

## ***Ingredients or Requisites or Salient Features of Technical Style***

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- 1. Brevity: It should be brief and provide information in a concise manner.***
- 2. Clarity: It should be clear without any confusion.***
- 3. Simplicity: It should be written in a simple language.***
- 4. Objectivity: It should be written in limited words.***
- 5. Utility: It is done for some specific purpose.***
- 6. Vocabulary: It uses specific technical vocabulary.***

***—Amit Maurya***

**6. Vocabulary: It uses specific technical vocabulary.**

**7. Informative: It should be used to give specific information.**

**\_\_Amit Maurya**

**8. Use of active voice : Active voice should be used as it is easy to understand and emphasis is laid on the subject and not on the object.**

**9. Avoid repetition : Repetition should be avoided**



# Levels of Communication

## 1. Downward communication:

Downward communication refers to the:

- a. Communication from the higher level in managerial hierarchy to the lower level.
- b. Communication from decision makers to the workers.
- c. Communication from seniors to their subordinate employees.

It involves the transfer of information, instruction, advice, request, feedback and ideas to the subordinate staff.

The main function of downward communication is providing direction and control.

A communication from General Manager of a company to the Branch Managers is an example of downward communication.

## 2. Upward communication:

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☒ Upward communication refers to:

- a. Communication from subordinates to superiors.
- b. Communication from employees to management.

c. Communication from workers to decision makers.

☒ Upward communication involves the transfer of information, request and feedback from subordinates to their seniors

**—Amit Maurya**



It promotes better working relationships within an organization by giving the subordinate staff opportunities to share their views and ideas with their supervisors.

It facilitates employee involvement in the decision-making process.

A business report from the Branch Manager of a company to the Managing Director of the company is an example of upward communication.

**Amit Maurya**

### 3. Horizontal or lateral communication:

It takes place between professional peer groups or people working at the same level of hierarchy.

It is the communication among workers at the same level.

The main objectives of horizontal communication are:

- Developing teamwork within an organization.
- Promoting group coordination within an

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## 1.17 Barriers to Communication

1. Physical And Physiological Barriers: These include distance, background noise, poor or malfunctioning equipment, bad hearing, poor eyesight, speech impediments.

2. Emotional And Cultural Noise: Emotions (anger, fear, sadness) and attitudes (having to be right all the time, believing oneself to be superior or inferior to others) affect objectivity, as do the stereotypical assumptions that people make about each other based on cultural background.

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**3. Language Barrier:**  
**Speaking different languages, having strong accents, using slang or jargon can frustrate communication and negotiation efforts.**

**4. Nothing Or Little In Common: Examples, stories and anecdotes can help get a point across, except when the audience cannot relate to any of these because they don't share a common experience with the speaker.**

**\_\_Amit Maurya**