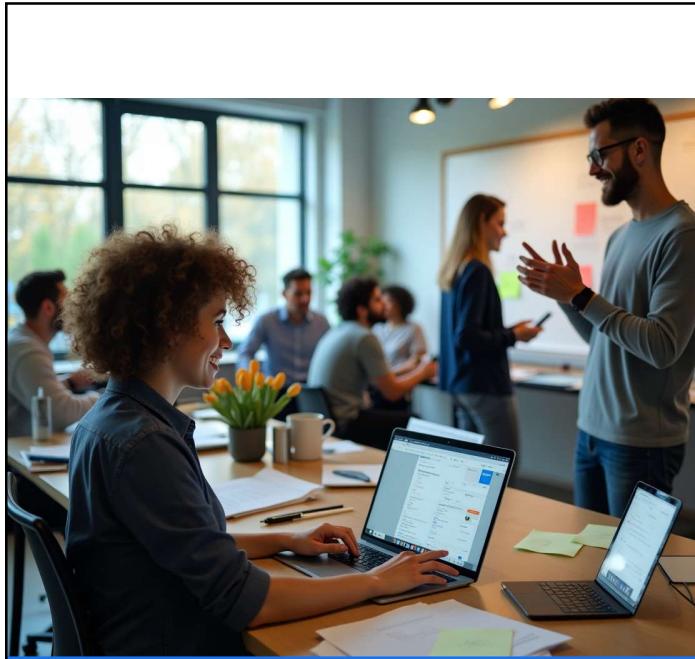




Importance of Technical Communication

Why communication is the backbone of every professional environment?



What is Technical Communication?

- Involves writing reports, giving instructions, reading manuals, and more
- Used in businesses, industries, and academic institutions
- Focuses on clarity, accuracy, and purpose-driven messaging

Example: An engineer writing a user manual for a new machine



Communication in Managerial Activities

- Supports planning, organizing, recruiting, coordinating, and decision-making
- Ensures smooth operations and team alignment

Example: A project manager emailing a weekly update to stakeholders



Communication reflects Organizational Growth

- Acts as a measure of success
- Communicates milestones and achievements

Example: A CEO presenting quarterly results to investors

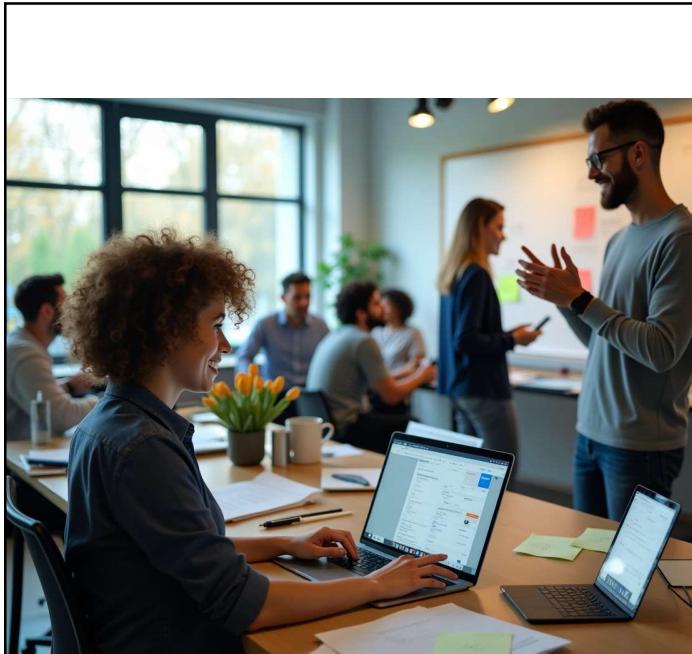


Communication builds Skills

Enhances:

- Information collection
- Fact analysis
- Distinguishing facts from inferences
- Effective expression

Example: A researcher writing a paper that gets published in a journal



Communication varies by Role

Top-level executives engage in more formal communication

Labourers may rely on informal or task-specific communication

Example: A factory supervisor giving verbal safety instructions vs. a director writing a policy memo



The Communication Gap

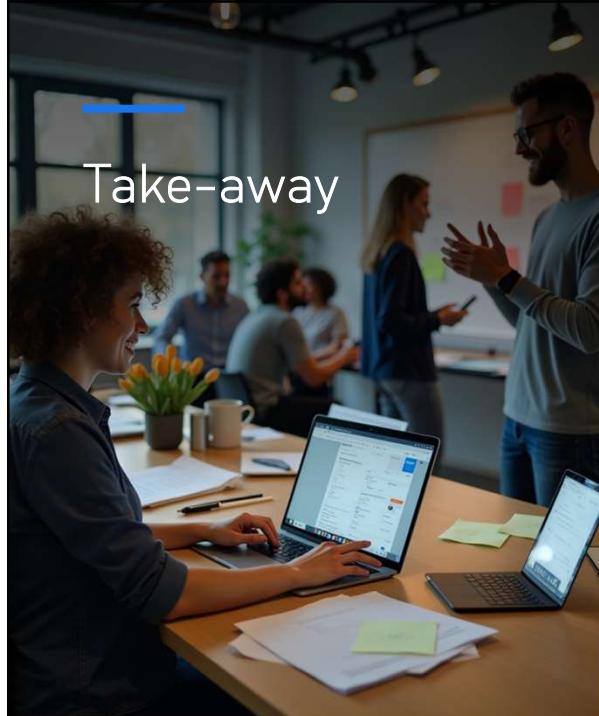
Many professionals **recognize** its importance but don't practice it enough

Skill improves only through **active participation**

Quote: "To become an effective communicator, one needs to communicate, communicate, and communicate."



Take-away



Communication is not optional — it's **essential**

Practice through:

- Group discussions
- Report writing
- Presentations and feedback

Call to Action: Start small — write, speak, and share ideas regularly!



Introduction to Language as a Tool for Communication



THEPHOTO BY PHOTOAUTHOR IS LICENSED UNDER CCYSA.

Introduction to Language as a Tool for Communication



- Language is a system of symbols and rules used to convey ideas.
- It allows people to share thoughts, feelings, and information.

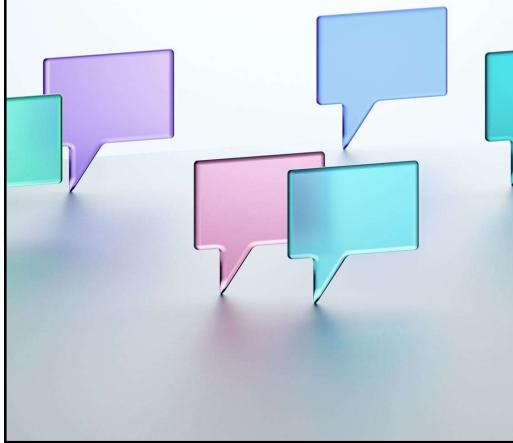
Example: Speaking to a friend to explain your day.

THEPHOTO BY PHOTOAUTHOR IS LICENSED UNDER CCYSA.





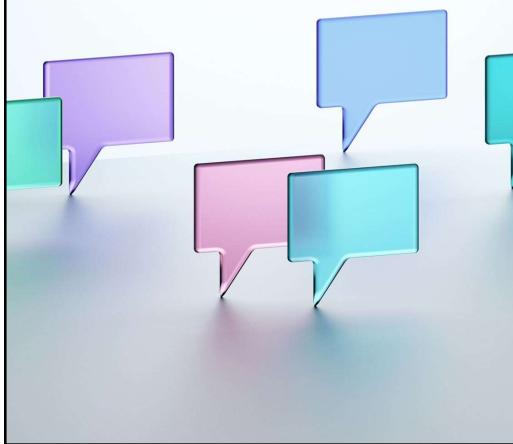
Introduction to Language as a tool for Communication



- Verbal Communication
- Uses spoken or written words to share messages.
- Examples:
 - Talking on the phone.
 - Writing an email or letter.
 - Giving a speech or presentation.



Introduction to Language as a tool for Communication



- Nonverbal Communication
- Communication without words; uses body language, gestures, facial expressions.
- Examples:
 - Nodding to show agreement.
 - Smiling to express friendliness.
 - Using hand signals to direct traffic.



Introduction to Language as a tool for Communication

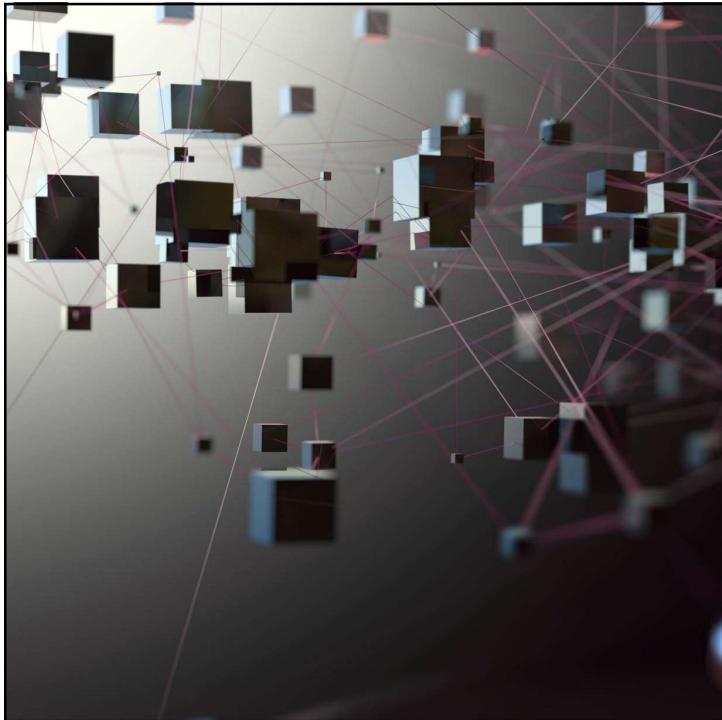


- Visual Communication
- Uses images, symbols, and signs to convey messages.
- Examples:
 - Traffic signs like stop or yield.
 - Emojis in text messages.
 - Infographics in reports.

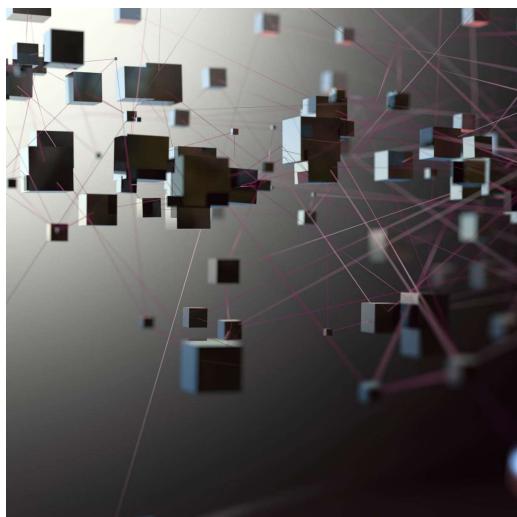
Introduction to Language as a tool for Communication



- Importance of Choosing the Right Mode of Communication
- Different situations need different modes for clarity and effectiveness.
- Example:
 - Use verbal communication for detailed explanations.
 - Use nonverbal cues to support your message in person.
 - Use visual aids to simplify complex information.



OBJECTIVES AND CHARACTERISTICS OF TECHNICAL COMMUNICATION



What is Technical Communication?

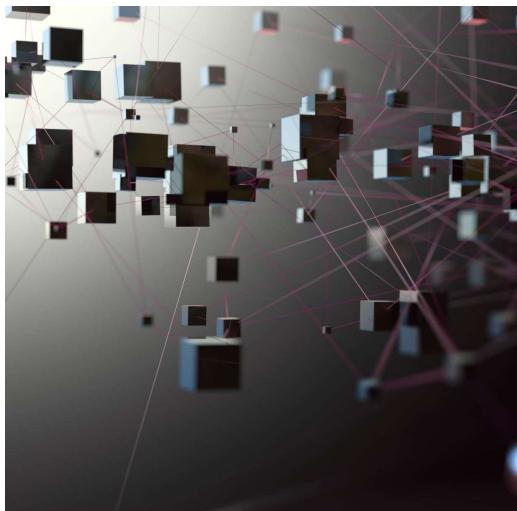
- Exchange of information with a specific purpose.
- Takes place between professionals and a well-defined audience.
- Crucial in business, engineering, healthcare, and other technical fields.



Objectives of Technical Communication?

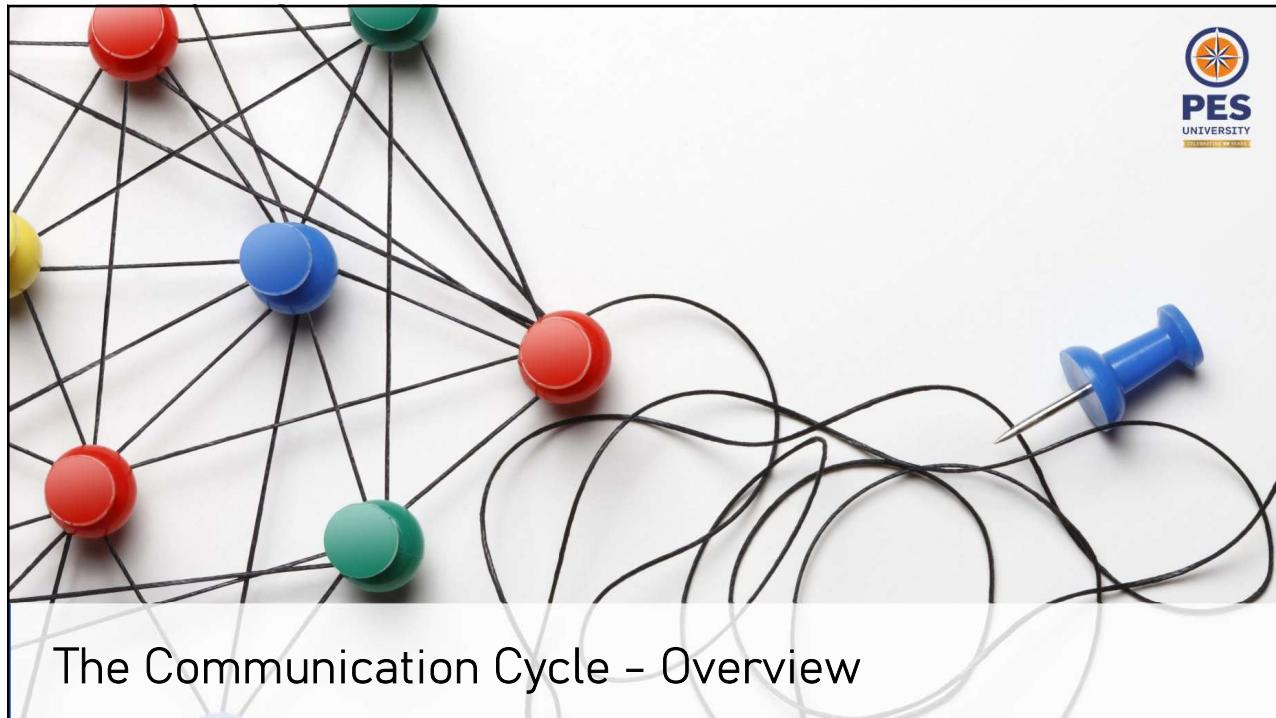


- Provide organized information for quick decision-making.
 - Invite corporate joint ventures.
 - Disseminate knowledge orally or in writing.
- Washing machine user learns operation from the manual—no assistance needed.
 - Salesperson explains camera features clearly, helping in the buying decision.



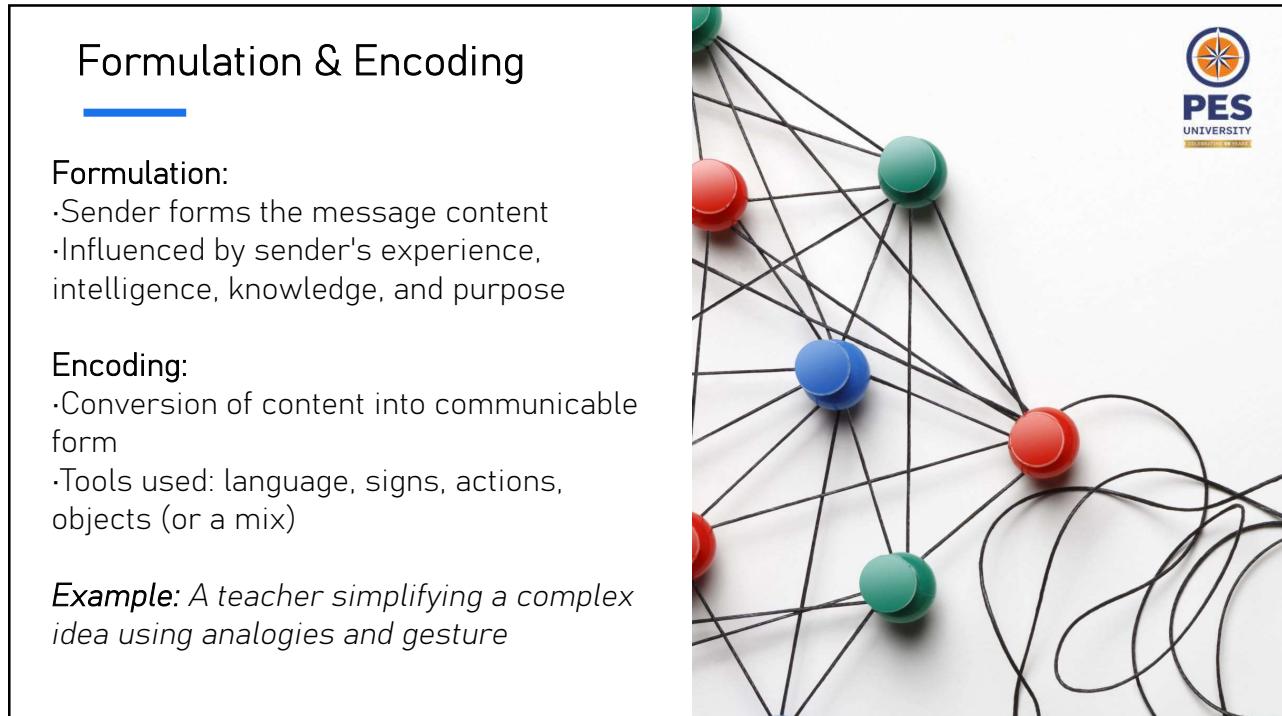
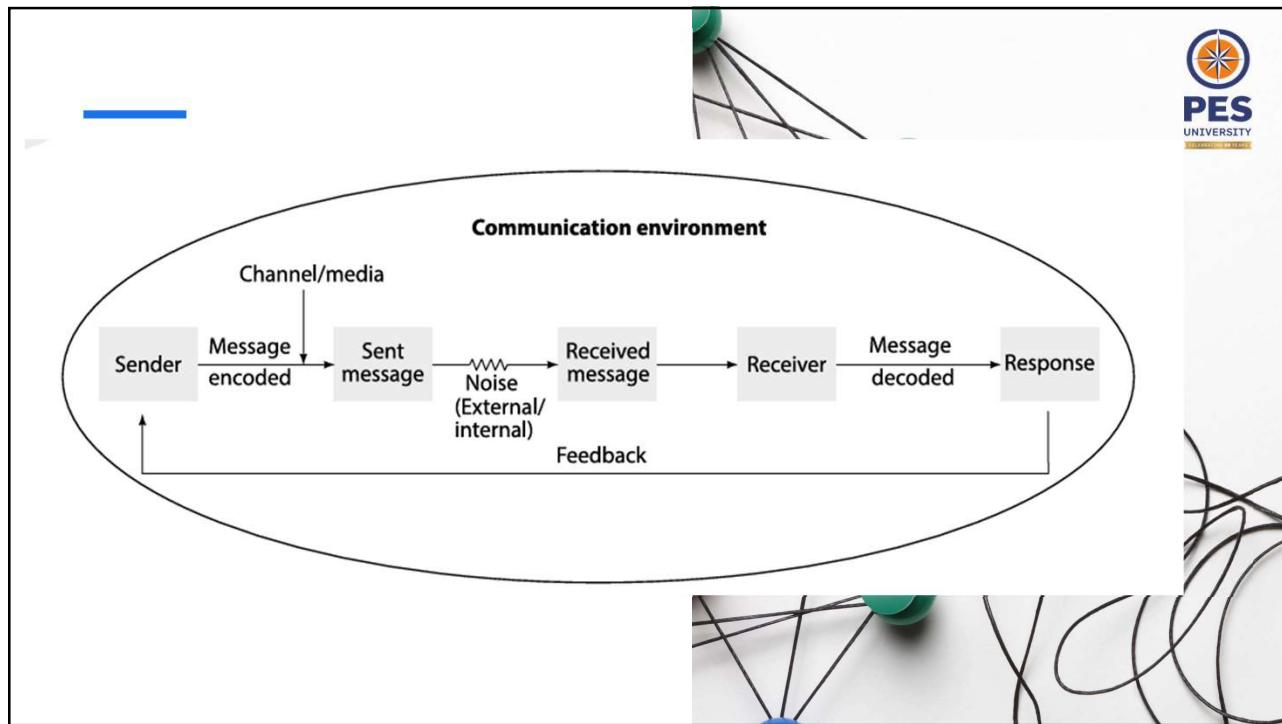
The Communication Cycle - Overview





-
- Communication is a dynamic cycle with interconnected steps
 - Begins with formulation and ends in response
 - Involves sender, message, channel, receiver, and feedback
 - Effective communication hinges on clarity, medium, and minimal interference





Formulation & Encoding

Formulation:

- Sender forms the message content
- Influenced by sender's experience, intelligence, knowledge, and purpose

Encoding:

- Conversion of content into communicable form
- Tools used: language, signs, actions, objects (or a mix)

Example: A teacher simplifying a complex idea using analogies and gesture

