelated ideas or information.

Importance :- Unity helps prevent confusion & keep your message organized. It ensures that your audience can easily grasp the main idea.

Focus :- Unity means staying on the main topic or idea when you talk and write.

Example:- In a business presentation about a new product maintaining unity means concentrating on product features, benefits & market potential without getting into unrelated topics like company history etc.

•• Brevity in Communication ••

Brevity means using as few words as necessary to convey your message effectively. Give maximum information in the minimum number of words possible. A document can be made brief and concise by avoiding wordiness and repetition ...

Importance :- It saves time keep the audience engaged & make your communication more efficient.

Example:- When sending a text message to a friend to confirm dinner plans instead of writing a long paragraph you can simply say "Dinner at 7pm".

Checklist for Brevity •••

- 1) Avoid Repetition
- 2) Avoid using word phrase
- 3) Do not include unnecessary details.
- 4) Revise the document thoroughly in order to make it concise.

...Clarity in Communication...

Clarity in communication means using clear and easily understandable words and language. It involves presenting a information in a way that leaves little room for confusion or misinterpretation.

Importance :- Since clarity is making your art of meaning clear to your audience. It ensures that your message is received and understood easily. It minimizes the chance of misunderstanding.

Example :-

When giving direction to someone using clear language is important. Saying Turn left at the big red building with a blue sign is much clearer than using vague direction like, Go that way....

.. How clarity can be achieved ...

- 1) Do not use indirect expression
- 2) Use specific words and phrases
- 3) Use direct sentence
- 4) Avoid artificial and ornamental language.

.... Communication in Globalized world

The strategic art of crafting and disseminating message that resonates with audience worldwide. The study of global communication examining how information is exchanged across geographical & social divides as well as its impact and influence by culture, politics, media, economics, health & relationships in age of globalization.

The spread of flow of financial products, goods, technology information and jobs across nation and cultures...

Importance:

1) operation in different countries ...

Business communication is also an important component of globalization because of the multiple platforms available to convey & receive messages effectively.

2) communicating with client online ...

The availability of social media online platform leads to effective communicating with various clients online. The companies connect online and can exchange information easily.

3) Business Growth . . .

Globalization relies on large consumers based to purchase products and services. Communication can include global efforts that transmits a company's, product, mission and brand image to a wide audience.

4) Multicultural Workforce . . .

Companies increasingly use a multicultural workplace. This can prove to be of great advantage when companies hire regional experienced employees that represent their business in unexplored environments.

REFERENCES:-

SUMMARY:-