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Date and time : 01/04/2021, 9:30AM to 12:30AM

Examination Roll no. : 20234757053

Name of the Programme : MCA

Semester : I

Unique Paper Code : 223401105

Title of the Paper : Technical Communication

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Total no. of pages : 7



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## Question 1 →

a) Difference between Human Communication & Animal Communication:

Animals	Human's
① The signs of animal system are inborn	① The capacity to be creative with sign is inborn, but the sign (words) themselves are acquired culturally.
② Change extremely slowly with the speed of genetic evolved.	② Change rapidly as cultural phenomenon.
③ Each sign has one and only one function, each meaning can be expressed in only one way.	③ Signs often have multiple functions one meaning can be expressed in many ways.
④ not naturally used in novel way	④ Creative, can be adapted to new situation.
⑤ Closed inventory of signs only a set number of different messages can be sent	⑤ open ended, grammar (rules of syntax) allows a virtually unlimited no. of messages to be constructed.



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## Four forms of Animal Communication -

- ① Visual Communication - Information transmitted by visual means like movement, posture or shape of the body, facial expression, etc.  
eg - flattened ear: fear / suspicion.
- ② Auditory Communication: Communication by sound production, it is more effective at night than usual.  
eg - deathwatch beetle signal to each other by producing sound made by tapping their head against wood.
- ③ Odour or chemical communication: Chemicals used are called pheromones, one used in marking territory, with in same species generally.  
eg - Alarm pheromones are produced in ants in the form of formic acid to protect themselves from enemies.
- ④ Tactile Communication - Communication by physical contact antennae of ants, termites  
eg - female primates often hold and frequently cuddle their young kids to establish bond.



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## Four forms of human communication -

- ① **Intrapersonal communication:** communication in your internal being. It refers to how you talk with yourself. Self talk can encompass such behaviours as thought you think, affirmations you recite & mental notes.
- ② **Interpersonal Communication -** communication between two or more people. It is easily identifiable because it is in our everyday lives at nearly every moment like morning chat with the family.
- ③ **Interviewing -** It involving question and answers. Through this you can learn about others and their knowledge on different things.
- ④ **Public speaking -** It is a communication between a speaker and audience. It is the speaker's job to inform or persuade the audience.

**Benefits of human communication -** It allows and develops -

- Critical and creative thinking skills.
- Relationship skills
- Interaction skills
- presentation skills
- leadership skills
- media literacy skills.



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## (b) Principal of communication

- Simple language - The language should be simple and easy to understand.
- No ambiguity - The communication should be clear in mind about the objective of its communication.
- Proper medium of communication - Communicator should consider the nature of matter, urgency of communication.
- Adequacy of communication - The information should be complete and adequate in all respects.
- Right climate in organisation - There should not be any communication barrier in the business corner.
- Training to the communicators - Proper training should be given to communicators. This helps in effectiveness.
- Purpose of communication - To elicit a behavioural response from the receiver, sender must make an effort.



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Consultation - It is necessary to seek participation of others in planning communication.

Content of message - Makes its voice loud and shrill in order to make the communication effective.

(C) Technical Communication - It is a means to convey scientific, engineering, or other technical information.

Individuals in a variety of contexts and with varied professional credentials engage in technical communication.

Purpose of Technical Communication : The purpose is to make information clear and understandable in order to make business more productive and consumer goods more convenient.

Various channel of technical communication -

Verbal, non verbal & written communication

Verbal communication - It is the largest aspect, it includes speaking and listening.



Non verbal communication - Research shows that non verbal communication also plays an important role in communication. The posture, the eye-contact makes and breaks the situation.

Written communication - Technical writers play an important role, writing emails, making brochures and templates, making presentation. All this requires great knowledge and technical in hand experience.