

*Read less, **Learn More...***



TECHNICAL COMMUNICATION

(KAS 301/401)

AKTU 2nd Year



Made by: Kulbhushan
www.KKWorld.in
www.YouTube.com/KrazyKaksha

Technical Communication

(KAS 301/401)

L: 2, T: 1, P: 0 Internal Marks: 30+20=50 External Marks: 100 Total Marks: 150 Credit: 3

AKTU 2nd Year

KULBHUSHAN

www.KKWorld.in
www.YouTube.com/KrazyKaksha



Unit 5: Dimensions of Oral Communication & Voice

5.1 Code and Content

Code

- A code may be defined as any group of symbols that can be structured in a way that is meaningful to another person.
- In a way, all languages are codes.
- It contains elements that are arranged in a meaningful order.
- A code has a group of elements (vocabulary) and a set of procedures for combining these elements meaningfully (syntax).

Content

- The message content, *i.e.*, the message that is selected by the source to express its purpose.
- Content, like codes, has both element and structure. When more than one piece of information is to be presented, they should have some order or structure.

Thus, code and content in a laymen's language means communicating message (**content**) through some symbols (**code**).

5.2 Stimulus & Response

- **Stimulus and response** are the two terms that are frequently used in any discussion in the communication process.
- A '**Stimulus**' is anything that a person can receive through one of his senses. In fact, it is anything that can produce a sensation.
- A '**Response**' is anything that an individual does as a reaction to the stimulus.
- Communication is a two way process hence the stimulus (message) caused by the sender leads to a response (reaction after receiving the message) by the receiver

5.3 Process of Communication: Encoding process & Decoding process

The whole communication process consists of the following



The Encoding Process

- As language is a code, the encoding process is of vital importance.
- In order to convey message, the sender encodes his message *i.e.* he translates the message in the form of symbols.
- He must have a good vocabulary and good knowledge of grammar and syntax.
- Any flaw might distort the meaning of the message he wants to convey.

The Decoding Process

- The listener or the receiver decodes the encoded message *i.e.* he interprets the encoded message.
- He tries to decipher or understand the message.
- He must have enough knowledge to decode the message.

5.4 Pronunciation Etiquette

- Pronunciation in Communication Pronunciation refers to the way a word is spoken.
- Pronunciation affects the way we communicate. Right pronunciation helps in communicating more effectively and clearly.
- However, incorrect or improper pronunciation lead to misunderstanding and ineffective communication. As a result, the entire exercise becomes futile.
- For example: some people pronounce 'zoo' as 'joo'.

Some Oral Communication and Pronunciation Etiquette

- Make eye contact while speaking, it inspire others to listen.
- Try to make voice sound pleasing and soft.
- Do not speak in a monotonous voice, change the modulation of the voice occasionally.
- Do not mumble and speak clearly.
- Use of words which are clear to understand.
- Use proper body language to show interest in the ongoing conversation.
- At the end of the conversation, thanks the audience for listening patiently.

5.5 Syllables, Vowel & Consonant sounds

- A syllable may be defined as a unit of sound (pronunciation) with one vowel sound and with or without consonant sounds.
- A syllable is a vowel sound that is produced when pronouncing a word.
- A syllable is a part of a word that is pronounced with one uninterrupted sound.
- A syllable is a unit of sound which can be pronounced with a single effort of the voice.
- Syllables are the ways to split words into speech sounds.
- Words are divided into three types as per number of syllables :
 1. **Monosyllabic** : Words with one syllable. For example, on-on (VC)
 2. **Disyllabic** : Words with two syllables. For example, upon-up+on (VCVC)
 3. **Polysyllabic** : Words with more than two syllables. For example, syllable - sy+lla+ble (CVCVCVC)

Vowel Sounds

- During the production of vowel sounds, the air from the lungs comes out in an unrestricted manner in a rather continuous stream.
- There is no closure of the air passage or friction between any speech organs. There are twenty distinct vowel sounds in English.
- These **20** vowel sounds are further classified as pure vowels and diphthongs.
- A **Monophthong (pure vowel)** is a single sound marked by its steady quality.
- During the production of a pure vowel, its quality does not change.
- In the production of a **diphthong**, one sound position glides to another, as a result of which the quality of the vowel changes.
- For example, /i:/ is a pure vowel as in 'feet', whereas /aɪ/ is a diphthong as in 'fight'.

Consonant Sounds

- While pronouncing consonants, the air passage is either completely or partially closed and the air passes through the speech organs with an audible friction.
- There are **24** distinct consonant sounds in English.

5.6 Intonation: Tone

- The **intonation** of a language refers to the patterns of pitch variation or the tones in its utterances. In normal speech, the pitch of our voice goes on changing constantly---going up, going down, and sometime remaining steady.
- **Intonation** is closely linked to stress because important changes in pitch occur with stressed syllables. Generally take place on the last stressed syllable in an utterance , hence this syllable is called the nucleus.
- **'Tone'**, which is the movement or level of pitch that is used, forms the central part of intonation. When we are engaged in normal speaking, the tone and pitch of our voice constantly changes depending on our mood to express what we just mean to say.
- Here the pitch of the voice says a lot. For **example**, if you are angry while speaking with somebody, you can express your anger by just calling his name in a very high pitch. The same sentence can be said in different ways, which would indicate whether the speaker is angry, happy, grateful or just indifferent. The intonation, therefore, clearly conveys the feelings and attitude of the speaker.

Type of intonation

1. **Falling tone (tone I):** When the speaker begins a sentence at a high note but gradually shifts to a lower note as he reaches to the end of the sentence, it is known as a falling tone.

A falling tone will be marked with a symbol \ in front of the syllable to which it refers, above the line for high falling tone and below the line for low falling tone.

Uses of the Falling Tone:

- a. It is used in ordinary statements without emotional implications.
- b. It is used in sentences beginning with question words.
- c. It is also used in commands.

2. **Rising tone (tone II):** When the speaker begins at a lower note but gradually shifts to a higher note as he reaches to the end of the sentence, it is known as rising tone. It is marked with / symbol.

The symbol will above the line for high rising tone and below the line for the low rising tone.

Uses of Rising Tone:

- a. In incomplete utterances, the first clause may have rising tone.
- b. It is used in yes/no answer type questions.
- c. In 'wh' type question words when they are said in a warm and friendly manner.

5.7 Flow in Speaking

Below are the some 10 tips for Smooth Speech Fluency.

1. Speak slowly. Don't rush to speech.
2. Breath naturally
3. Start slowly. You can speed up gently as you gain confidence.
4. Practice public speaking.
5. Be aware. Keep your eyes and ears open.
6. Sing! Singing helps with proper voice utilization.
7. Be patient, give time.
8. Practice! Practice makes men better.

5.8 Speaking with a purpose

Some of the 5 ways to speak with purpose & passion are discussed below:

1. **Use inclusive language.** Replacing "you" with "we" lets your audience know you are willing to work with them.
2. Adapt to the feedback you see from your audience.
3. **Let your personality take the stage.** Be yourself—your audience came to watch YOU. You will establish greater credibility, not only for your knowledge but also your character.
4. **Communicate as a leader.** Look how many people are looking up to you. This isn't meant to make you feel nervous, it's to make you feel empowered—like an authority.
5. **Be a storyteller.** Telling personal stories shows others that you are a real, accessible person. The audience, in turn, will be able to relate to you and become inspired.

5.9 Speech & personality

- Speech and personality development are one of the most important aspects of an individual. Developing and enhancing our communication and speech helps us to be better presenters of our ideas.
- Each and every individual in our society has a distinct personality. This personality needs to be enhanced and groomed with the help of speech and personality development.
- Also, Speech reflects the personality of an individual. Speech is one of the way to represent your personality to in front of audience.

5.10 Professional Personality Attributes

Some salient personality attributes of a profession which pay a lot when he is speaking to his company-mates:

1. **Empathy:** Empathy has been defined as a quality of sharing the joy of others. This ability enables the person to sense other people's emotions and also imagine what someone might be thinking or feeling.
2. **Considerateness:** Considerateness makes a professional compassionate and caring and helps him to make his a audience to feel part of their community and contribute positively.
3. **Leadership:** Leadership quality imparts confidence to the speaker when he realizes that he has the ability to fulfill a particular role. The speaker gains strength, courage to face those challenges which require energy and positively.
4. **Competence:** The attribute of competence refers to the quality of possessing required skill, knowledge, qualification or capacity.
5. **Assertiveness:** Assertive behavior enables an individual to think in a positive manner about himself as well as about other.
6. **Positive Attitude:** It is the most important train of a professional's issue. It helps in reducing stress and seeks other's cooperation