



BITS F112: Technical Report Writing

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Topic Relevant to the Session

Communication: An Overview

Definition

Communico / Communicare- to share

Transmission and Interchange of facts,
ideas, feelings or courses of action

Professional Communication

**Use of effective language for
conveying a technical/commercial/
industrial message to achieve a
predetermined purpose**

Characteristics

- concerned with business activities
- characterized by certain formal elements
- impartial & objective
- certain complex writing techniques

Communication as a process

- Common communication environment
- Sender has an idea
- Sender encodes idea in message
- Message travels over channel
- Receiver decodes message
- Feedback is given by the receiver
- Feedback travels to sender

Steps

Ideation

Encoding

Transmission

Receiving

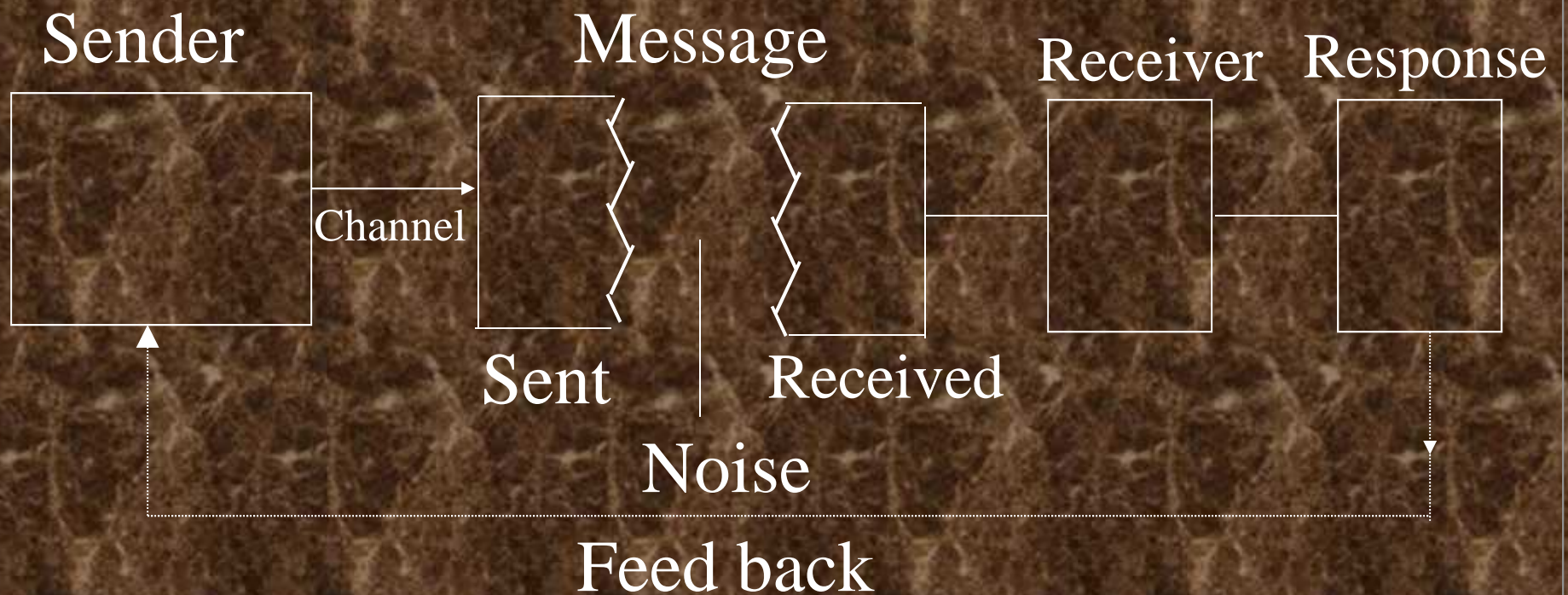
Decoding

Action

Acceptance

Process

Common Frame of Reference



Essentials of communication

- A common communication environment
- Cooperation between the sender and the receiver
- Selection of an appropriate channel
- Correct encoding and decoding of the message
- Receipt of the desired response and feedback

Types of Communication

```
graph TD; A[Types of Communication] --> B[Verbal]; A --> C[Non verbal]; B --> D[Oral]; B --> E[Written]; C --> F["-Signs"]; C --> G["-Symbols"]; C --> H["-Body Language"];
```

Verbal

Oral

Written

Non verbal

-Signs

-Symbols

-Body Language

Body Language (Kinesics)

Personal Appearance

Facial Expression

Posture

Gesture

Eye contact

Proxemics

(Visible codes)

ORAL

Face – to – face

Conference

Telephonic

Panel Discussion

Group

Symposium

Meeting

Presentation

Seminar

Interview

ORAL COMMUNICATION

Advantages

- Adjustable
- Immediate Clarification
- Persuasion & control
- Convenient/reliable for Groups

Limitations

- Future reference not possible
- Not-effective in case of poor speaker
- Not suitable for lengthy details
- Distortion
- Poor retention

WRITTEN

e – mail

Fax

Memorandum

Notice

Circular

Press release

Letter

Report

Proposal

Research paper

Written Communication

Advantages

- Most wanted
- Permanent
- Legal evidence
- Accurate
- Suitable for lengthy & complicated discussions

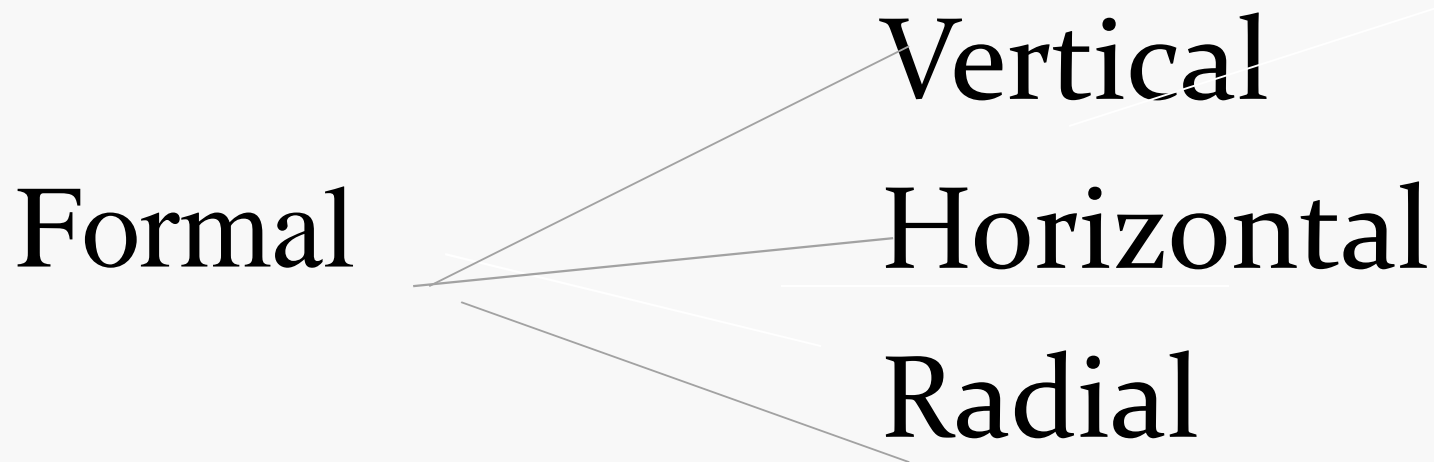
Limitations

- Limited only to Literates
- Costly, time consuming
- Formal
- Delayed feedback

Differences between General Purpose & Professional Context

- Contains a general message
- Informal in style and approach
- No set pattern
- Mostly oral
- Not always for a specific audience
- No use of technical vocabulary
- Contains a technical message
- Mostly formal
- Follows a set pattern
- Both oral and written
- Always for a specific audience
- Frequently involves jargon

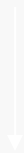
Network of communication in an organization



Informal (Grapevine)

Vertical: It consists of communication up and down the organization.

Down

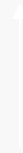


Instructional

Informational

Feedback

Up



Feedback

Submission of

reports

**Horizontal or Lateral: It
takes place among peers**

Sharing

Coordinating

**Radial (crosswise / diagonal):
Communication flows in all
directions in an organization**

Feedback

Instructional

Informational

Publicity

Informal (Grapevine)

Importance

- **Non expensive**
- **Most rapid**
- **Multidirectional**
- **Barometer of public opinion**
- **Outlet for anxiety , worries**
- **Voluntary, unforced**

Limitations

- **Degree of error**
- **Can be harmful if it is baseless, nonfactual**
- **Can lead to misunderstanding as it is incomplete**
- **So swift – damage to organization**

Grapevine

How to use

Supplement the formal channels

do not ignore

do not threaten

identify main sources

Realize human relationships

Characteristics of Effective Communication

Clear – unambiguous

Concise – direct, precise

Correct – specific, accurate

Complete – self contained

Courteous – cordial, polite

Importance

Life line of business

measure of the success, growth

link within & outside

tangible product of the work

valuable repository of information

develops desirable qualities

reveals gaps in thinking



THANK YOU