
TCS

1. Concept and Fundamentals

Introduction :

- What is Technical Communication?
- *Technical communication* is written and oral communication about business and industry.
- Technical communication focuses on products and services.
 - How to manufacture them, market them, manage them, deliver them, and use them.
- Technical communication is an important part of your everyday work life.

Meaning of Communication :

- The word 'communication' has been derived from the Latin word 'communis' which means "to share".
- Communication may be defined as sharing information and ideas.
- Communication is a two way process :
 - In communication process there must be a **sender** and a **receiver**.

Importance of Communication :

- Communication is very important...
 - ❑ To maintain good customer relations
 - ❑ To ensure that work is accomplished on time
 - ❑ To provide documentation that work has been completed (progress reports).
 - ❑ To generate income.
 - ❑ To keep machinery working
 - ❑ To ensure that correct equipment is purchased (technical descriptions).

Importance of Communication :

- ❑ To participate in teleconferences or videoconferences (oral communication).
- ❑ To get a job.
- ❑ To define terminology (online help screens).
- ❑ To inform the world about a company's products and services (Internet Web sites and blogs).

Communication Scope:

- There are two communication scopes available...
 - Audience scope and
 - Subject scope
- **Audience Scope**
 - When we deal with audience scope first of all it is required for the communicator to clearly **identify the target audience** of the communication.

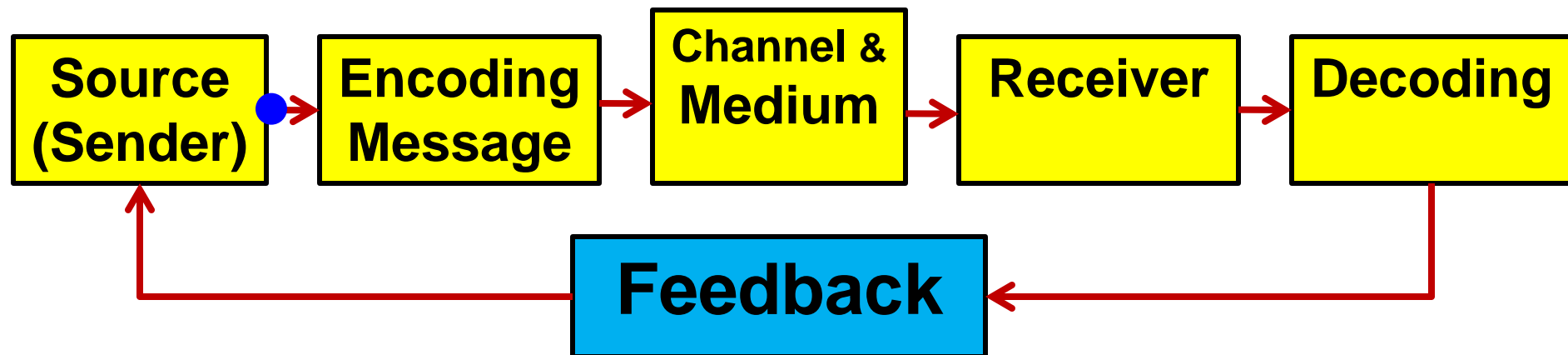
Communication Scope:

■ Subject Scope

- The communication should contain information that the readers or listener needed to know.
- It is important that the communication should always clearly identify the subject scope of the communication.

Process Of Communication :

- According to the communication situation,
 - A sender sends a message.
 - The encoded message send to the receiver using proper channel and medium.
 - Receiver decode and understands the message and replay feedback to the sender.



Process of Communication :

- Communication exist In following situation..
 - ❑ When a sender desires to pass some information.
 - ❑ There is a receiver to whom the information is to be passed.
 - ❑ The receiver can able to understand the message from sender.
 - ❑ The receiver response the message.

All the above situation must be present for effective communication.

Communication Models and Theories :

■ Communication Models :

- ❑ Models of communication are used to explain the human communication process.
- ❑ The first major model for communication was developed in 1948 by Claude Elwood Shannon and published with an introduction by Warren Weaver for Bell Laboratories.

Communication Models and Theories :

- There are several models of communication are as given...
 - ❑ Shannon and Weaver
 - ❑ Berlo
 - ❑ Schramm
 - ❑ Barnlund Communication Model
 - ❑ Constructionist model
 - ❑ Linear Model
 - ❑ Interactive/convergence Model
 - etc...

Communication Models and Theories :

■ Shannon and Weaver

- ❑ The Shannon–Weaver model was designed to mirror the functioning of radio and telephone technology.
- ❑ Their initial model consisted of three primary parts:
 - **sender, channel and receiver.**
 - ❑ The sender was the part of a telephone a person speaks into
 - ❑ The channel was the telephone itself, and
 - ❑ The receiver was the part of the phone through which one can hear the person on the other end of the line.

Communication Models and Theories :

■ Berlo

- ❑ In 1960, David Berlo expanded Shannon and Weaver's 1949 linear model of communication.
- ❑ Berlo created the Sender-Message-Channel-Receiver (SMCR) Model of Communication.
- ❑ The SMCR Model of Communication separated the model into clear parts and has been expanded upon by other scholars.

Communication Models and Theories :

■ Schramm

- ❑ Communication is usually described along a few major dimensions: Message, source, form, channel, receiver.
- ❑ Wilbur Schramm (1954) also indicated that we should also examine the impact that a message has on the target of the message.
- ❑ Between parties, communication includes acts that confer knowledge and experiences, give advice and commands, and ask questions.

Communication Models and Theories :

■ Barnlund Communication Model

- ❑ In light of these weaknesses, Barnlund (1970) proposed a transactional model of communication.
- ❑ The basic premise of the transactional model of communication is that individuals are simultaneously engaging in the sending and receiving of messages.

Communication Models and Theories :

■ Constructionist model

- This is a progression from Lasswell's attempt to define human communication through to this century and revolutionized into the constructionist model.
- Constructionists believe that the process of communication is in itself the only messages that exist.

Communication Models and Theories :

■ Linear Model

- ❑ It is a one to and way model to communicate with others.
- ❑ It consists of the sender encoding a message and channeling it to the receiver in the presence of noise.
- ❑ In this model there is no feedback which may allow for a continuous exchange of information.
- ❑ This form of communication is a one-way form of communication that does not involve any feedback or response, and noise.

Communication Models and Theories :

- Interactive/convergence Model
 - It is two linear models stacked on top of each other.
 - The sender channels a message to the receiver and the receiver then becomes the sender and channels a message to the original sender.
 - This model has added feedback, indicating that communication is not a one way but a two way process.

Communication Models and Theories :

■ Communication Theories :

- There are 3 types of theories:

1. Commonsense theory

- Created by an individuals by own personal experience.
- Useful to us and are often a basis for our decisions about how to communicate,
- These theory's are not supported by research.

Communication Models and Theories :

2. Working theory

- ❑ Generalizations made in particular professions about the best techniques to do something by working method.
- ❑ This theory is practical and more systematic than commonsense theory.

3. Scholarly theory

- ❑ The theory has undergone systematic research.
- ❑ Provides more thorough accurate and abstract explanations for communication
- ❑ They are often more complex and difficult to understand.

Types of Communication :

- Communication can be categorized into three basic types:

(1) Verbal communication

- In verbal communication we can convey our message using any of the language.
- Verbal communication can be either Oral or written
- In **Oral** Communication
 - You listen to a person to understand their meaning
- In **Written** communication
 - You read the message and respond them .

(2) Nonverbal communication

- In Nonverbal communication you observe a person and infer(अनुमान) meaning

Essential (જરૂરી) of Good Communication

- Being able to communicate effectively is an essential skill.
- Whether it is in our business life or our personal relationships, effective communication is the key to our success.
 1. Listening
 - One of the most important aspects of effective communication is being a good listener.
 2. Non-Verbal Communication
 - Non-verbal communication means body language is an important communication tool. Your body language should help convey your words.

Essential (ਯਕੁਰ੍ਹ) of Good Communication

3. Be Clear and Be Concise

- Convey your message using as few words as possible.
- Whether in person, via telephone, or email, convey your message clearly and direct.
- Before speaking give some thought as to the message you want to convey.

□ 4. Be Personable

- When communicating face to face with someone, use a friendly tone with a simple smile, and ask a personal question.
- These things encourage the other person to engage in honest, open communication.

Essential (જરૂરી) of Good Communication

5. Be Confident

- Other people will believe in you if you sound confident.
- Making eye contact, using a firm but friendly tone, are all ways you can exude confidence.

6. Empathy (સહાનુભૂતિ)

- Empathy is the skill of being able to understand and share the feelings of another person.

7. Always Have An Open Mind

- Being an effective communicator requires that every conversation is approached with a flexible, open mind.

8. Convey Respect

- Other people will be more likely to engage in communication with you if you respect them and their ideas.
- Simply addressing another person using their name, will make them feel appreciated.
- If communicating via telephone, always keep focused on the conversation and avoid being distracted in any way.
- When communicating through email, take time to construct and edit your message, taking care to address the recipient by name.

9. Give and Receive Feedback

- Giving and receiving appropriate feedback is an essential communication skill, particularly for those of us whose roles include managing other people.

The seven Cs of communication

- 1) Clear (पारदर्शक)
- 2) Concise (संक्षिप्त)
- 3) Concrete (नक्कर)
- 4) Correct (साचुं)
- 5) Coherent (सुसंगत)
- 6) Complete (पूर्ण)
- 7) Courteous (नम्र)

The seven Cs of communication

1) Clear (ਪਰਦਰਸ਼ਕ)

- ❑ When writing or speaking to someone, be clear about your goal or message.

2) Concise (ਸੰਖਿਪਤ)

- ❑ When you're concise in your communication, you stick to the point and keep it brief.
- ❑ Remember your audience doesn't want to read six sentences when you could communicate your message in three.

The seven Cs of communication

3) Concrete (ત્ક્રર)

- When your message is concrete, then your audience has a clear picture of what you're telling them.

4) Correct (સચું)

- When your communication is correct, it fits your audience. And correct communication is also error-free communication.

The seven Cs of communication

5) Coherent (सुसंगत)

- When your communication is coherent, it's logical.
- All points are connected and relevant to the main topic, and the tone and flow of the text is consistent.

6) Complete (पूर्ण)

- In a complete message, the audience has everything they need to be informed and, if applicable, take action.

The seven Cs of communication

7) Courteous (ऀ॒॒)

- Courteous communication is friendly, open, and honest.
- There are no hidden insults or passive-aggressive tones.
- You keep your reader's viewpoint in mind, and you're empathetic to their needs.

Factors responsible for growing importance of communication

- Communication plays a fundamental role in all facets of business.
- It is therefore very important that both internal communication within your organisation as well as the communication skills of your employees are effective.
- Like,
 - Builds and maintains relationships
 - Facilitates innovation
 - Builds an effective team
 - Managing employees
 - Contributes to growth of the company
 - Ensures transparency

Factors responsible for growing importance of communication

- Builds and maintains relationships
 - Communication will be key to this process – without effective skills, it will be difficult to properly construct and foster productive relationships.
- Facilitates innovation
 - When employees feel comfortable in openly communicating new ideas, cooperation and innovation will be at an all-time high.

Factors responsible for growing importance of communication

- Builds an effective team
 - Good communication within a team also tends to boost employee morale. When employees feel that they are well informed of the company's direction and vision, they will feel more secure within their role.
 - Regular internal communication can also lead to an improved work ethic if staff are reminded of achievements and feel that they are working towards a common goal.

Factors responsible for growing importance of communication

- **Managing employees**
 - When managers are effective communicators, they are more able to inform staff adequately of their responsibilities and what is expected from them.
 - Good communication skills also helps managers to provide constructive feedback to their staff, build better relationships, and understand personal goals that staff may wish to work towards.

Factors responsible for growing importance of communication

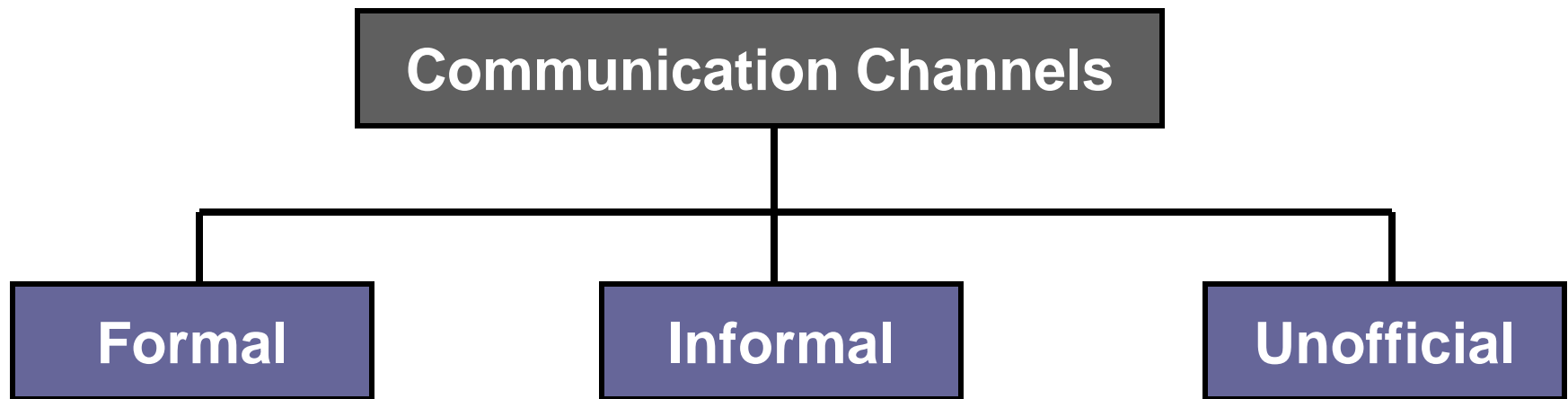
- **Contributes to growth of the company**
 - A lack of communication can lead to the collapse of any organisation.
 - While that is a bold statement – without proper marketing collateral and communication internally and externally, most organisations will struggle to survive.
 - Communication can also lead to productivity and helps to avoid unnecessary delays in the implementation of policies.

Factors responsible for growing importance of communication

- Ensures transparency
 - When regularly communicating both internally and externally, organisations remain more transparent.
 - This is important in building trust in your brand, in your services and also internally when it comes to the trust that employees have in higher management.

Communication Channels :

- In order to make a manager's task easier, the types of communication channels are grouped into three main groups: **Formal**, **Informal** and **Unofficial**.



Communication Channels :

1) Formal Communication Channels

- A formal communication channel transmits information such as the goals, policies and procedures of an organization.
- Messages in this type of communication channel follow a chain of command. This means information flows from a manager to his subordinates and they in turn pass on the information to the next level of staff.

Communication Channels :

2) Informal Communication Channels

- The Informal Communication is the casual and unofficial form of communication wherein the information is exchanged spontaneously between two or more persons without conforming the prescribed official rules, processes, system, formalities and chain of command.

Communication Channels :

3) Unofficial Communication Channels

- While minutes of a meeting may be a topic of discussion among employees, sports, politics and TV shows are unofficial communication.
- An example of an unofficial communication channel is social gatherings among employees.

Verbal & Non-Verbal Communication :

- The basic forms of communication can be classified as follows:
 - **Verbal Communication**
 - Oral
 - Written
 - **Non-verbal Communication**
 - Sign Language
 - Body Language
 - Para Language
 - Space, surrounding and time
 - Silence

Verbal Communication :

- The term verbal means, 'related to words and the use of the words' which makes language.
- Verbal communication means communication through spoken and written words.
- Verbal communication may be further classified into:
 - Oral Communication
 - Written Communication

Oral Communication :

- Oral communication means spoken communication.
- Speech or oral use of language is a widely used method of communication.
- Situations for Oral Communication :
 - Telephone / Mobile Communication
 - Face-to-face discussion
 - Presentations
 - Radio
 - Tape recorder
 - Speeches
 - Interview

Oral Communication :

■ Face-to-face discussion

- This is possible between two individuals or among a small group of persons as in the interview, the conference, the meeting etc.
- This situation facilitates effective communication because of the presence of the living personality whose voice, tone, expression and movements add significance to the words.

Oral Communication :

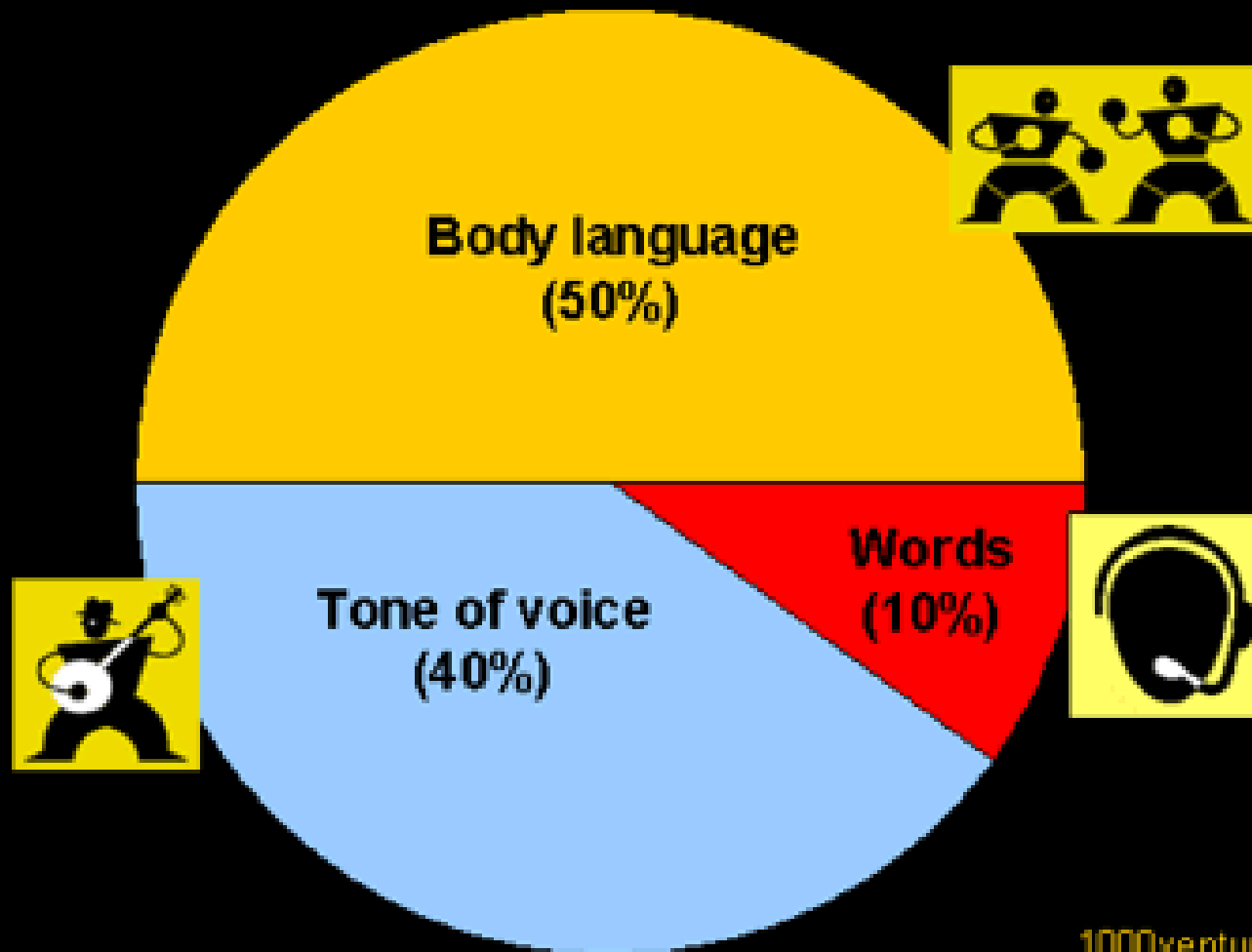
- Face-to-face discussion
 - Some of important element that add to the effectiveness of face-to-face situation are :
 - **Gesture** : Gestures mean movements of our arms, legs, hands and head and they also communicate very meaning full as they are a natural accompaniment of speech.

Oral Communication :



Face-to-Face Communication

The Way Your Message Is Conveyed



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Oral Communication :

- Face-to-face discussion
 - Voice :
 - Voice is the first signal that we receive.
 - Voice tells us about the speaker's gender, background, education & training.
 - Posture :
 - Posture is the first way in which a person holds himself indicates something about his feelings.

Oral Communication :

■ Public Speech :

- ❑ Another situation of oral communication is public speech.
- ❑ In public speech, the distance between the speaker and the audience matters a lot.
- ❑ If the audience is large, the facial expressions and gesture of the speaker is not more important.
- ❑ Public speech is a form of one-way communication.
- ❑ In Public speech audio aids can be used to increase the effectiveness of public speeches.

Oral Communication :

- Telephone / Mobile:
 - The telephonic conversation is another form of oral communication.
 - There is no physical presences of the persons involved and so one cannot see the facial expressions, gestures or posture of the opposite person.
 - It may, at times misguide a person in taking the correct decision or coming to a proper conclusion.

Oral Communication :

Advantages & Disadvantages (Limitations)

Advantages	Disadvantages
Immediate feedback	Poor retention(પ્રતિધારણ)
Time saving	No record
Economical	Time consuming
Personal touch	Misunderstanding
Flexibility	Lengthy messages
Secrecy	Lack of responsibility
Immediate clarification	Imprecise (અશુદ્ધ)
Group Communication	Distance Factor

Written Communication :

- Written communication requires conscious effort.
- Written communication involves transmission of information through letters, notices, circulars, memos, reports etc.
- Characteristics of written Communication
 - Creative and Conscious Activity
 - Time Consuming
 - Lack of Continuity
 - Demands Precision
 - Length of the Message

Written Communication :

- Situations for Written Communication :
 - Memorandum
 - Notice
 - Telegram
 - Telex
 - Telex is a device in which message is typed on a word processor and is directly sent through telegraph lines to the recipient.

Written Communication :

Advantages & Disadvantages (Limitations)

Advantages	Disadvantages
Wide Access	Time consuming
Precision and accuracy	Costly
Repeated reference	Lack of Secrecy
Mechanical efficiency	Rigidity
Aids control	Impersonal
Legal evidence	Delayed feedback
Legal evidence	Delayed clarification
Fixed responsibility	

Written Communication :

- Oral and Written Communications – A Comparative Study:

Point of Comparison	Oral communication	Written communication
Type	Informal with personal	Formal without personal touch
Speed	Fast	Slow
Flexibility	High	Low
Record	No record	Permanente record
Cost	Economical (Low)	High Cost (Costly)

Written Communication :

Oral and Written Communications – A Comparative Study:

Point of Comparison	Oral communication	Written communication
Gestures and expressions	Can be used	Can't be used
Feedback	Immediate	Delayed
Suitability	For short and simple messages	For lengthy messages
Clarification	Immediate	Delayed
Secrecy	Can be maintained	May not be maintained

Written Communication :

Oral and Written Communications – A Comparative Study:

Point of Comparison	Oral communication	Written communication
Responsibility	Cannot be fixed	Can be fixed
Responsibility	Cannot be fixed	Can be fixed
Nature	Natural and spontaneous	A conscious effort
Persuasion and control	Easy	Challenging

Non-Verbal Communication :

- Human beings communicate in many ways other than using words.
- Pictures, drawings, sounds are often used to convey messages.
- All other than words used in communication are known as non-verbal communication.
- Non-verbal communication can be broadly classified as follows:
 - Sign Language
 - Body Language
 - Para Language
 - Space, Surrounding and Time
 - Silence

Non-Verbal Communication :



Non-Verbal Communication :

■ Sign Language

- Sign language involves use of audio and visual signals.

- Audio Signals & Its advantages

- Visual Signals & Its advantages

- Audio-Visual Communication

- Limitations of Sign Language

- Special skill is required To draw effective pictures

- Only Simple Ideas can share

- On the spot correction is not possible

Non-Verbal Communication :

■ Body Language

- Human body and its various parts play an important role in communication.
 - The study of messages conveyed by body movements is known as body language.
- ## ■ The role of different parts of the body in communication is given below:
- Head, Face, Eyes, Gestures, Body Shape and Posture

Para Language :

- The word "PARA" means "LIKE" and therefore, para language is "Like Language".
- It is not-verbal because it does not involve used of words. But it is like verbal communication because it is related to the way words are spoken.
 - Voice
 - Word Stress are main part of PARA language

Para Language :

■ Voice

- ❑ It represents education, training, temperament and general background.
- ❑ When voice is clear then the communication is more effective.
- ❑ The following aspects of voice are important in Communication
 - Speaking Speed
 - Pitch (Tone) Variation
 - Volume Variation
 - Pauses
 - Non-fluencies

Para Language :

■ Word Stress :

- ❑ Proper word stress is highly important in communication.
- ❑ A speaker can change the meaning by putting stress on a word here or a word there in the same sentence. Like,
 - Have you read the new NOVEL ?
 - Have you read the NEW novel ?
 - Have you READ the new novel ?

Para Language :

- Advantages of Para Language :
 - ❑ No oral communication is complete without para language.
 - ❑ A speaker's educational background can be judged from his way of speaking
 - ❑ Knowledge of a person's para language is helpful in dealing with among person.
 - ❑ One can improve own para language by listening to good speakers.

Para Language :

- Limitations of Para Language :
 - ❑ Para language is like language but it is not language.
 - ❑ Unless the listener is open minded, voice quality, speaking speed, pitch etc.
 - ❑ Speakers belong to different speech communities due to which uniformity becomes difficult.

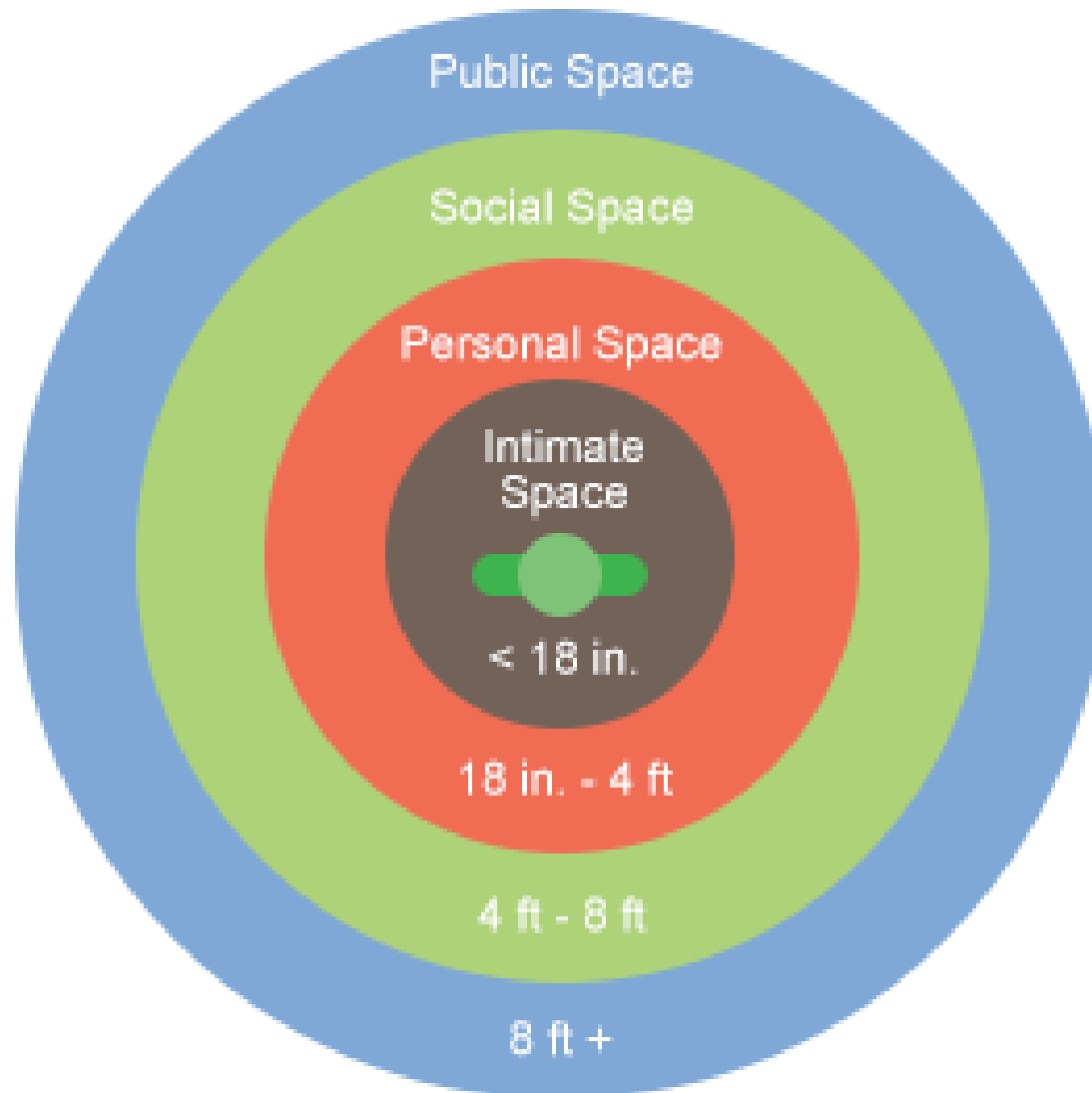
Space, surrounding and Time

- Non-verbal signals which are mutually understood by the sender and the receiver originate from many sources.
- One such important source is the space around us which communicates in its own way.
- Communication experts call this dimension of communication 'proxemics'.
- It is the study of how we communicate with the space around us.
- Proxemics may also be called space language.

Space, surrounding and Time

- The word 'space' here means the distance between the sender and the receiver of the message in oral communication.
- Space Language :
 - According to experts four types of space exists :
 - Intimate : Physical contact to 18 inch
 - Personal : 18 inch to 4 feet
 - Social : 4 feet to 12 feet
 - Public : 12 feet to as far as one can see or hear

Space, surrounding and Time



Non-Verbal Languages

■ Surroundings

- The physical environment around us speaks its own non-verbal language.

 - Colours

 - Layout and Design

■ Time Language

- There is a saying "TIME IS MONEY".

- Under time language we send out signals indicating the importance of time to us.

- Time management has become a very important part of business management.

Silence :

- It has been rightly said, "Silence is more eloquent than words".
- So, silence is also a great non-verbal factor of communication.
- Silence can also effectively communicate a number of responses.
- Disapproval, anger, lack of interest are some responses that can be effectively communicated through silence.
- A good communicator should also know the usefulness of silence.

Barriers of Communication :

- The use of jargon.
 - ❑ Over-complicated, unfamiliar and/or technical terms.
- Emotional barriers and taboos.
 - ❑ Some people may find it difficult to express their emotions and some topics may be completely 'off-limits' or taboo.
- Lack of attention, interest, distractions, or irrelevance to the receiver.
- Differences in perception (समझ) and viewpoint.

Barriers of Communication :

- Physical barriers to non-verbal communication.
 - Not being able to see the non-verbal cues, gestures, posture and general body language can make communication less effective.
- Language differences and the difficulty in understanding unfamiliar accents.
- Expectations and prejudices which may lead to false assumptions or stereotyping.
- People often hear what they expect to hear rather than what is actually said and jump to incorrect conclusions.

Aids to communication:

- **What is a Communication Aid?**
 - A communication aid is anything that helps an individual communicate more effectively with those around them.
- This could range from a simple letter board to a more sophisticated piece of electronic equipment.