

Technical Communication



- ▶ Communication that deals with technical, scientific, and professional subjects, for very practical purposes, can be defined as Technical Communication.
- ▶ Example:- A Scientific Article, A Business Document, A Report or Proposal

- ▶ **Technical Communication is the process of communicating a specific message to a specific audience with a specific purpose.**

Features of Technical Communication

- ▶ **Two-way Process**
- ▶ **Information sharing and understanding**
- ▶ **Verbal and Non-Verbal**
- ▶ **Circular Flow**
- ▶ **Goal Oriented**
- ▶ **Continuous process**
- ▶ **Peruasive activity**

Two Way Process

- ▶ Communication is possible only when there are at least two persons, one sender and the other receiver. This means that one person alone cannot communicate.
- ▶ Communication involves both transfers of information as well as understanding between two or more persons. This means that communication does not take place simply because information has been transferred or conveyed to the person concerned. What is equally important is that the receiver of communication should understand the information transferred to him as it was intended to be. Thus, understanding is an indispensable feature of communication.

Information Sharing and Understanding

- ▶ Communication is not restricted to transfer of information and understanding through words alone. A manager can communicate through symbols, gestures and actions which are non-verbal in nature.

Verbal and Non-Verbal

- ▶ Communication can be verbal and non-verbal.
- ▶ Verbal means with the help of mouth, with words.
- ▶ Non-verbal means without words.

Circular Flow

- ▶ The flow of communication is circular, that is, the process of communication starts when the sender transmits a message to the receiver and is complete when the receiver sends the feedback to the sender as shown in the given figure-

Goal Oriented

- ▶ Communication is goal oriented. The end result of communication understands between the sender and the receiver of information.

Continuous Process

- ▶ Exchange of ideas and opinions among persons is an ongoing process in business and non-business organizations.

Communication is as important in the organization as flow of blood in the human body.

Persuasive Activity

- ▶ Communication is a persuasive activity. It takes place at all levels (top, middle, and low) and in all functional areas (production, finance, marketing personnel, etc.) of a business enterprise.

Difference between General and Technical Communication

- ▶ General Content
- ▶ General Vocabulary
- ▶ Informal in Style
- ▶ May not be factual
- ▶ Both objective and Subjective
- ▶ Not always structured
- ▶ May or may not involve graphics

Technical Content
Specialized
Vocabulary
Always formal in
Style
Always Factual
Objective
Logically Organized
and Structured
Logically arranged
and organized
Usually involves
graphics

Technical Communication is of two types:

Oral and Written

- ▶ Communication whether technical or non-technical is the complex two-way process, involving encoding, translation and the decoding of the messages. The effective communication requires a communicator to translate the message in the way which is specifically designed for the intended audience. Creating and delivering the effective presentation requires basic understanding of the communication process. Most of the business presentations require a clear and an unambiguous communication of the message in the way which can be clearly understood by a recipient.

Verbal or Oral communication

- ▶ The term 'verbal' means anything relating to 'mouth'. Thus, verbal or oral communication is the form of communication in which a message is transmitted in spoken words.
- ▶ In the process of verbal communication, the sender and receiver exchange their messages either through face to face communication or through some mechanical device.

WRITTEN COMMUNICATION

- ▶ Written communication is the form of communication in which messages are exchanged in written or printed form. It may be through letters, reports, graphs, charts, notices, circulars, newspapers, magazines etc.
- ▶ It includes E-mail and Fax also. It is a formal type of communication.

Grapevine Communication

- ▶ Grapevine Communication is an informal channel of business communication.
- ▶ It is mostly found in low levels of an organization.
- ▶ Grapevine cannot be used as formal communication channel. It provides a channel for issues.
- ▶ Grapevine is called so because it spreads at all levels irrespective of the authority level.
- ▶ Though formal channels exist, the informal channels develop when people interact with others in an organization.

Example of Grapevine Communication

- ▶ CEO may have friendly relations with the Production Manager. The CEO may tell the Production Manager about an upcoming takeover of another company by their organization. The Production Manager spreads such news without the formal announcement of this news through the right organizational channels