



## Importance of Technical Communication

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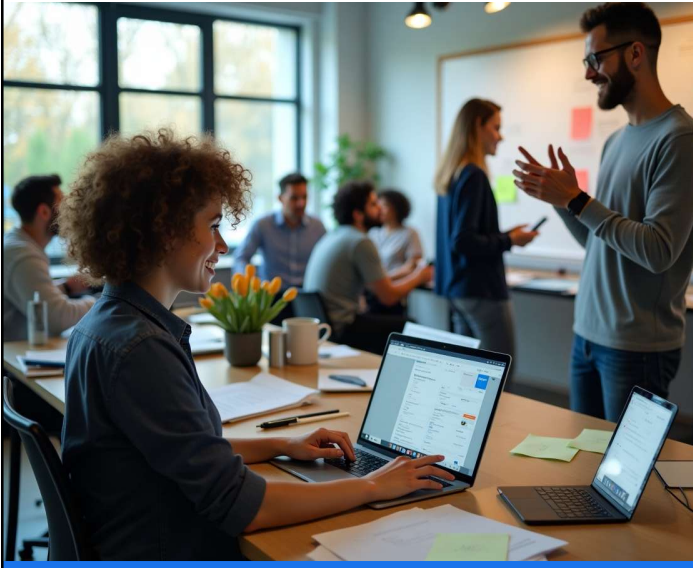
Why communication is the backbone of every professional environment?



## 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

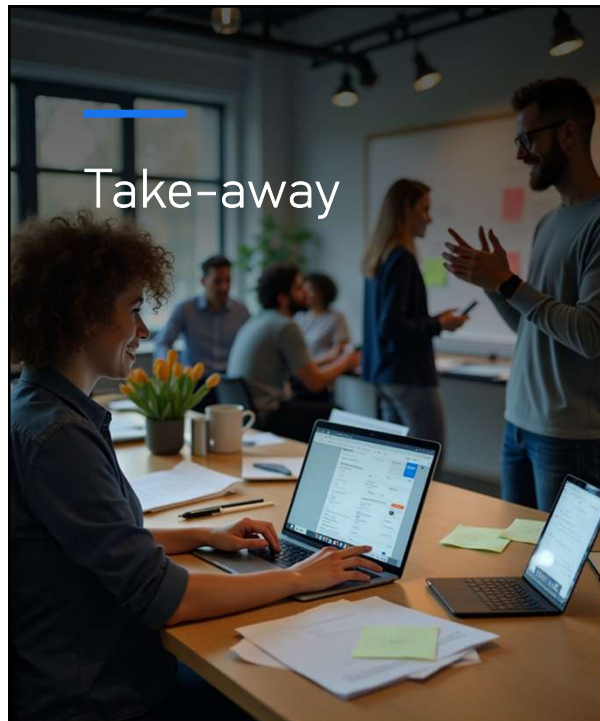


## The Communication Gap

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



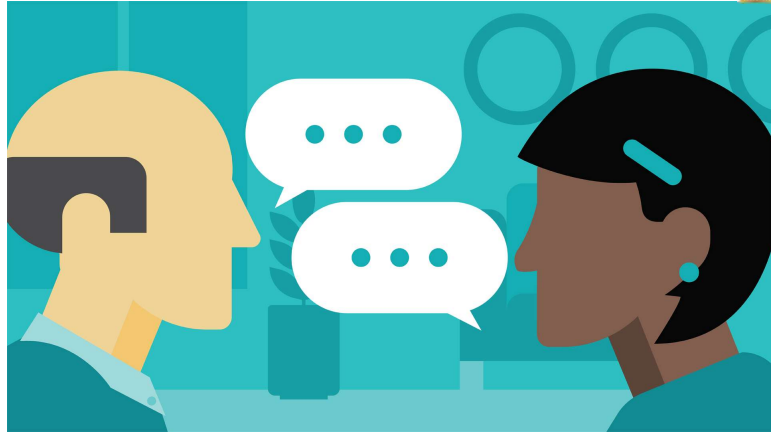
Communication is not optional — it's **essential**

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



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## Introduction to Language as a Tool for Communication



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- 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.



## Introduction to Language as a tool for Communicaiton

- 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 Communicaiton

- 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 Communicaiton

- **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 Communicaiton

- **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.
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## Objectives of Technical Communication?

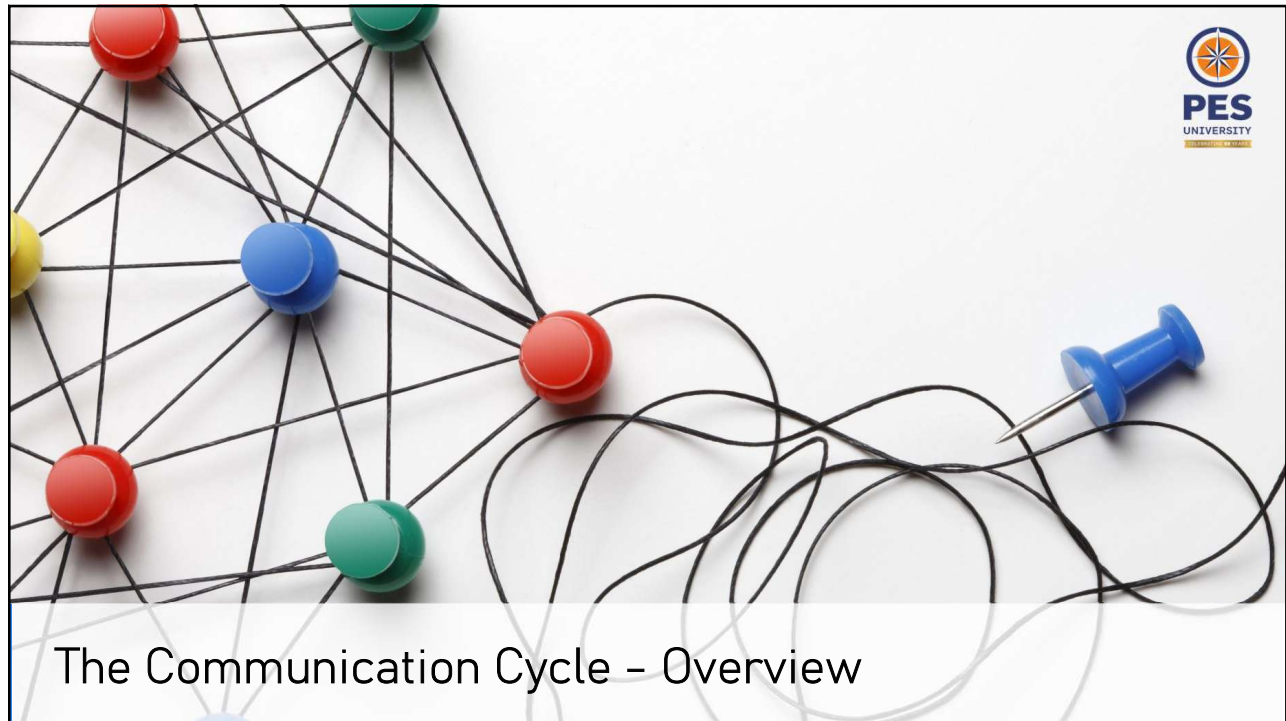
- Provide organized information for quick decision-making.
- Invite corporate joint ventures.
- Disseminate knowledge orally or in writing.

- Washing machine user learns operation from the manual—no assistance needed.
- Salesperson explains camera features clearly, helping in the buying decision.



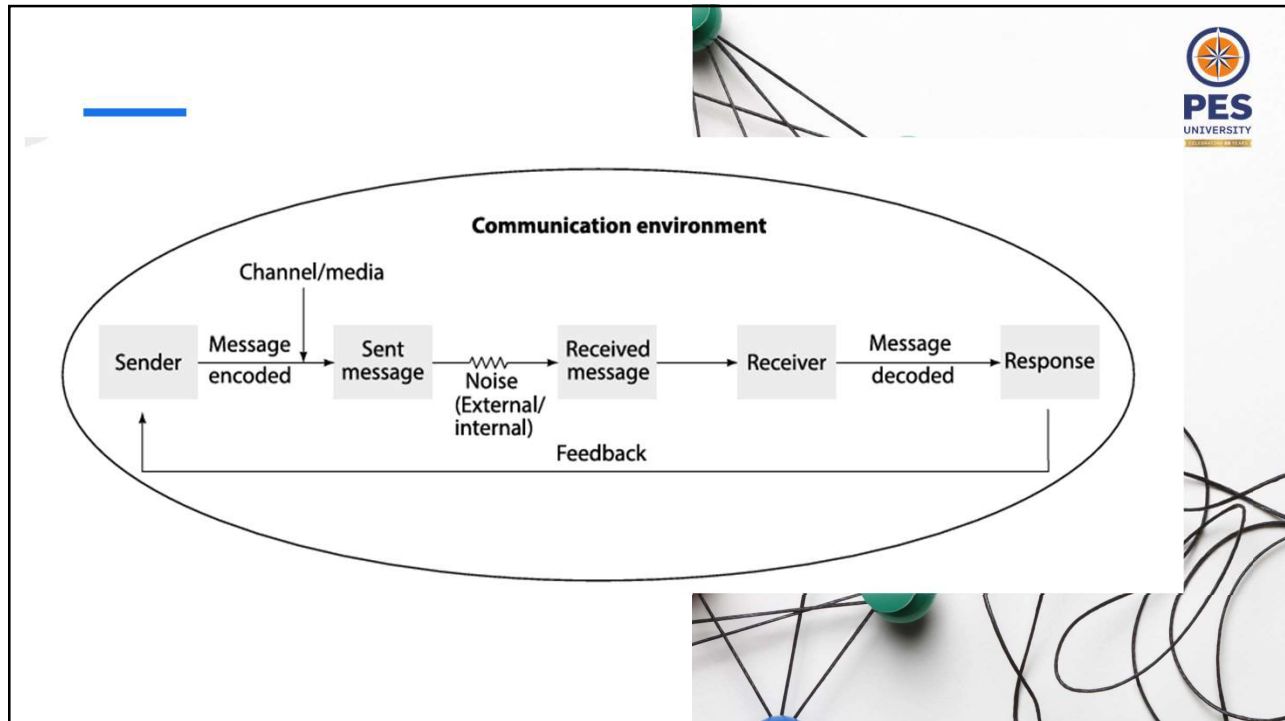
## The Communication Cycle – Overview





- 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



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