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Question 2 →

(a) Semantic Barriers in communication: The barriers which are concerned with problems and obstructions in the process of encoding and decoding of message into words or impressions are called semantic barriers. The use of difficult and multiple use of languages, words, figures, symbols create semantic barriers.

Types of semantic barriers are -

- (i) Badly expressed message, use of wrong words, omission of necessary words and inadequate vocabulary result in badly expressed messages.
- (ii) Symbols with different meanings. The same word can have different meanings.
- (iii) Faulty Translations: When the translator is not not proficient in the languages used in translation. The meaning of message may get distorted.

Language - A meaning sent by the sender can be quite different from the meaning understood by the receiver.

Jargons - Technical or unfamiliar language creates barriers. The message should be simple & condensed as far as possible so that no confusion is created.

(b) Interpersonal Skills- Interpersonal communication is an exchange of information between two or more people. It is the process by which people exchange information, feelings and meanings through verbal & non-verbal messages.

Every person having an interpersonal communication may have the different interpersonal skills. Some of them include non-verbal communication, reinforcement, questioning, reflecting, opening and closing, explanation, listening, self-confidence, self-disclosure, influencing, assertiveness, group interaction and leadership, humour and laughter. These were some important interpersonal skills that were strongly associated with emotional intelligence.

(c) Advantages & disadvantages of digital communication

From the word digital communication, one may easily conclude that any type of communication sent digitally through any sort of digital devices comes under digital communication. There are many advantages & disadvantages of the same. Some of the advantages are as follows:

- 1) It is fast & easier.
- 2) No paper is wasted.
- 3) The message can be stored in the device for longer time without getting distorted.
- 4) Can be done over large distances through internet.

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- 5) It is cheap
- 6) Semantic barrier is reduced by easily changing the language of message using any sort of softwares available
- 7) provides video conferencing that saves a lot of time, money and effort.

The disadvantages of digital communication are as follows:

- 1) Many people misuse the efficiency of digital communication.
 - 2) It is unreliable since the messages cannot be recognised by signatures. Hence, can be fake.
 - 3) In some cases, the digital communication causes degradation of the environment.
 - 4) The waves given out by the telephone and cell phone towers are so strong that they can kill small birds. An example of e-waste.
- (d) 6C's of effective communication: A communication is effective when it covers some basic grounds of the communication. There are basically 6 C's of effective communication which are very important aspects to be followed. They are as follows: -
- 1) Complete - In order to be effective, one's message must be complete and convey all the facts required.

by the receiver

- 2) **Correctness** - A communication may be free of grammatical and spelling errors.
- 3) **Clear** - clarity in communication implies that there are ~~no~~ grammatical clear message that enhances its meaning. A clear message uses exact, appropriate, and concrete words and avoids ambiguous words.
- 4) **Concise** - Conciseness means eliminating wordiness & communicating what you want to convey in least possible words.
- 5) **Consideration** - It implies "stepping into the shoes of others." The effective communication must take the receiver/s into consideration.
- 6) **Courtesy** - Courtesy in message implies that the message should show the sender's expression as well as respect to the receiver. The sender of the message should be sincerely polite, judicious, reflective, and enthusiastic.

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(c) 'Advertising Resonance' - Resonance is the use of metaphors, puns, and word plays used in combination with an illustration or picture to create a double meaning. Resonance in advertising increase the information that can be recalled. Advertisements that have this element in them also helps the advertising message cut through the clutter and get noticed more often. An example of resonance would be an advertisement that shows a photo of a bottled drink with words like "Absolute masterpiece" next to the bottle.

(4) Organizational Barriers in Communication:
It refers to the hindrance in the flow of information among the employees that might result in a commercial failure of an organisation.

Major Organisational Barriers are -

- 1) Rules & Policies - The organisations, often have the rule with respect to what message medium and mode of communication should be selected. And due to straight rules, the employees escape themselves from sending any message.
- 2) Hierarchical Positions - In every organization, the employees are divided into several categories on the basis of their levels, it may often act as a

barrier to the effective communication as lower level ~~surface~~ employee might be relevant in sending a message to his superior because of fear in his mind of sending the faulty message.

(3) Organisational facilities: It includes telephone, stationary, etc. If they are not adequate or unavailable, communication may get adversely affected.

(g) Visual Communication: It is the practice of graphically representing information to efficiently, effectively create meaning. There are many types of content in the realm of visual communication, with examples including infographics, interactive content, motion graphics and more.

Visual communication can be used in ~~report~~ conferences and trade shows, websites, advertisements, social media, presentations, etc.