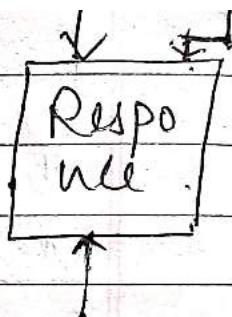


Communication:-

communication → Most of time gets confused with conversation. In fact two are separately different. A conversation is full of pleasantries is most often devoid of any used information whereas communication is meant only for the exchange of the information. It is very important to realise that communication is ~~also~~ may affair which aims at passing on or receiving a specific piece of information.

Meaning of communication.— The word communication has been derived from the latin word 'communicare' which indicates sharing. Communication is indeed sharing of ideas and feelings, imaginations and knowledge between two or more persons. As the human beings, being social creature do need to convey our ideas to our friends, colleagues, relatives etc. The activity of sharing our mind with others may take place for several purposes, one most learn & practice practice the skill of effective communication. In order to

Feedback / Decoding



The elements of communication
Mainly three

- 1) Sender
- 2) Message
- 3) Receiver

the message from [word], ~~face~~
Expression (Gestures & postures).

3) ~~the~~ sender transmit the message → TO
physically transmit message
to receiver select a communication
channel & medium. (Telephone,
Email, Reports).

4). Receiver gets the message:- For
communication to occur receiver
must first get the message. If
U sent a letter. Receiver has to
Read it before understanding it.
If you are giving a speech your
listener's have to be again to
hear U and they have to be paying
attention.

5). The Receiver decodes the message.
Receiver must decode (understand)
the message. The decoded message

must be stored in the receiver's mind. ~~WANNA~~

6) The Receiver sends the feedback; - After decoding your message the receiver responds in such way and signals that response to you. This feedback enables you to evaluate the effectiveness of your message. If your audience does it understand what you mean you can tell by a response and refine your message.

Nature of communication:- Nature of communication is social, collectives, extrovert, dynamic, & multidirectional. It involves impression as well as expression. If it is used completely communication can be very productive and delightful. If it is used not seriously it can spoil the whole business.

Communication can be divided into two part

- 1). Oral communication / verbal comm.
- 2). Written communication / Non-verbal

oral form

1. Face to face communication.
2. Meeting
3. Telephone
4. Seminars
5. Conference
6. Dictation
7. Discussion
8. Instruction
9. Presentations
10. Group Discussion.
11. Interview
12. Video conferencing
13. voice conferencing

written form

1. All Memos
2. Letters
3. Emails
4. faxes
5. notice
6. circulars
7. Newsletter
8. Reports
9. Proposals
10. Research
11. Manuals
- 12.
- 13.

Difference b/w General writing & technical writing.

Aw Difference b/w technical writing & general writing.

since the civilisation man has expressing his emotions and thoughts into words/ oral & written.

Letters, ~~letter~~, application, poems, novels etc are sum popular form of written expression. But the Repo
rts, letters, papers, articles

DATE: PAGE:

thesis, and some other writing are popular among the professionals such as doctors, engineers, scientist and researchers. These writings are jointly known by a common name.

i.e. technical writing, while literary and other types of writing are regarded as general writing.

Some basic differences between technical writing & general writing are given below;

- 1). Technical writing & general writing differ from each other on the basis of their purpose. General writing including poetry, novels, drama, short story & some other types of writing. Aim at inspiring the readers but technical document including reports, resume, proposals and such other primary information. Some instruction and explanation.
2. Difference b/w technical writing & general writing regards to its type. Style general or literary writings are cast in personal or subjective style whereas technical or pro-

factual writing are suppose to be free from personal bias (4841T). General writing including fact fiction (अन्यायी) or other expressing writing mainly highly imaginative, figurative word usage and symbolism or fictitious facts and characters. Technical document is always based on facts

3. The style of technical writing is accurate & precise while that of general writing poetic & decorative.

4. The language of technical writing should be simple but defective while a creative writer may ~~not~~ indulge in extravagant words.

5. Technical writing conducts business, it is related to some specific profession while general writing is related to life.

In technical document differ in terms of technical writing.

familiar words or words of common use are generally included

General writing

Mechanical writing

- | | |
|---|-----------------------------------|
| 1. Contains general message. | Contains mechanical message. |
| 2. Informal in style. | Mostly formal. |
| 3. No set communication pattern. | Follows a set pattern. |
| 4. Mostly oral. | Both oral & written. |
| 5. Not always for a specific audience. | Always for a specific audience. |
| 6. Doesn't involve the use of technical vocabularies or graphics. | Frequently involves graphics etc. |
| 7. | |

Language as a tool of a communication.

All the communication one supposes a goal, this goal can be described as developing understanding communication itself means to the end. The return verbal communication includes a study of language and the art of report writing, proposal writing & letter writing etc. However if you general points can be briefly suggested ~~text~~. All the communication one suppose good.

Simplification :- A proper choice of words is to be made one should use the familiar words and make oneself intelligible. Similarly the use of foreign words should be avoided. If equally competent in the language ~~an~~ one is using in the rest of the piece is available.

Short sentences:- purpose of the communication is not served by making our statements vague (बेकार) or vague

ambiguous (बेकार नहीं clear) sentences should not be confused. The

reader or the listener to produce unnecessary strain upon his mind. It is always advisable to use short sentences.

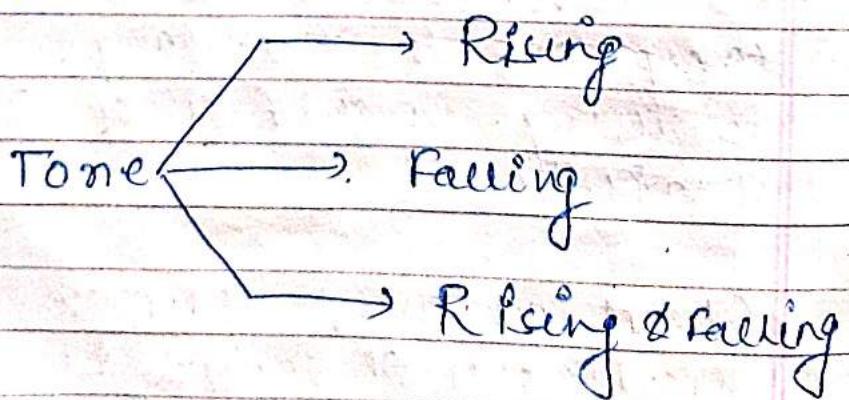
order:- A logical ordering of ideas is very important, system & sequence introduce neatness in all kind of activities. One or two proceed from point to point in natural order.

+ cut

Repetition can effect the beauty of expression. But in certain cases when one has to emphasize particular matter.

+ to

punctuation:- the judicious use of punctuation can be suggest the right tone, stress, pause, emotion.



Objectivity:- It always raises the level of communication of in cultural religious backgrounds of the listener is respected.

Non-verbal aids: visual & non visual aids such as graphs, charts, tables & figures. can improve the quality of written communication visual & non visual.

Flows or formal channel of communication

A formal communication channel refers to the communication ~~writer~~. They are formal method of used with in an organization. They are downward communication, upward communication, horizontal communication and diagonal communication or cross wise communication.

(V)

Downward communication → Refers to the communication from the higher level to the lower one.

(A) → Higher level

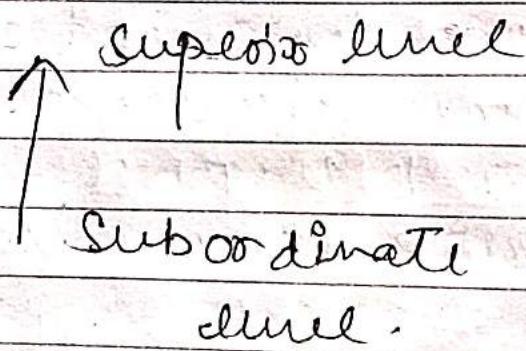


(B) → Lower level

In managerial hierarchy (Yer 3F1) the function of this type of communication is to be provide the direction & control.

Downwards communication included annual confidence Reports.

Upwards communication (U) This type of communication flows upward in the ~~hierarchy~~ hierarchical level from subordinate to the superiors. The main purpose of this communication is to provide feed back at several lines of organisational setup.



Lateral/Horizontal communication:- Horizontal communication helps developing long work & promote group co ordination with in an organisation. Horizontal communication take place b/w pro-fessional, it is less formal and structured than both the downward & upward communication.

The area of performance of this communication is carried

through informal discussion on management gossips telephone calls and Routine meeting etc.

(iv) Diagonal / crosswise communication;— this type of comm. occurs b/w people who do not have to follow rigid norms of communication in all dirn.

grapvine;— in the context of an organisation, Grapvine communication network can be described as an informal system of information flow like the

fan - stretching branches of a grapvine. This system is very complex, uncontrollable and unpredictable. It feeds on rumours and gossips which form a significant part of a personal conversation. There may be several groups of a people in an organisation that unknowingly build up this network of information. Grapvine might seem to be unworthy of being taken seriously. But a clever professional or manager knows how to use it for the good of the organisation. In this respect formal communication can beat the utility

of the informal network.

Level of the communication:- There are five levels of communication

1- Intrapersonal communication →

The process of communication where a person is communicate with himself is called as the Intrapersonal communication it employ one's our thoughts, feeling, Rxn, and imagination etc.

We know that The Brain is linked to all parts of the Body by an electrochemical system.

When you began to feel hot the information is send to the Brain & you may decide to turn on the cooler or A.C. Responding to ~~int~~ instructions sent from the Brain to the hand in this case the relevant organ is sender, the electrochemical part is the message, the brain is the receiver. The brain assumes the role of sender and send the feedback that upon should switch on the cooler or A.C then the process is complete. The

2- Interpersonal communication:-
 It is interaction b/w two people such as friends, family & colleagues or strangers. The interpersonal communication is the transition b/w two people who are equally active. This is there is no such compulsion that both are equally active. Interpersonal communication can be formal & informal. Your interaction with a sales clerk in a store is different from that with your friends & family members. The interaction b/w the panel members of the interview and the candidate appearing at an interview different from the conversation b/w the two candidates waiting outside. This is depending upon the formality of the situation.

nt 3. Extrapersonal communication:-
 Communication b/w human beings & non-human beings is extra personal communication. When your pet dog comes to you & waving its tail as soon as you return home from college. It is example of extra personal commu. A Parrot responding to you is another example. This form of communication requires perfect co-ordination

and understanding b/w the sender & the receiver as atleast one of them transmits information or responds sign language.

Mass communication:— Mass Commu. requires a mediator to transit information. The mass media are as journals, book, television, & newspaper which mediate such communication. In personal approach is motivated because audience is large & anonymous (unthe named), for oral communication certain tools are required as microphones, amplifiers etc. whereas as written forms needs print or visual media. The characteristics of this type of communication is largely reachable i.e. audience are large & scattered over wide geographical area. The characteristics of this type of communication are;

D. Large reach:— Mass media comm. reach audience scattered over a wide geographical area.

2). In personality:— This kind of communication is large by in person as the particular are unknown.

PAGE:

run to reach each other.

3) Presence of gatekeeper:- Mass comm.unication needs additional persons, institutions or organisations to convey the message from sender to receiver. This gate keeper or mediator could be a person or an organised group of persons. Active in transferring or sending information from the source to the target.

In a newspaper the editor makes choices and decides to which news makes it to the hands of the reader. The editor is therefore the gatekeeper in the mass communication process.

organisational communication:- communication in organisation takes place at different hierarchical. It is extremely necessary for the success of any organisation with a proper networking system. Communication in an organisation is possible even without direct contact b/w employees. This kind of communication can be further divided:-

a) Inter operational organisational communication:- All communication that occurs in conducting work within an organisation is known as

interoperational organisational communication.

- b) External operation:- The work related communication that an organisation does with the people outside i.e. called external operational organisation communication.
- c) Personal operation:- All communication in an organisation that occurs without purposes as far as business is concerned is called personal operational communication.

Noise:- Any interference in a message sent or message received leads to the production of noise production.

The term communication barriers or distorts the message is an expansion of the concept of the noise because of technological factors. It is a smaller problem as it can be removed by correcting the technological faults.

Human noise can be experienced when instantaneous employees gather for a meeting and member arrives late disturbing everybody attention.

This disturbance in telephone lines,

in dim light), script typing are example of technical noise.

Key features of technical writing / communication:- written communications are a powerful medium in all walks of life. The scientist, engineers, researchers, & doctors write reports which are different from general writing. Some features of technical writing are given below.

1) use of familiar & easy words:-

In professional & technical writing, instead of the abstract words, familiar words should be used. Technical writing doesn't require using more words than are wanted.

2) use of clear sentences:- The writers should place the main idea at the outset. It should follow normal word order; Subject + verb + object. In this word order, the first sentence is the topic sentence in which the main idea is presented.

3) use of sentences of moderate length:-

Experts of the opinion that sentences should be moderate length to much short, too much long sentences make the writings either too simple

or too difficult.

Generally sentences of 12 to 25 words should be written.

- 4). Use of Active voice.— These sentences written at Active voice, the performer of the action is more emphasized than the receiver. i.e. subject is more emphasized than the object. The active voice therefore helps the reader to comprehend ideas more easily. For ex:- while using active voice, we wrote; wrote a report, and in passive voice the word order is as follows the report was written by me.

Avoid inaccurate expression.—

- a) Precision & accuracy are two imp. features of technical writing. In accurate expression may lead to obscurity (making unclear) that will ultimately purpose of technical writing.

- 6) Logical Division of paragraph:- To Order to make technical document clear & meaningful thoughts should be properly arranged in ~~too~~ different paragraph. A paragraph is generally defined in a para unit

of thought hence a single idea must be conveyed in a paragraph. usage of grammatical principles & the rules of punctuation are necessary for coherence in professional document. so is the arrangement of ideas in different paragraphs.

Barriers:- Barriers is like a hindrance which allows a part of the message to pass through or it completely distorts message. As a result the desired response is not achieved how often have you said "I meant to say this and not that".

Even with the best intentions, communication barrier & our written & spoken message are misunderstood.

If we classify these barriers according to the process of message formation we get them at 5 levels.

- 1). Physical Barrier:- Physical Barrier such as distance, noise, time, information Overloading, cultural differences may hinder the process of communication in an organisation. Besides defects of medium, channel and media are just physical barrier which may affect the process of communication adversely.

② Psychological:- The Psychological states of both sender and the receiver hinder the smooth process of communication. Difference of opinion, inconsistent attitudes, different beliefs, mutual distrust, ^{fear} which spoiled the psychological effectiveness of communication. Personal jealousies, hate, anger etc. Also hinder the communication.

3) Intrapersonal Barrier:- Every individual is unique and no two individuals are same. According to the laws of individual difference, this difference occurs due to the experience, education, values, ideas, thinking, aptitude, cultural and personality. This is why the interpretation of the same message is done in different ways because of thinking varies.

The cause which are responsible for the individuals is built barrier as follows.

a) Wrong assumptions:- Barrier are caused by wrong assumptions when the sender of the message has a false or under or over assumptions of the level of understanding, knowledge, thinking etc. The speaker does not sometime realise the background education and experience of the receiver as each and every person is different from another.

A skilled communication keeps these issues in mind to prevent them from becoming barriers.

b) Varied Perceptions:- We all know the story of six blind man and description of an elephant. The elephant is perceived by each man as a fan, a rope, a wall, a sword, a snake, and a tree. None of the blind man is wrong as the part of the elephant body touched by each man was compared with various objects. This is how an individual perceives reality.

c) Different Background:- No two persons have same background. In their genetic heritage, variations are due to education, culture, language environment, age & other factors. Our background play a significant role in how we interpret the message and times something not experienced by 'you' earlier will be difficult to interpret or appreciate.

d) wrong inferences:- you have returned from business trip and you find that two of your colleagues

are absent they don't turned for several days. Since their is a doubt on you on you draw inference that they have been laid off. The fact is that they have been promoted and send to another department. This is an example of fact-inference confusion.

d) Imprenous category:- In general we react positively to information with our own views & attitudes but conversely the news which does not suit to our test & preference react negatively. People who are very rigid in their opinion.

we disbelieve

it tall

may face problems in communicating effectively.

One of our fellow student may think that only student of science are good in reasoning another might be of the opinion that young executive or more efficient than older ones such people fall into Imprenous categories because they may not be able to except any deviation from their point

e). Categorical thinking:- There are some people who say they know it all or called PanSophists. They have a thinking they are all perfect in their subject and know can not digest something of more value or additional in meaning. They would not except any further information relating to their subject or view point to avoid this Barrier one has to be broadminded and one should follow his opinion.

In a general body meeting of your organisation you are to be briefed about the annual budget. However you do not pay attention because you feel you have already been briefed about it by your secretary the previous day. When you realise that the topic was discussed at a decision had already being taken in a general body meeting this type of thinking can show a major barrier leading to a failure in communication. In such instances the receivers refuse information because of their know it all.

Interpersonal Barrier:- These Barrier due to inappropriate transaction of words b/w two or more people.

The inefficiency in communication stills & negativity perception which is preconceived with effect the communication to exists properly b/w receiver & sender. The most common reasons for interpersonal barrier are;

- Limited vocabulary:- In ~~add~~ ~~addigual~~ adequate vocabulary is the major hindrance in communication both oral & written during the speech or at writing if our tongue fumbles and pen ~~stop~~ flatters due to lack of proper ~~word~~ words.....

- Verbal & Non verbal message:- These Non verbal communication usually enhances the verbal communication as action speaks louder than words physical appearance and dress sense according to the occasion, hair style and polished shoes - they should be perfect match b/w non-verbal & verbal message but again varies from countries to country. Imagine a situation where your CEO (Chief executive officer) ~~introduce~~ introduces ~~the newly recruited~~ recruited middle level.

manager to other employees in a small speech. He conveys the message that he is very delighted to have the new manager appointed in his office. However, the expression on his face shows just the opposite of what he is saying? The Stark difference b/w verbal & nonverbal aspects of his communication leaves his listeners feeling confused and puzzled.

c) emotional outwards:- Emotions are integral part of human being, either in business or personal life. Imagine that you are the president, well established company. There are of rumors floating among your employees that you have indulged in fraudulent activities. You are fully aware that these rumors are baseless however you are asked to address the same employee, you are unable to put your point across as you are flushed with anger. The fact is that you are confident public speaker but your communication failed as you were overwhelmed by your emotion.

d) communication selectivity:- Being a receiver in the process of communication & pays attention only to the

part of the message, barriers known as communication selectivity imposed.

A meeting held by a chairman of a computer he has called his senior executive from various division - production, marketing, finance, personal. During the meeting he discusses topic, but he may not able to get across the entire message to each one of the participants unless he gets their undivided attention. If the production manager & marketing manager pay attention only to the matters relative to their respective areas they may not be able to get total perspective of what the chairman is conveying. Communication selectivity may act as a barrier in written form of communication as well. When you read a story, if you read only certain parts & omit others, you are imposing barrier.

- e) Cultural variations:- Day by day business is increasing globally. The outlook of global & domestic force has changed drastically. Thus in global work business environment, we have to over come the communication in-adequacy arising from different language & culture.

f) Poor listening skill;— Hearing a passive exercise. Listening requires careful attention & accurate decoding of the signals received from the speakers miss-understanding & conflict can be solved. If people listen to the message with attention.

(g) Noise in the channel;— Noise is an unwanted signal or interruption which hinders the flow of communication. Noise has its embodiment in all kinds of visual, audio, written, physical, oral & psychological form.

5) Organisational - Barrier;— Barrier are omnipresent. They are not only limited to an individual or two people but exists in entire organisation. Every organisation irrespective of its size has its own communication techniques and its own communication climate. The main organisational barrier are given below;

9). To many transfer stations;— The more links there are in communication chain the greater are the chances of communication will occurs. Imagine that ur professor asked to convey a message to 'X'. You because of

some inconvenience & laziness ask your friend y to do this job know there are four people involved in this communication channel let us see how the message gets as result of increased no. of transfer stations

- (i) Professor 'x' was supposed to meet today regarding of submission of an assignment on PC. but g want x to meet on Friday. As g am going out of station tomorrow.
- (ii) you:- you asked to meet the professor tomorrow regarding the assignment, as the professor is going out of station today.
- (iii) your friend:- x you have to meet the professor as he will not be available tomorrow.

- b) Fear of superiors:- Rigidly structured organisation fear of superiors prevent subordinates from speaking frankly. an open environment is good to increasing the confidence and good will of the communicator.

c) Negative tendencies; - Many organisation create works groups which have members & non members depending upon the work schedule. Thus this barriers are due to confliction or ideas and thinking etc.

d). Use of inappropriate media:-

Before sending a msg. you should consider the following factors while choosing the medium:-

i). Time ~~cost~~

ii). Cost

iii). Type of msg

iv). Intendent audience

e) Information over load:- This is the

one of the major problem faced by an organisation. Today is the huge amount of data receive by the receiver who is unable to handle effectively.

This leads to fatigue^(mental), boredom^(Boing). Thus qualitated aspect of the information is more vital than quantitative quantitation.

Importance

Gateways of Barrier Communication

or

How to overcome from barriers:-

There are few guidelines for overcoming communication barrier. These guidelines are listed for making communication effective :-

- a). Adopt an audience centered approach: Adopting an audience centered approach means focusing on audience receiver in order to make a meaningful communication. The communicator should try to know about the education, age, status and other relevant particulars of the receiver's personality. A message, returned while keeping in view the receiver may be understood and expected easily.

- b). An Open Communication Climate:

As discussed earlier, restricted environment in an organisation leads to misunderstanding and same time distorts the meaning of the message. Hence communication should flow freely in all direction upward, downward

and lateral or horizontal. ~~But~~
There should be fewer links in
the communication chain. If the
low-level employees have a direct
access to the manager it will be
blessing in two ways.

- 1). It will be help the employees to communicate their message directly without any manipulation.
- 2). It will enable to the manager to share information with other employee and also seek their help in taking some decision for solving some problems.
- 3). It will also facilitate feedback by asking questions and encouraging the audience to express ~~in their~~ ^{his} reactions.

④. Commit to ethical communication:-

Ethical communication means to observe transparency in working. No ~~dis~~ deceptive technique are used for profit. Even negative information to be ^{made} public ~~very~~ or graphic data presented ~~unfair~~ fairly.

- 4). Create efficient message:- If the useful & useless information are put together, the result is the audience's loss of interest and he fails in conc. upon the useful message.

~~not writing~~
concentrating

Q1C

In order to avoid the loading of information on communication network, some suggestions mentioned below are:

(i) The no. of messages should be reduced.
It is better if fewer messages are sent.

(ii) To make efficient messages, avoid jokes and chit chats.

(iii) Distractions - physical as well as emotional can be avoided.

(iv) People with good communication skills also create efficient messages, hence

Importance of technical writing in communication:- Technical writing is a unique form of writing which is not taken just for pleasure or entertainment.

It is intended to communicate to a specific audience for a specific purpose. Technical writing is important to succeeding business and technology.

It helps in conducting business. Below are given certain reasons which make technical writing a significant factor of a writer's work experience:-

a). Technical writing conducts business:- It is true that technical writing

~~Major~~ is a ~~measure~~ component of work environment. Through technical correspondence instructions are maintained, technical description and specification are prepared, summaries and resumes are prepared and sites on the ~~on~~ world wide web are prepared which inform the world about one's company products.

b) Technical writing takes time:- it is time consuming. The supervisors not only spend their time in writing but they also spend additional time in revising the writing composed by their subordinates.

c) Technical writing costs money:- company pays its employees for their writing skills. Suppose an employee spends one hour a day in writing, it means company pays the employee for 7 hours a week time spent by him in technical writing. Good writing is supposed to have additional monetary values other than writer's salary or the cost of correspondence. Besides, good proposals generate income.

(x)

Technical communication makes professional interaction possible, possible ^{and} direct flow of technical information ^{and} knowledge, for the guidance of technocrats, engineers and others in their professional activities. It acts as a scientists and researchers to achieve individual as well as social, for the organisation objective.