COURSE HS 210
LIFE SKILLS

MODULE - 1

HS 210 Life Skills
Course Objectives

1. To develop communication competence in prospective engineers.

2. To enable them to convey thoughts and ideas with clarity and focus.

3. To develop report writing skills.

4. To equip them to face interview & Group Discussion.

5. To inculcate critical thinking process.

6. To prepare them on problem solving skills.

7. To provide symbolic, verbal, and graphical interpretations of statements in a problem description.

8. To understand team dynamics & effectiveness.

9. To create an awareness on Engineering Ethics and Human Values.

10. To instill Moral and Social Values, Loyalty and also to learn to appreciate the rights of others.

11. To learn leadership qualities and practice them.

HS 210 Life Skills
Expected Outcome

- Communicate effectively.
- Make effective presentations.
- Write different types of reports.
- Face interview & group discussion

- Critically think on a particular problem.
- Solve problems.
- Work in Group & Teams
- Handle Engineering Ethics and Human Values.
- Become an effective leader.

Module 1
Communication Skills

Communication Skill

Introduction to Communication, The Process of Communication, Barriers to Communication, Listening Skills, Writing Skills, Technical Writing, Letter Writing, Job Application, Report Writing, Non-verbal Communication and Body Language, Interview Skills, Group Discussion, Presentation Skills, Technology-based Communication.

Module 1
What is communication?

Module 1
What is communication?

- Sharing of ideas
- Passing information
- Imparting knowledge
- Share the knowledge and information

What is significant here is the *commonness* that is implied in all aspects of communication.

Communication – Origin of the word

Communication originates from the Latin *communicare* and the French *communis,* both of which mean, 'common.'

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Module 1
Communication - ORIGIN

- We can note the importance given to the aspect of 'commonality' in communication.

- Other related words as 'commune,' 'communicate,' 'communion,' and 'community' have the 'common' nature implied in them.

- To make communication effective, one should give emphasis to the *commonality* involved in any interaction.

- Commonality principle in communication contributes to *unity*, *harmony*, *cohesion*, and *sharing of aims* with *team spirit*.

Module 1
Communication - DEFINITION

- Keith Devis - process of passing information and understanding from one person to another.

- Wikipedia - something people do

- American Society of Training Directors - "the interchange of thought or information to bring about mutual understanding and confidence or good human relations."

- Mary Ellen Guffey - "the transmission of information and meaning from one individual or group to another."

Module 1
Communication - DEFINITION

- Communication
  - Not limited to speaking or writing
  - Covers body language, personal manners and the way and style these are exhibited.
  - Anything that can make a message much more meaningful to the one being communicated with.
  - A two-way process and is not complete without feedback (ensures effective communication).
  - Feedback confirms receipt and adequate understanding of the intended message.

Module 1
EFFECTIVE communication

- Communication (ordinary sense) - getting our basic functions fulfilled through the use of language and communication strategies.
  - For instance, in our everyday life we interact with vegetable sellers, milk vendor, newspaper distributors, etc.
- Effective communication happens when you are able to achieve positive results using communication to express your desired goals.
  - Getting a huge project sanctioned by way of an effective written proposal and oral presentation.
- So we should aspire to become an effective communicator

Module 1
GOALS OF COMMUNICATION

a) Improve recipient's level of understanding;

b) Elicit receiver's response;

c) Create good relations; and

d) Create organisational goodwill.

Module 1
GOALS OF COMMUNICATION

a) improve recipient's level of understanding;

- Expected receiver's understanding of a message - most critical goal.

- A message that is unable to elicit the appropriate receiver's understanding may be ambiguous.

- For example, if a manager were to leave a note on the table of his driver with the message: "we are travelling,"

  ➢ Where are we travelling to?

  ➢ What time are we travelling?

  ➢ What date are we travelling?

  ➢ How long are we going to be away?

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Module 1
GOALS OF COMMUNICATION

b) elicit receiver's response;

- Once a message is received, the receiver will respond by one of several actions, depending on receiver's understanding of the message.

- Direct conversation - the receiver can seek clarification and sender could explain any ambiguities in his message.

- Written communication - message may elicit varying interpretations, based on receiver's understanding

- Eg: A written wedding invitation

- A message that does not elicit the right response does not achieve its aim.

- The sender would encourage to elicit the single most appropriate and desired response.

Module 1
GOALS OF COMMUNICATION

c) Create good relations;

• Creation of good relations between the parties.

• Sender must ensure that message does not cause strains in relations.

• This can be done by ensuring that the wording of the message looks good, positive and encouraging.

• Composing messages whose contents stress the interests of the receiver is critical.

Module 1
GOALS OF COMMUNICATION

d) Create organisational goodwill.

- Goodwill is a critical success factor in business and communication that must be used to enhance the creation of organisational goodwill.

- When individuals communicate, the receiver of the message must sender's confidence and trust as this is likely to facilitate receiver's appreciation and response.

Module 1
NEED FOR EFFECTIVE COMMUNICATION

Look at this . . .

He who Communicates IS He who leads

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Module 1
NEED FOR EFFECTIVE COMMUNICATION

- Person who is able to communicate is the person who is going to lead in the sense of a
  - ✓ leader
  - ✓ entrepreneur
  - ✓ head
  - ✓ decision maker
  - ✓ influence people and get things done
  - ✓ dominator
- All of us can lead, if we are willing to understand know the technical knowhow of how to communicate, very quickly

Module 1
Significance of Communication

- The success of a leader, manager, teacher, or any professional depends on their ability to communicate.
- Communication failures are costly. (leads to ill-feeling among workers, causes strikes, affects productivity)
- People will give their best only if the communication is clear

Significance of Communication

- Even resourceful people fail to deliver their contents due to lack of proper communication.

- People who know nothing, but keep on saying something—reveal their ignorance and prove themselves to be bad communicators

- Both cases communication reveals . . .

Communication versus Effective Communication

- Knowing the difference between the almost right word and the right word amounts to being just a communicator and an effective communicator!

- How does it matter? – you may ask, as long as we do communicate?

An Example—

- Look at the following example to understand how one's attempt to create a good impression can actually result in the opposite due to lack of clarity in communication.

Another Example—

- Just to show how poor communication can result in personal failure—

Who wants the divorce?

- A judge was interviewing a woman regarding her pending divorce, and asked, "What are the grounds for your divorce?"
- She replied, "About four acres and a nice little home in the middle of the property with a stream running by."
- "No, I mean," he continued, "What are your relations like?"
- "I have an aunt and uncle living here in town, and so do my husband's parents."

Who wants the divorce?

- "Ma'am, does your husband ever beat you up?"

- "Yes," she responded, "about twice a week he gets up earlier than I do."

- Finally, in frustration, the judge asked, "Lady, why do you want a divorce?"

- "Oh, I don't want a divorce," she replied. "I've never wanted a divorce. My husband does. He said he can't communicate with me."

- http://www.thehumorsource.com/item/33064

What went wrong?

- **Grounds** means both (1) factors forming a basis for action or the justification for a belief. (2) an area of enclosed land surrounding a large building.
- **Relations:** relationship/relatives
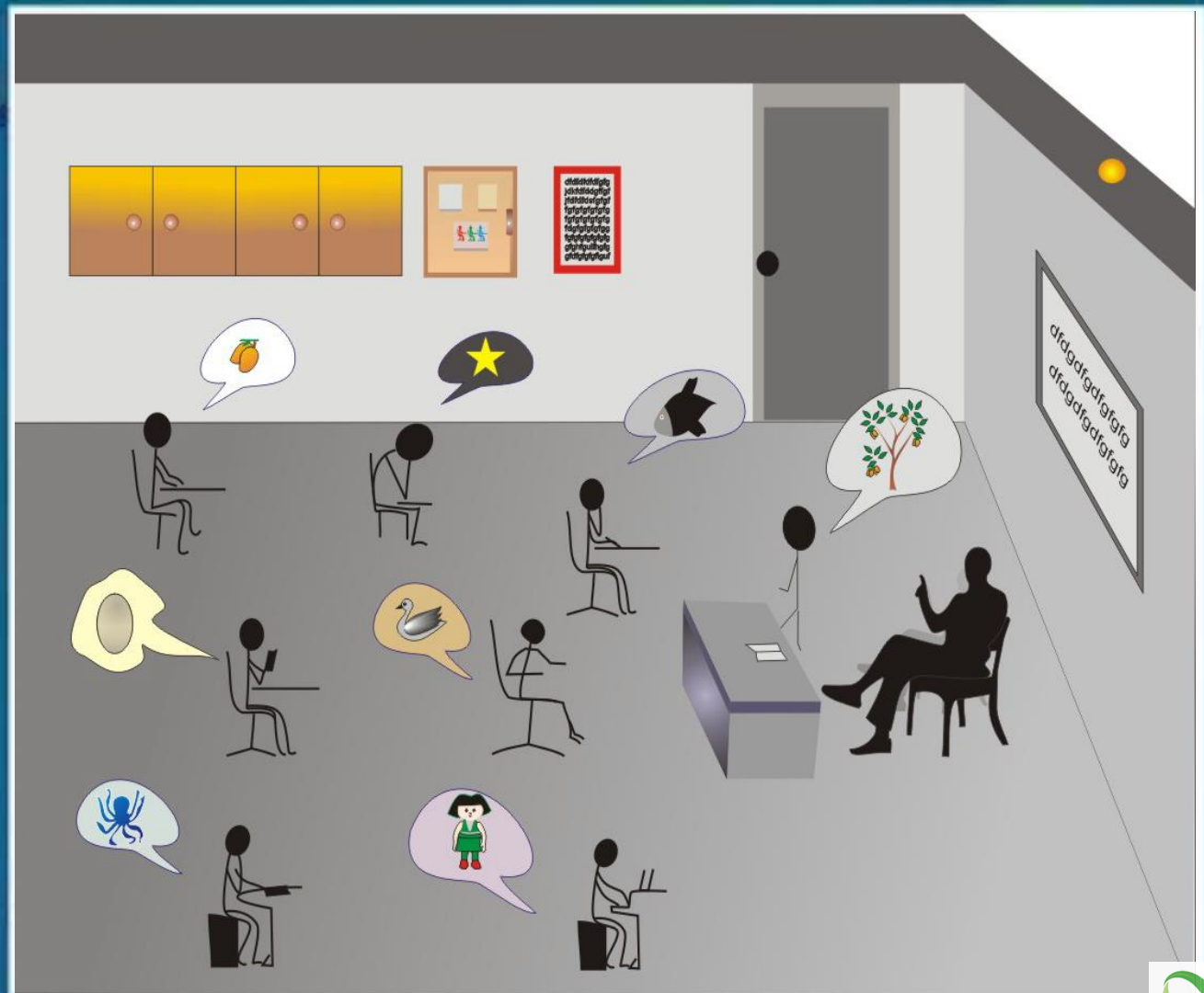- **Beat:** physically hitting/winning in a competition

What went wrong?

- **Can anyone really communicate with the lady?**
- **Why can't communication be effective here?**
- **What should a good communicator doing here?**
- **Is communication only about speaking?**

What is success anyway?

- Having money to buy expensive cars?
- Marrying a beautiful woman/handsome man?
- Living in a luxurious bungalow?
- YES & NO
- Yes in a materialistic sense.
- No in a communication sense.

Success . . .

- **Is your ability to cause the intended and favourable response**

- **The ability to influence people their ideas and thought patterns which govern their actions—gives you sustained success in all walks of life.**

The Aim of the Course

- The course aims to close any communication gap that leads to miscommunication.

- It ensures that whenever you communicate you ALWAYS get the intended and desired response.

We communicate 24 X 7

- Communication has become the basis of our lives; it surrounds us, protects us, changes us, reveals us, identifies us, makes us happy, makes us sad . . .

- We are permeated by all media of communication

- Communication: An exchange of ideas, thoughts and feelings between two or more entities.

- We communicate our thoughts and feelings to family, friends, co-workers, and friends every hour of every day!

- *We cannot stop communicating!*

But do we communicate effectively?

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After delivery!

I said, "SPICY chicken," not "SPIKEY chicken."

Why EC is important?

- Ineffective Communication causes frustration, dysfunctional personal relationships, stagnant organizations, & even war between countries!

- EC is needed for success in interviews, jobs, proposals—business & personal.

- Gregarious nature of man—Communication is vital for his survival.

- What happens if we are unable to communicate properly?

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Why EC is important?

- We become frustrated and unhappy with our work and ourselves because our goals, and the goals of others are not met.

- We exhibit a *poor self-image*, which makes it difficult for us to command respect from others.

- Academic performance, family life, professional promotions can be affected.

The importance of EC

- A recent survey suggests that differences in communication skills are strong predictors of an individual's success whether in society or at work

- EC *is about making our communication worth while & achieving the desired results*

- EC allows us to have healthy and successful relationships both in personal as well as our professional life

Module 1
Components of Communication

1. Sender
2. Encode
3. Message
4. Channel of communication
5. Decode
6. Receiver
7. Feedback

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Module 1
Components of Communication

- **Sender** - person who encodes & sends the message to the expected receiver through an appropriate channel.
- **Encoding** - the process of putting ideas into symbols to carry a message.
- **Message** - the content of communication & may contain verbal, nonverbal or symbolic language.
- **Channel** - the medium, or the way the message is sent.
- **Receiver** - intended to receive, decode & interpret the message sent by the sender/source of message
- **Decoding** - process of translating the symbols or words of the message into meaningful information

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Module 1
Components of Communication

- **Feedback** - response (reaction) given back to the sender based on the meaning they attach to the message

Process of communication:

- A sender encodes information
- The sender selects a channel of communication by which to send the message
- The receiver receives the message
- The receiver decodes the message
- The receiver may provide feedback to the sender

The Communication Process Expanded Model
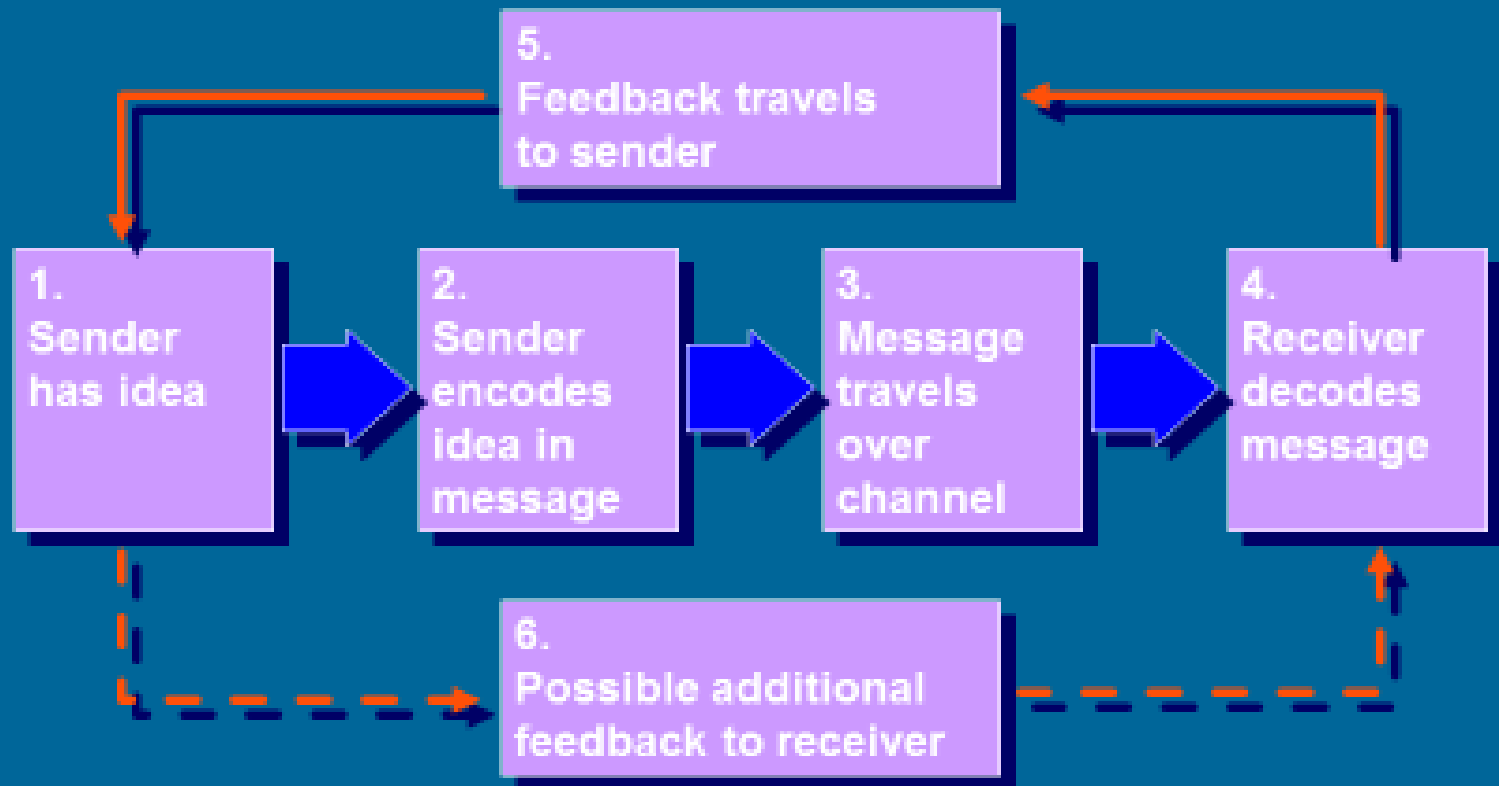
Module 1
Components of Communication

Classification of channels of communication:

- Visual channel: Facial expression, body language, posture, gestures, pictures & written words, electronic mails, mass media, etc.

- Auditory channel: Spoken words, sounds, telephone or mobile communications, delivering audio content (radio, voicemail), etc.

- Tactile channel: Touch sensations, therapeutic touch, etc.

- Combined channel: Audio-visual media, consoling a person with touch & spoken words.

The Communication Process Basic Model

5. Feedback travels to sender

1. Sender has idea

2. Sender encodes idea in message

3. Message travels over channel

4. Receiver decodes message

6. Possible additional feedback to receiver

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Communication Process
Simple Model: Ask 5 WH questions

- Who sends? *[Sender]*
- Whom does he send? *[Receiver]*
- What does he send? *[Message]*
- Which medium? *[Channel]*
- What effect? *[Response/Feedback]*

Who sends what to whom through which channel with what effect?

Module 1
TYPES OF COMMUNICATION

- Based on the means of delivering the message
- Based on the purpose of communication
- Based on the levels of communication
- Based on the pattern of communication

Module 1
TYPES OF COMMUNICATION

- Based on the means of delivering the message

a) Verbal Communication
b) Nonverbal Communication

Module 1
TYPES OF COMMUNICATION

Based on the means of delivering the message

a) Verbal communication

- It occurs through the medium of spoken or written.

- A combination of several words is used & each words conveys a specific meaning.

- Some important elements of verbal communication are language, vocabulary, denotative & connotative meaning, pacing, intonation, clarity, consciousness, preciseness, comprehension, brevity, timing & relevance.

Module 1
TYPES OF COMMUNICATION

Based on the means of delivering the message
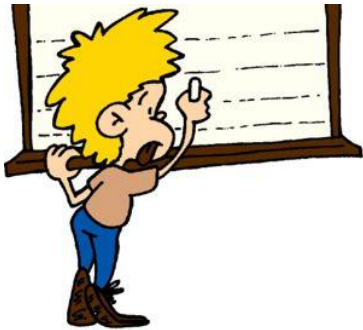
a) Verbal communication - Oral Communication

Module 1
TYPES OF COMMUNICATION

Based on the means of delivering the message

a) Verbal communication

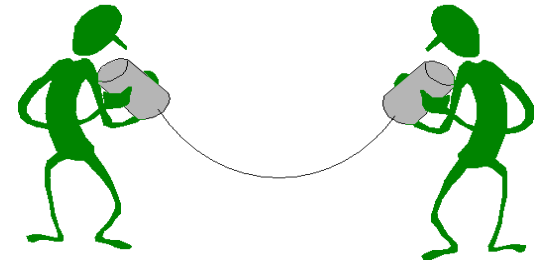Written Communication

Module 1
TYPES OF COMMUNICATION

Based on the means of delivering the message

a) <u>Verbal communication</u>

Oral Communication

- Spoken words are used

- includes face-to-face conversations, speech, telephonic conversation, video, radio, television, voice over internet.

- communication is influenced by pitch, volume, speed and clarity of speaking.

- Advantages - quick feedback.

- Disadvantages - user is unable to deeply think about what he is delivering.

Module 1
TYPES OF COMMUNICATION

Based on the means of delivering the message

a) Verbal communication

Written Communication

- Written signs or symbols are used

- Written message may be printed or hand written.

- Message can be transmitted via email, letter, report, memo etc.

- Message is influenced by the vocabulary & grammar used, writing style, precision and clarity of the language used.

- Internal communication - reports, bulletins, job descriptions, employee manuals, and electronic mail

Module 1
TYPES OF COMMUNICATION

Based on the means of delivering the message

a)   Verbal communication

Written Communication

- External communication - -email, Internet Web sites, letters, telegrams, faxes, postcards, advertisements

- Advantages - Messages can be edited and revised, provide record for every message sent and can be saved for later study, enables receiver to fully understand it and send appropriate feedback.

- Disadvantages - doesn't bring instant feedback, takes more time in composing and people struggles for writing ability.
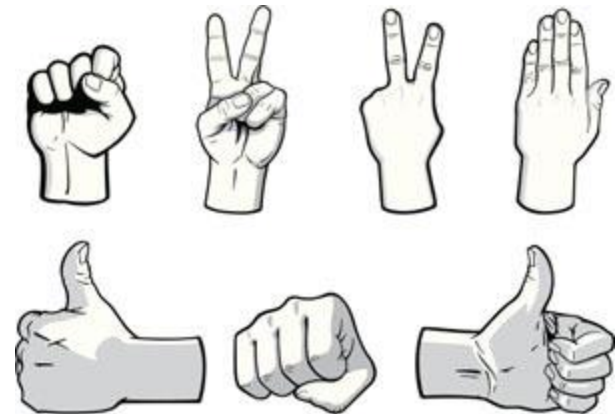
Module 1
TYPES OF COMMUNICATION

Based on the means of delivering the message

b)Nonverbal communication

Facial Expressions

Facial expressions are the key characteristics of nonverbal communication. Your facial expression can communicate happiness, sadness, anger or fear.

Module 1
TYPES OF COMMUNICATION

Based on the means of delivering the message

b)Nonverbal communication

- Occurs without words; where the five senses & whole range of body   movements, posture, gesture, facial expressions & silence are used for sending & receiving the message.

- Nonverbal communication is a more accurate   way of communication because it convey the   true & intended meaning of the message.

Module 1
TYPES OF COMMUNICATION

Based on the means of delivering the message

b)Nonverbal communication

- Nonverbal communication may be accomplished by the following means

  - Touch
  - Eye contact
  - Facial expression
  - Posture

  - Gait
  - Gesture
  - Physical appearance
  - Sound
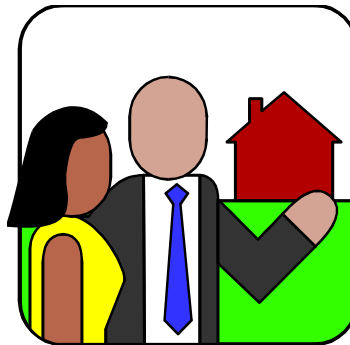 - Silence

Examples of Decoding Nonverbal Cues
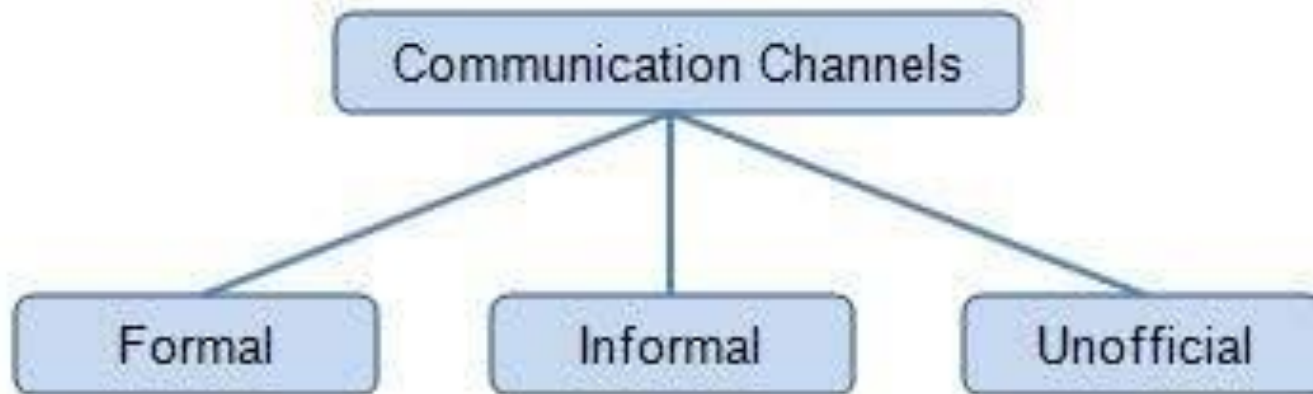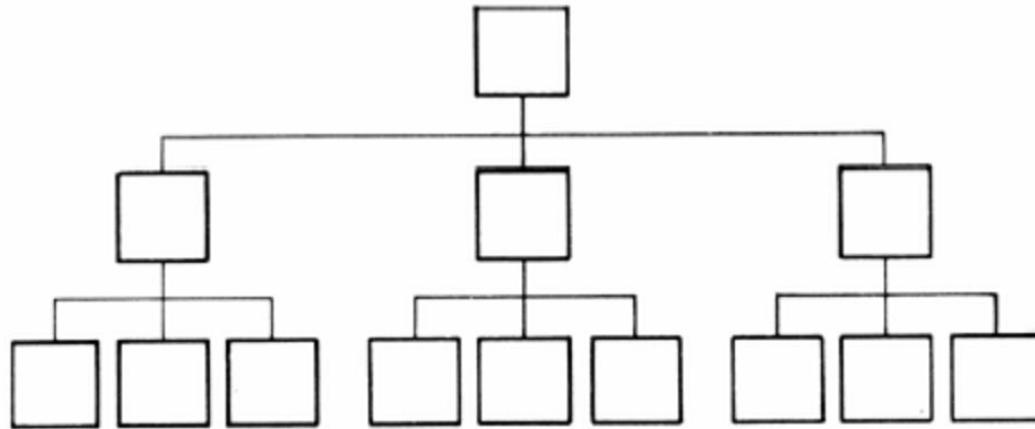
Module 1
TYPES OF COMMUNICATION

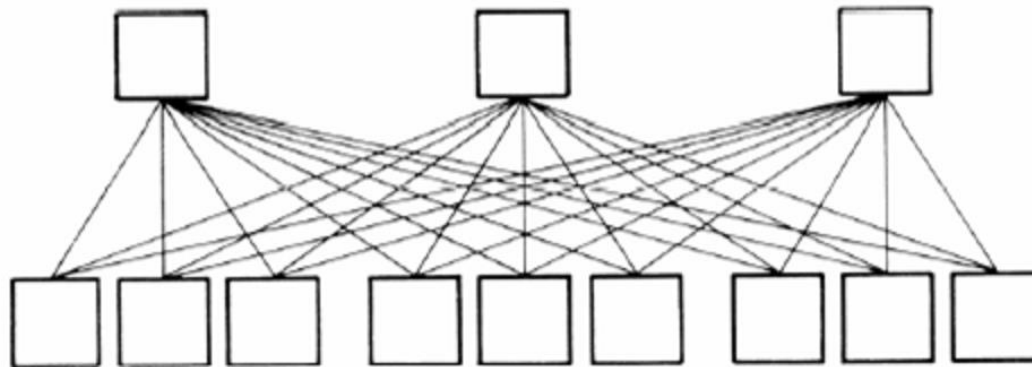Based on the purpose of communication

Module 1
TYPES OF COMMUNICATION

Based on the purpose of communication

Formal Communication

Informal Communication

Module 1
TYPES OF COMMUNICATION

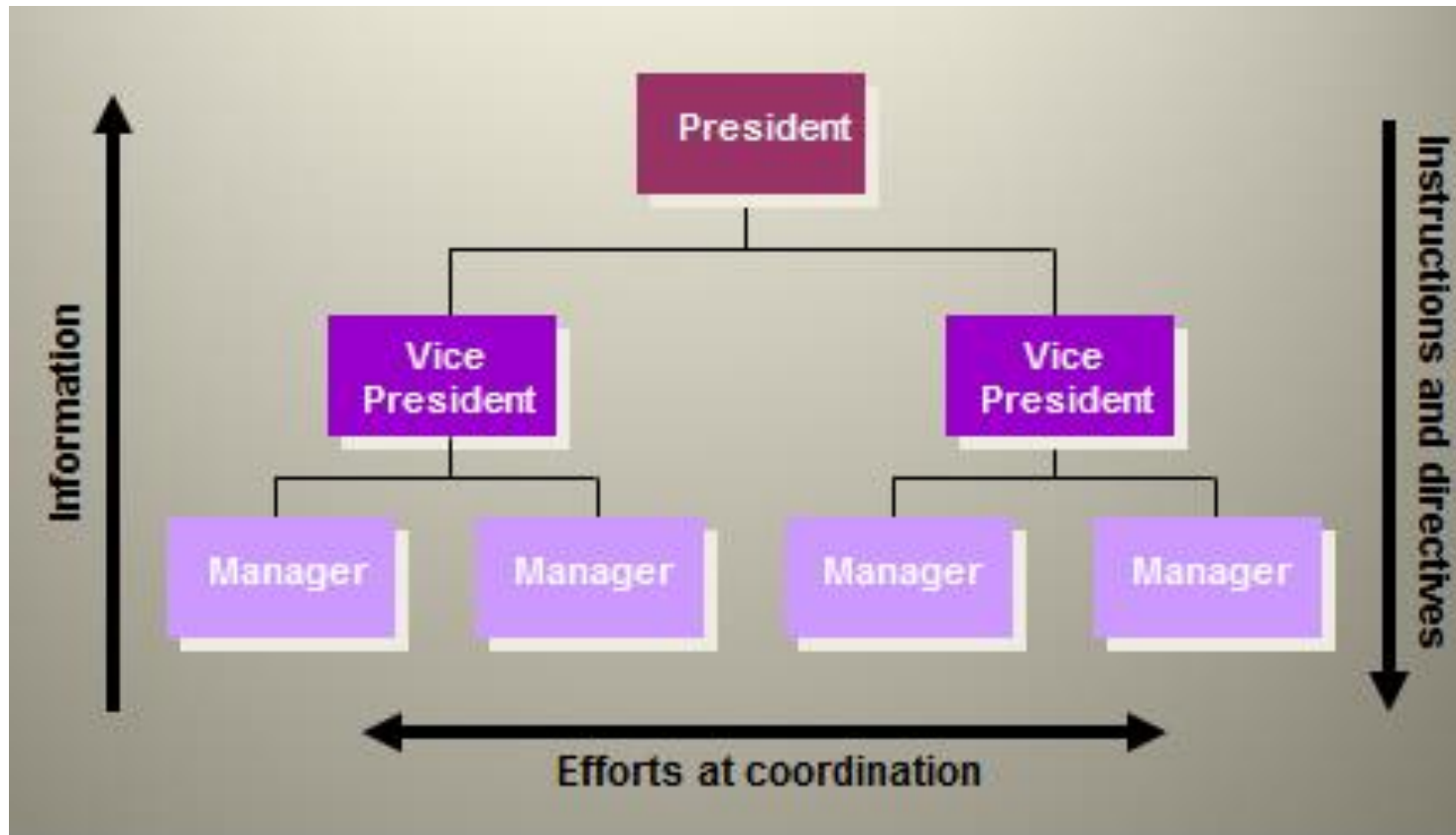Based on the purpose of communication

a) Formal communication

- refers to the communication that follows the official hierarchy.

- A precise communication channel following a fixed pattern than occurring with out control.

- systematic, authorized and structured movement of messages that determine the effectiveness and efficiency of organization.

Module 1
TYPES OF COMMUNICATION

Based on the purpose of communication

a) Formal communication

Module 1
TYPES OF COMMUNICATION

Based on the purpose of communication

a)   Formal communication - Advantages

- maintains constant relations among the superiors and the subordinates.

- Clear and effective communication

- The information has to pass through a definite route from one person to another.

- The source of communication can be easily located.

- it is presumed to be authentic.

Module 1
TYPES OF COMMUNICATION

Based on the purpose of communication

a) Formal communication - Disadvantages

- Slow

- Distortion of information

- Lack of personal touch

Module 1
TYPES OF COMMUNICATION

Based on the purpose of communication

b) Informal communication

- Informal communication does not follow line of authority.

- Communication between individuals and groups which are not officially recognized

- It consists of exchange of ideas and information resulting from social interaction among the members of an organization.

- The exchange of information usually takes place on the occasions of community meals, social occasions, parties, etc.

Module 1
TYPES OF COMMUNICATION

Based on the purpose of communication

b) Informal communication

- Informal communication is also called "grapevine communication".

- It transmits the information in every direction throughout the organization laterally and diagonally.

- In it the chain of command needs not be followed.

- The information flows rapidly.

- Grapevine generally occurs orally.

Module 1
TYPES OF COMMUNICATION

Based on the purpose of communication

b) <u>Informal communication</u>

- Grapevine is based on people rather than task.
- Grapevine does not follow a fixed pattern as in the case with formal communication.
- Information travelling in grapevine does not follow an orderly path.
- Managers should not eliminate the grapevine, and thereby ignore it.
- Wise managers remain tuned to the grapevine.
- They obtain useful information.

Module 1
TYPES OF COMMUNICATION

Based on the purpose of communication

b) Informal communication - Advantages

- Social relations

- Satisfaction

- Speed

- Feedback

- Supporting the formal channel

- Better human relations

Module 1
TYPES OF COMMUNICATION

Based on the purpose of communication

b) Informal communication - Advantages

- Incomplete information

- Distortion

- Misunderstanding

- Damage to the organization

- Unreliable information

- Unsystematic communication

Module 1
TYPES OF COMMUNICATION

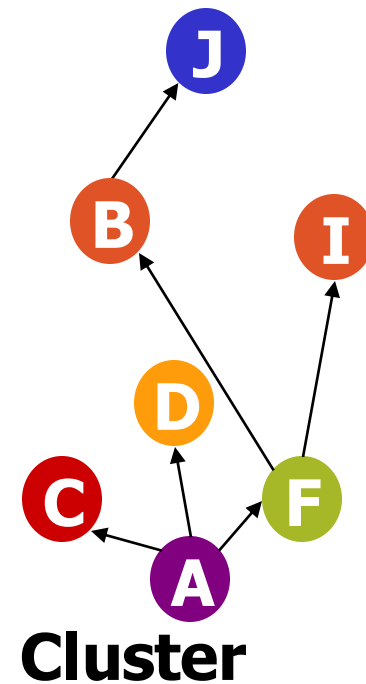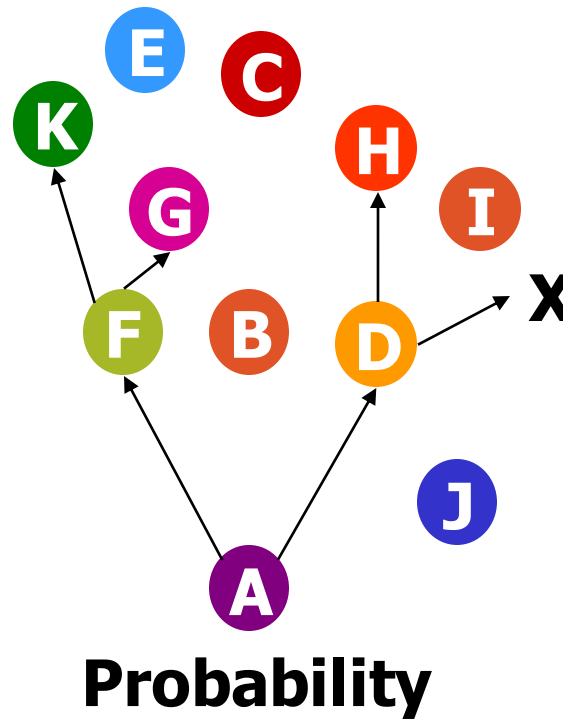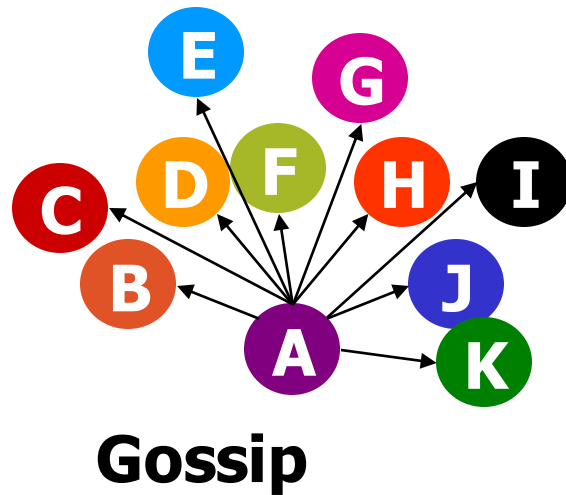Based on the purpose of communication

Difference:

Formal communication

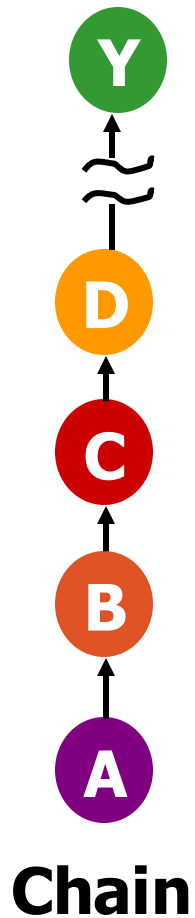- Follows the formal channel
- Executives are informed about the sender
- Quick reaction is not be there
- Relation between the sender and receiver is far remote

Informal communication

- Doesn't follow any formal channel
- The sender will be unknown
- Quick reaction will be expected
- Relation is more like friendly

Informal channels

Chain   **Gossip**   **Probability**   **Cluster**

Module 1
TYPES OF COMMUNICATION

Based on the levels of communication

1. Intrapersonal
2. Interpersonal
3. Small Group Communication
4. Public Communication
5. Mass Communication

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Module 1
TYPES OF COMMUNICATION

Based on the levels of communication

a)   Intrapersonal communication

- also known as self-talk or thinking

- refers to the ways we communicate with ourselves.

- use this to plan our lives, rehearse scenarios before we act them out, and tell ourselves what to do or not do.

- greatly affects our self-esteem.

- A person who tells himself, "I'm so stupid" when he fails an exam will likely have poorer self-esteem than someone who thinks, "I did really well on the previous four exams. I must have just been having an off day, and I'll do better next time.

Module 1
TYPES OF COMMUNICATION

Based on the levels of communication

b) Interpersonal communication (dyadic)

- It takes place whenever two or more people interact & exchange messages or ideas.

- This is also one of the most common forms of communication in our daily lives.

- Interpersonal communication may further categories into assertive, nonassertive & aggressive communication.

Communication Styles

| Communication Style	Description	Nonverbal Behaviour Pattern	Verbal Behaviour Pattern
Assertive	Pushing hard without attacking; permits others to influence outcome; expressive and self-enhancing without intruding on others.	Good eye contact; Comfortable but firm posture; Strong, steady and audible voice; Facial expressions matched to message; Appropriately serious tone; Selective interruptions to ensure understanding.	Direct and unambiguous language; No attributions or evaluations of others' behaviour; Use of "I" statements and cooperative "we" statements.

Communication Styles (cont'd)

Communication Style	Description	Nonverbal Behaviour Pattern	Verbal Behaviour Pattern
Aggressive	Taking advantage of others; Expressive and self-enhancing at others' expense.	Glaring eye contact; Moving or leaning too close; Threatening gestures (pointing finger; clenched fist); Loud voice; Frequent interruptions.	Swear words and abusive language; Attributions and evaluations of others' behaviour; Sexist or racists terms; Explicit threats or put-downs.

Communication Style	Description	Nonverbal Behaviour Pattern	Verbal Behaviour Pattern
Nonassertive	Encouraging others to take advantage of us; Inhibited; Self-denying.	Little eye contact; Downward glances; Slumped postures; Constantly shifting weight; Wringing hands; Weak or whiny voice.	Qualifiers ("maybe," "kind of"); Fillers ("uh," "you know," "well"); Negaters ("it's really not that important," "I'm not sure").
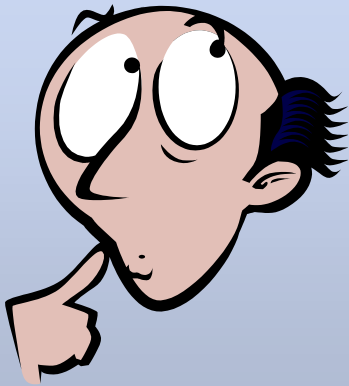
Module 1
TYPES OF COMMUNICATION

Based on the levels of communication

c) Small Group Communication

- Three (3) or more people (3 – 12) are considered a small group
- Ideal group size is five (5) to seven (7) people

Positive characteristics

- Enhances creativity
- Creates a better product if everyone actively participates

Negative characteristics

- Coalitions can form
- Majority/minorities can form The "Slacker" factor

Module 1
TYPES OF COMMUNICATION

Based on the levels of communication

d) Public Communication

- Public speaking

- Requires an audience of 12 or more

- Responsibility to keep audience's attention is on the speaker

- Takes place when people gather in a unit that is too large for everyone to talk and contribute

- Feedback from audience is primarily nonverbal

Module 1
TYPES OF COMMUNICATION

Based on the levels of communication

e) Mass Communication

- Many people, in different places, at different times can receive the same messages

- Feedback is primarily absent at this level

Electronic

- Internet
- Television
- Radio
- Film

Print

- Newspapers
- Magazines
- Books

Module 1
TYPES OF COMMUNICATION

Based on the pattern of communication

a) One-way communication

b) Two-way communication

c) One-to-one communication

d) One-to-many communication

e) Many-to-one communication

Module 1
TYPES OF COMMUNICATION

Based on the pattern of communication

a)   One-way communication

- It take place when message are delivered to the audience from the communicator only without constant feedback.

- A common example of one-way   communication is lecture delivered in a classroom.

Module 1
TYPES OF COMMUNICATION

Based on the pattern of communication

b) Two-way communication

- It takes place when both the communicator & audience take part in the process.

- The audience may raise questions & add information, ideas & opinions on the subject.

Module 1
TYPES OF COMMUNICATION

Based on the pattern of communication

c) One-to-one communication

- Communication between one sender & one recipient at one time is termed as one-to-one communication.

- A nurse providing information to a patient is an example of one-to-one communication
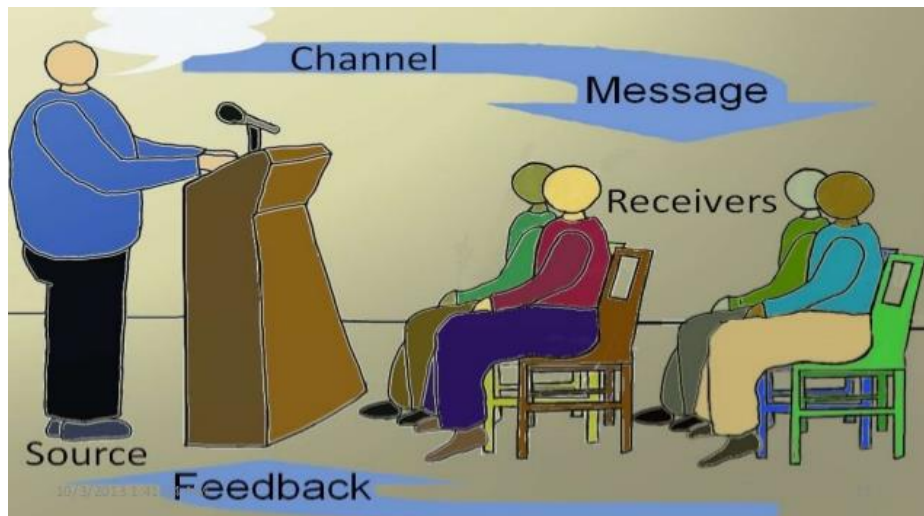
Module 1
TYPES OF COMMUNICATION

Based on the pattern of communication

d) One-to-many communication

- Where one person communicates with may people at the same time, it is termed as one- to-many communication.

- A nurse providing health education to a community is an example of one-to-many communication.

Module 1
TYPES OF COMMUNICATION

Based on the pattern of communication

e) Many-to-one communication

- Many-to-one communication takes place when several people communicate with one person at the same time.

- A panel of expert taking an interview is an example of many-to-one communication.

Module 1
FLOW OF COMMUNICATION

- Information flows in an organization both formally and informally.

For example,

- A manager instructs a subordinate on some matter.

- When two employees discuss a customer's order or policy change.

- This type of Communication can be downward, upward, lateral or diagonal.

Module 1
FLOW OF COMMUNICATION

- In an organization, communication flows in 5 main directions
  1) Downward
  2) Upward
  3) Lateral
  4) Diagonal
  5) External
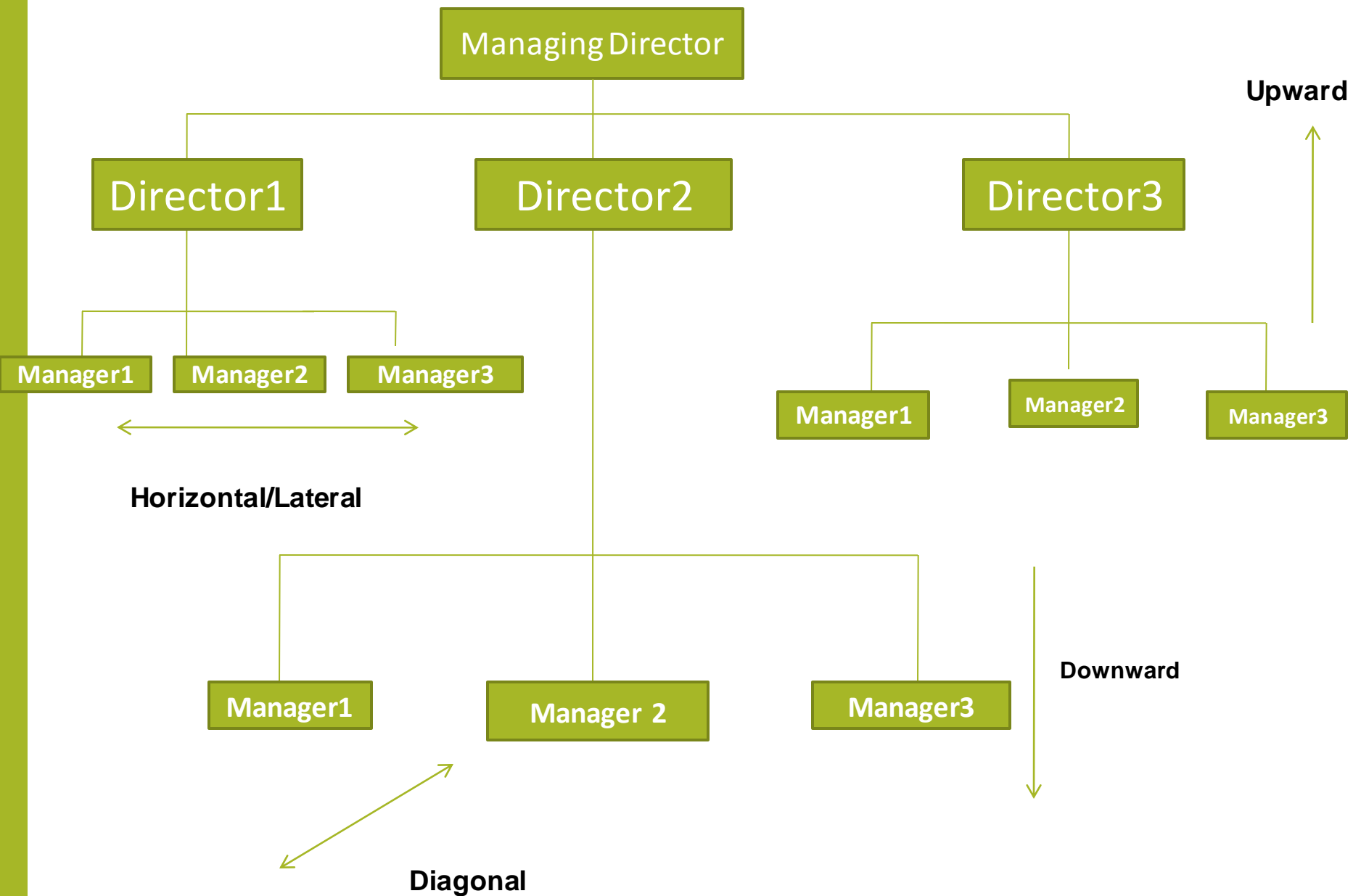
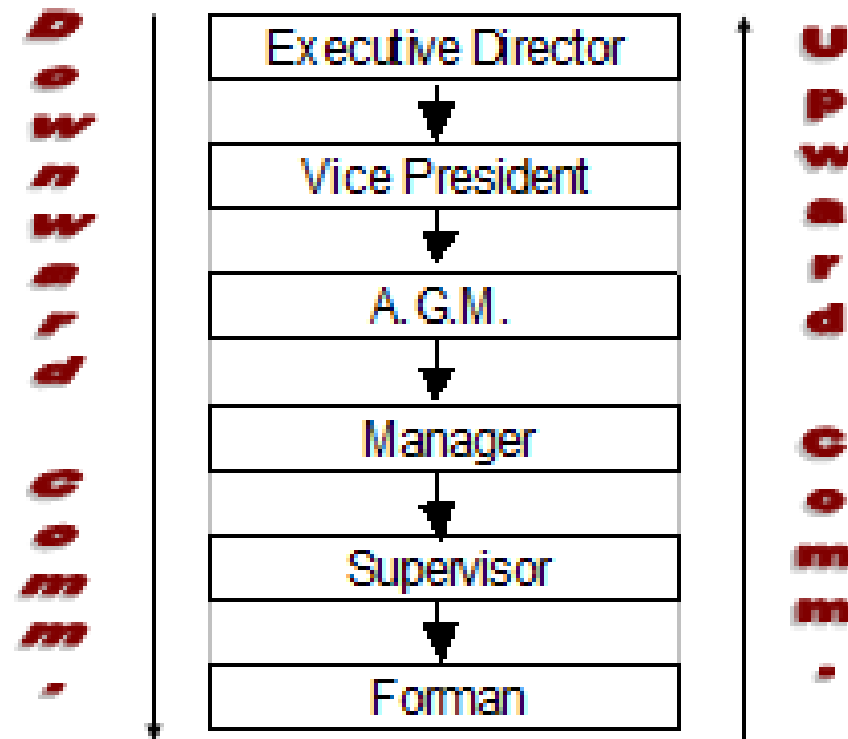Flow of Communication in an Organization

Module 1
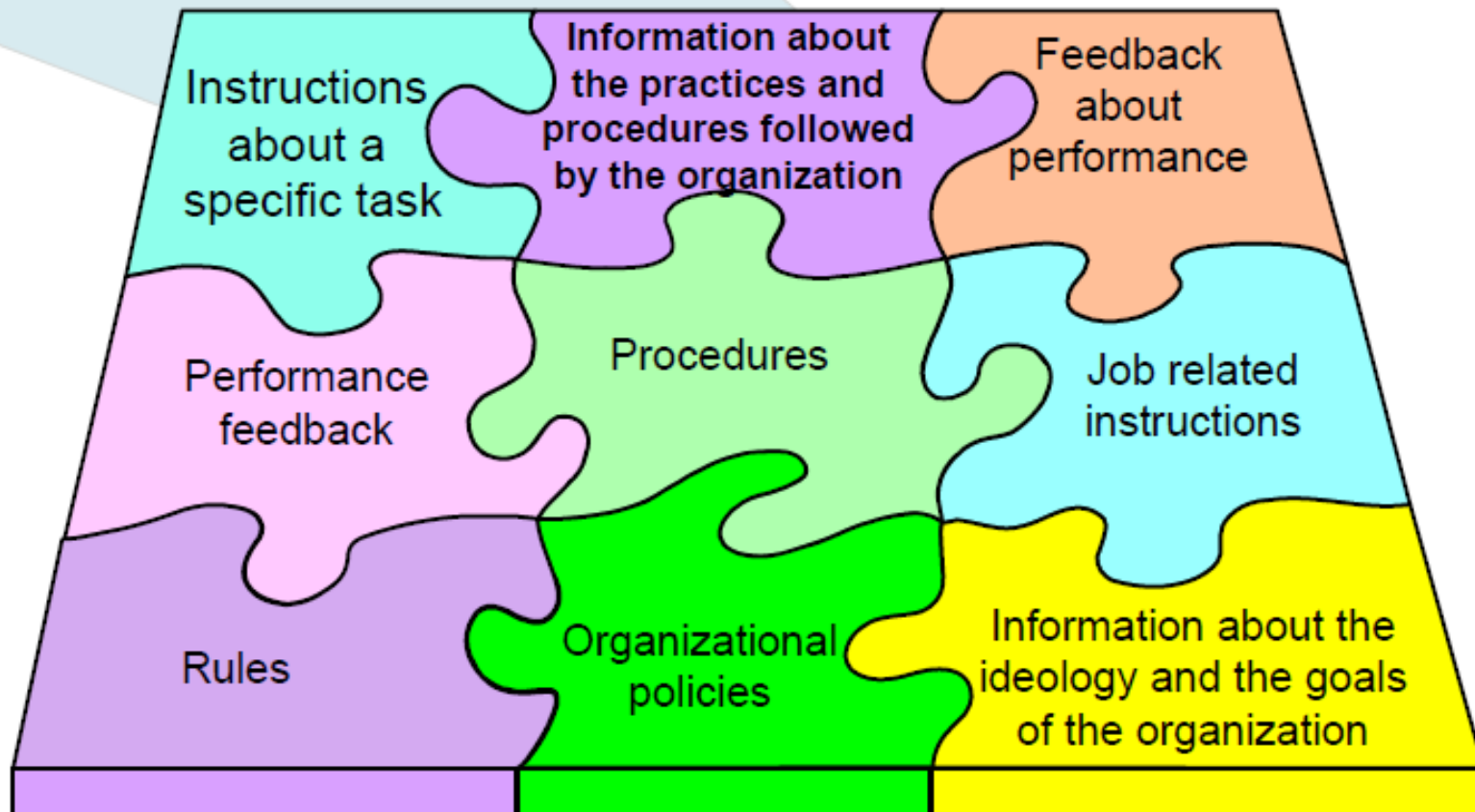## FLOW OF COMMUNICATION

Downward Communication

- Communication flows from a higher level in an organization to a lower level

- Eg: Communication from superiors to subordinates in a chain of command.

- Used by the managers to transmit work-related information to the employees at lower levels.

- convey routine information, new policies or procedures, to seek clarification, to ask for an analysis.

- increases awareness about the organization

- memos, notices, face to face interactions or telephonic.

HIERARCHY LEVEL

Downward Communication includes:

- Instructions about a specific task
- Information about the practices and procedures followed by the organization
- Feedback about performance
- Performance feedback
- Procedures
- Job related instructions
- Rules
- Organizational policies
- Information about the ideology and the goals of the organization

Module 1
FLOW OF COMMUNICATION

Upward Communication

- flows to a higher level in an organization
- Provides feedback on how well the organization is functioning.
- Subordinates use
  - to convey their problems and performances to their superiors.
  - to tell how well they have understood the downward communication.
- used by the employees to share their views and ideas and to participate in the decision-making process.

Module 1
FLOW OF COMMUNICATION

Upward Communication

- leads to a more committed and loyal workforce keeps managers aware of how employees feel about their jobs, colleagues, organization

- Grievance Redressal System, Complaint and Suggestion Box, Job Satisfaction surveys etc all help in improving upward communication.

- Performance reports, employee attitude surveys, letters from employees, employee-manager discussions etc.

Downward communication vs. Upward communication

Downward Communication

- represents the flow of information from top level to lower levels.

- purpose is to communicate policies, procedures, orders and instructions to the sub-ordinates.

Upward Communication

- represents the flow of information from lower level to top level .

- purpose is to keep the superiors informed about the progress of work and difficulties faced in the execution of orders.

# Downward communication vs. Upward communication

Downward Communication

- used to get things done through the sub-ordinates.
- takes the form of written and oral instructions, letters, memos, company publication etc

Upward Communication

- used to give reports and convey reactions of sub-ordinates to the management.
- takes the form of activity reports, suggestions, grievances etc.

Vertical/Lateral Communication
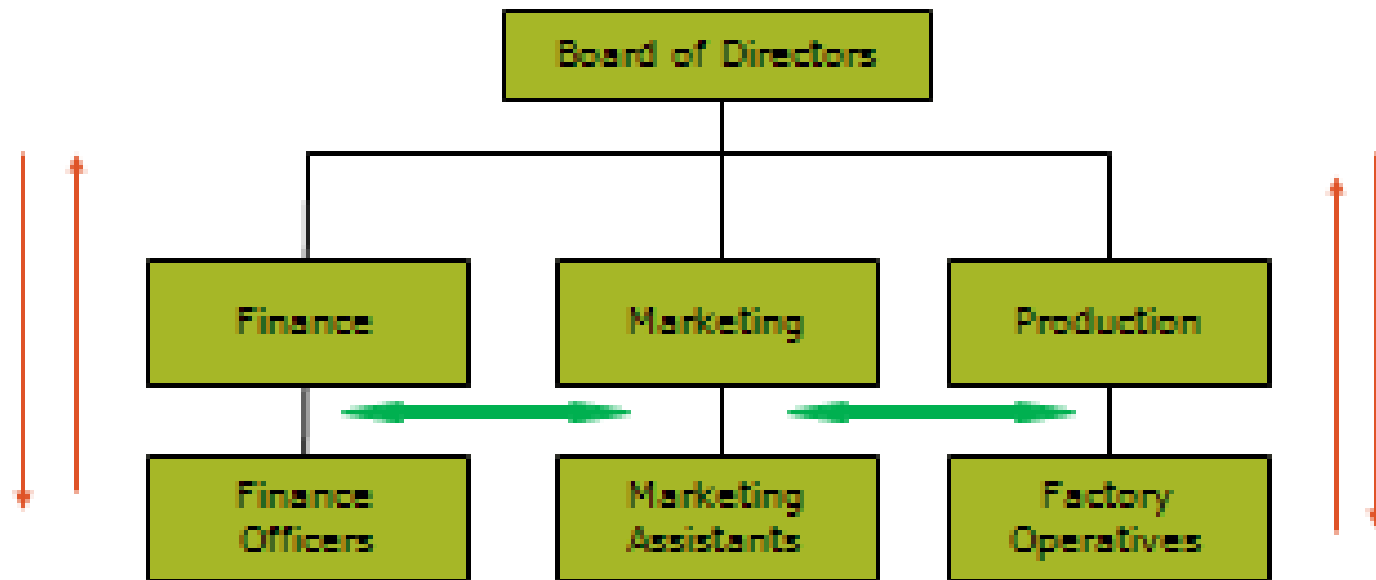
Module 1
FLOW OF COMMUNICATION

Lateral/Horizontal Communication

- takes place at same levels of hierarchy in an organization,
- Communication between peers, between managers at same levels or between any horizontally equivalent organizational member.
- Necessary to facilitate coordination, save time, and bridge the communication gap between different departments.
- At times vertical communication channels are bypassed by employees for personal gains.
- The Vice President(Marketing) sending some survey results to VP(Production)

Module 1
FLOW OF COMMUNICATION

Diagonal Communication

- Flows in all directions and cuts across functions and levels of communication.

- Any employee can communicate via e-mail with another employee, regardless of the receiver's function or status.

- It is also called radial or circular communication

- A sales manager communicates directly with the VP (Production)

- It is quick and efficient.

Module 1
FLOW OF COMMUNICATION

External Communication

- takes place between a manager and external groups such as - suppliers, vendors, banks, financial institutes etc.

- For instance - To raise capital the Managing director would interact with the Bank Manager.

COMMUNICATION NETWORKS

A variety of patterns emerge when communication combines through vertical and horizontal channels.
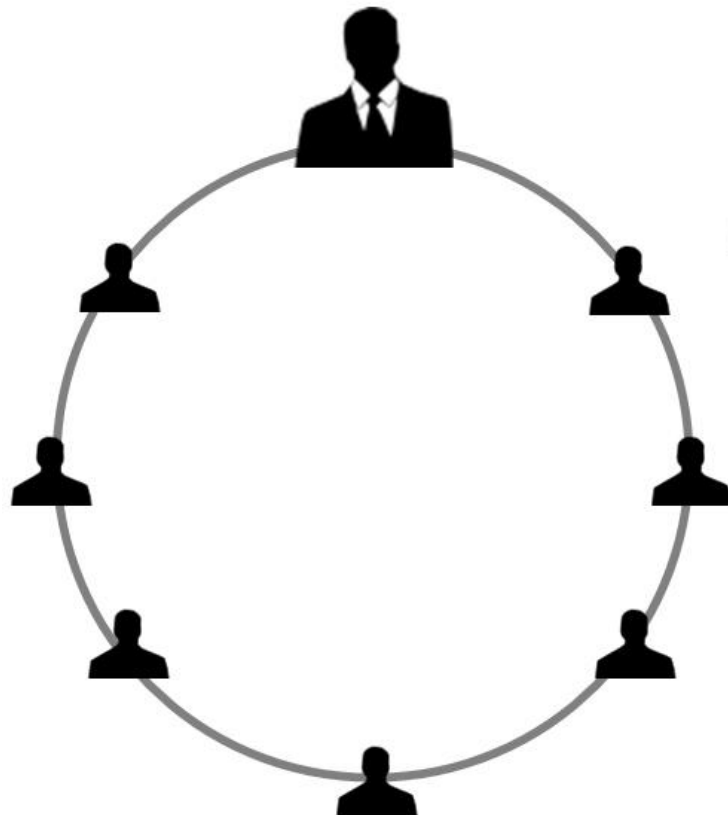
Module 1
COMMUNICATION NETWORK

There are five common formal communication networks :

- Chain network

- Y Network

- Wheel Network

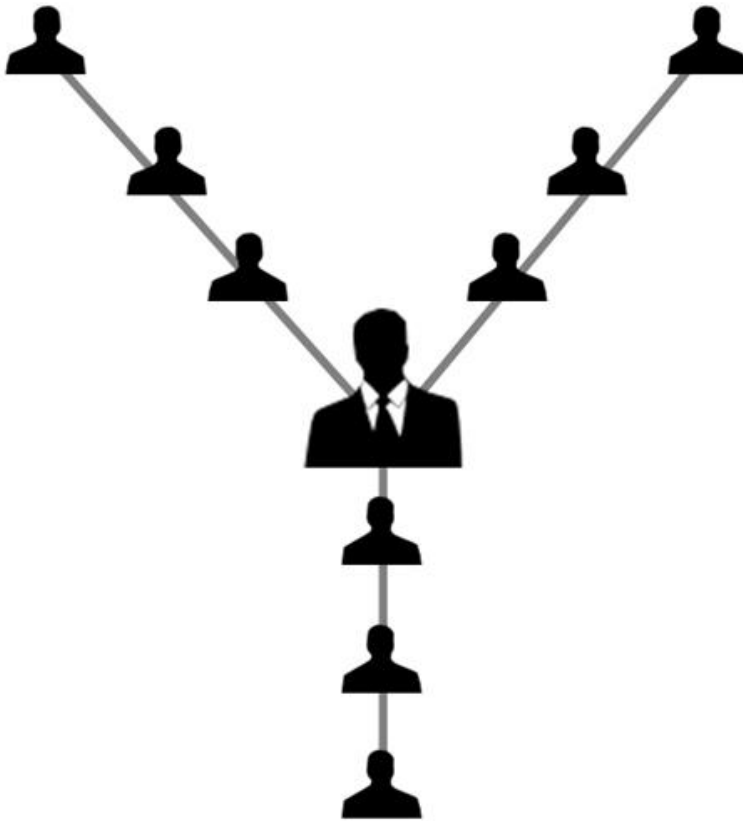- Circle Network

Module 1
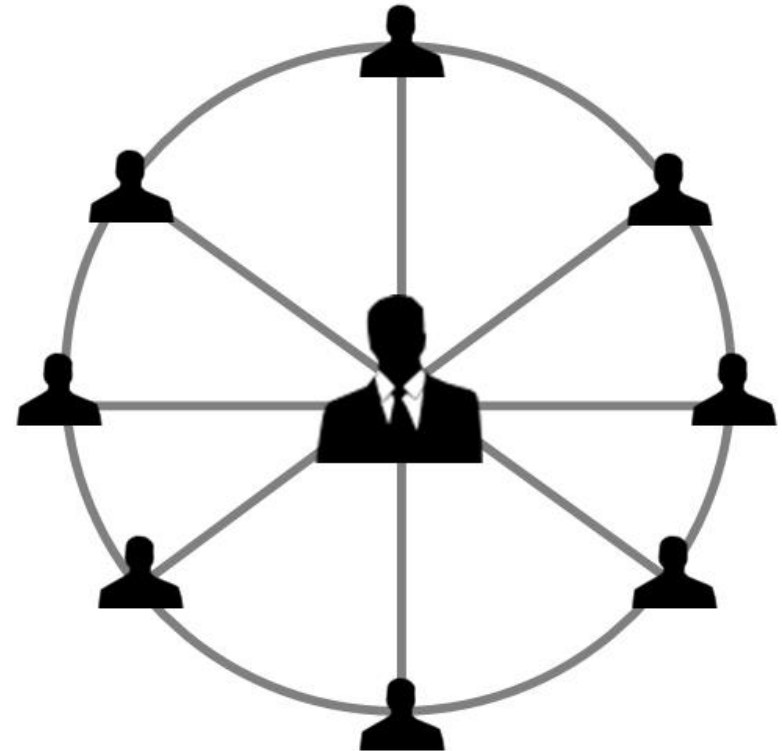# COMMUNICATION NETWORK

A. Circle pattern

B. Chain pattern

Module 1
COMMUNICATION NETWORK

C. "Y" pattern

D. Wheel pattern

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Module 1
COMMUNICATION NETWORK

Chain network

- A vertical hierarchy.
- Only upward or downward.
- Direct line of authority
- One way flow of communication.
- Might not get the exact message sent by the leader but an altered version of it

Chain pattern

Module 1
COMMUNICATION NETWORK

Y Network

- Multi- level hierarchy.
- If we turn Y upside down, we see two subordinates reporting to one senior.
- 3 subgroups being controlled by a single leader.
- 3 members in each sub-group.
- Chain of command within the sub-group.
- Message sent by the leader also communicates from top-to-bottom approach.
- Sub-groups cannot communicate with each other but only through the leader
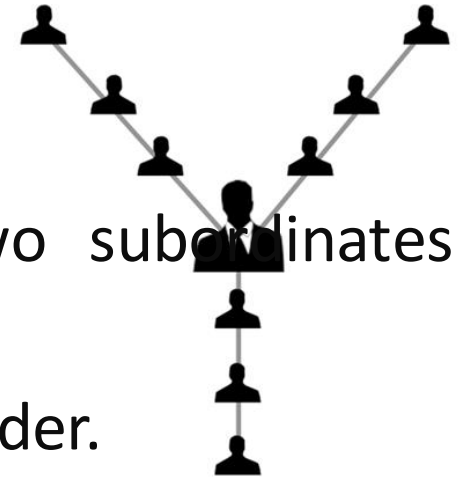
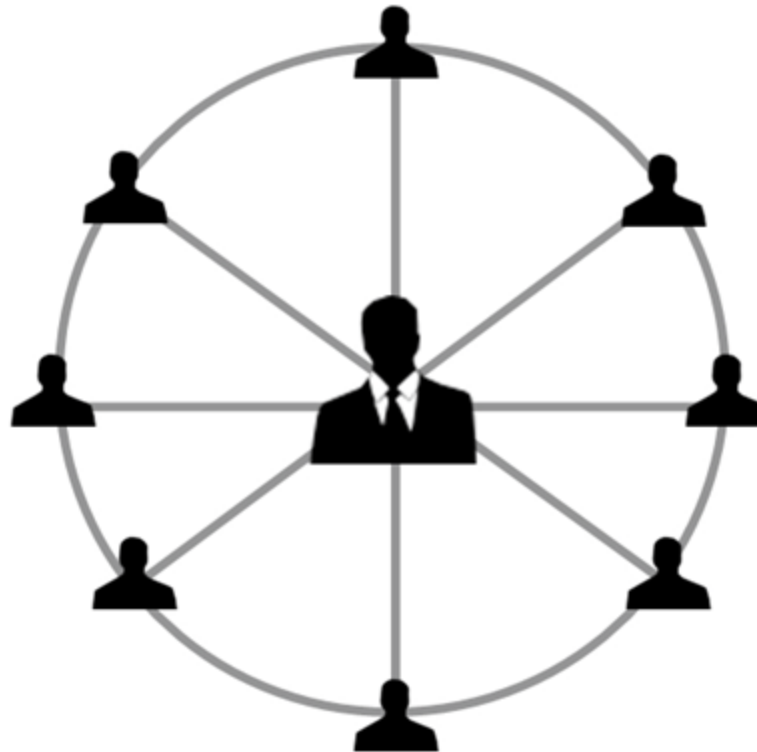"Y" pattern

Module 1
COMMUNICATION NETWORK

Wheel Network

- Several subordinates reporting to senior.
- Combination of horizontal and diagonal flow of communication.
- No interaction between subordinates and all of them of same rank.
- Best pattern of communication for any organization as leader can have direct contact with all
- Communication problems are less and the method is quick.
- No distortion of information by other members of the group while passing message.

Module 1
COMMUNICATION NETWORK

Wheel Network

Wheel pattern
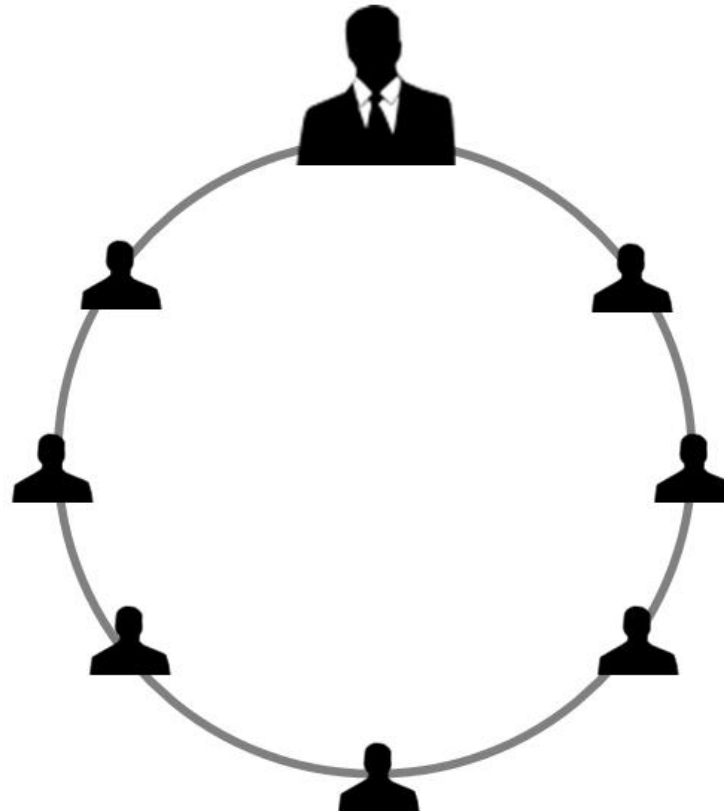
Module 1
COMMUNICATION NETWORK

Circle Network

- Leader can only communicate to the members who are next to him/her like their direct subordinates.

- All group members can only communicate to the people who are above them or below them

- Message flows in one direction or way.

- All group members cannot communicate with the leader

- They can only do it through other group members senior to them.

- If any person sends any message, it travels through all members of the group and consumes lot of time

Module 1
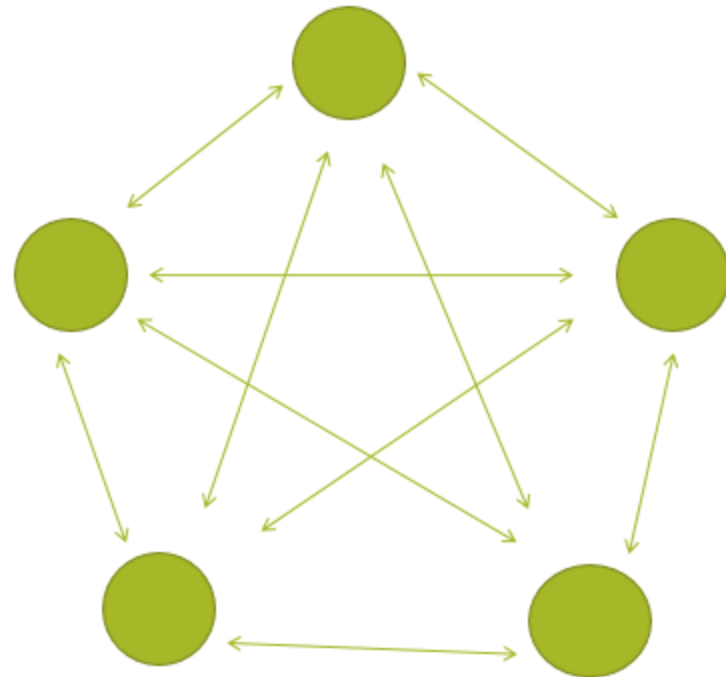## COMMUNICATION NETWORK

Circle Network

A. Circle pattern

Module 1
COMMUNICATION NETWORK

All Channel Network

- Least structured.
- All can communicate.

TECHNICAL COMMUNICATION

What is Technical Communication?

Communication that conveys complex information in an easy-to-understand manner, often to inexperienced users, on topics such as:

- Repairing a copy machine
- Selecting a home computer
- Operating a digital camera
- Creating handmade ceramics
- Assembling a kite

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What is Technical Communication?

- Technical communication is the exchange of information that helps people interact with technology and solve complex problems.

- To interact with technology in so many ways, we need information that is not only technically accurate but also easy to understand and use.

What Is Technical Communication? (continued)

- Technical communication serves various needs in various settings.

Typical Kinds of Technical Communication

INSTRUCTIONS for assembling a lawn mower	USER MANUAL for operating a piece of medical equipment	REPORT analyzing a problem or issue	MEMO answering questions about a project's progress	PROCEDURES for complying with government regulations
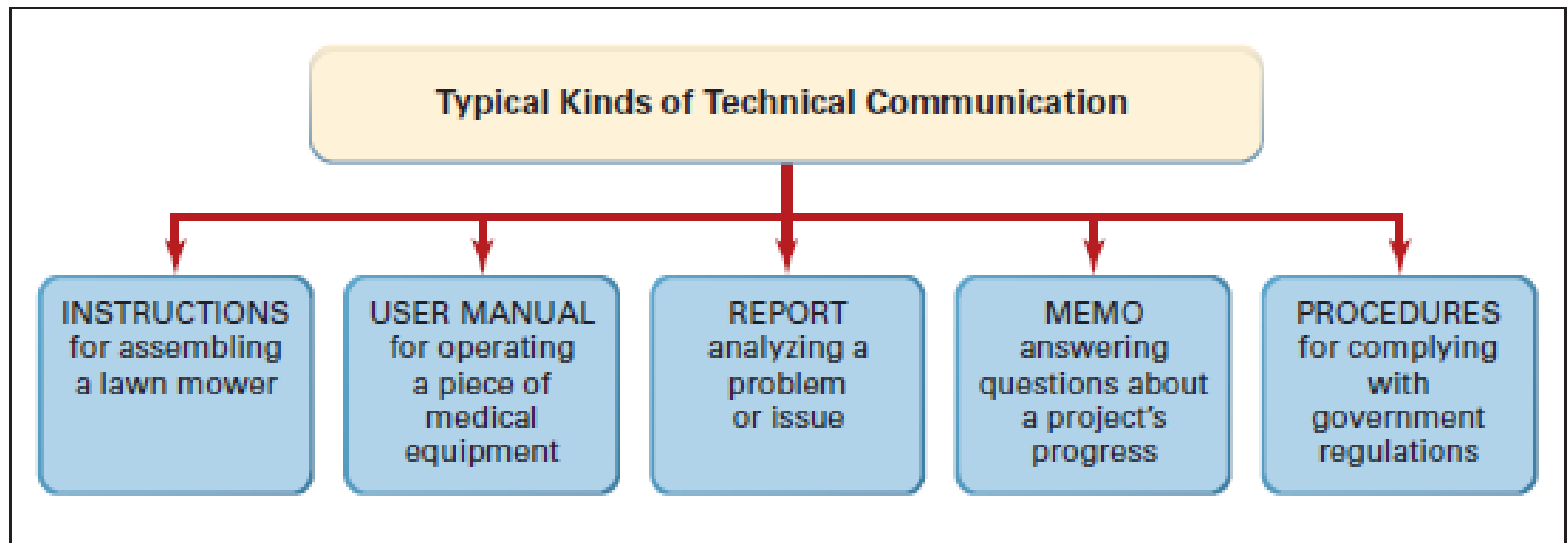
Main Features of
Technical Communication

Technical communication is:

- reader-centered

- accessible and efficient

- often produced by teams

- delivered in paper and digital versions

Purposes of
Technical Communication

Technical communication serves three purposes that sometimes overlap:

- to inform: Anticipate and answer your readers' questions

- to instruct: Enable your readers to perform certain tasks

- to persuade: Motivate your readers

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Preparing Effective Technical Documents

- The main question you must answer: "How do I prepare the right document for this group of readers and this particular situation?"

- The four basic tasks of an effective technical communicator are:

  1. Deliver information readers can use
  2. Use persuasive reasoning
  3. Weigh the ethical issues
  4. Practice good team work

Preparing Effective Technical Documents (continued)

This graphic illustrates the four tasks:
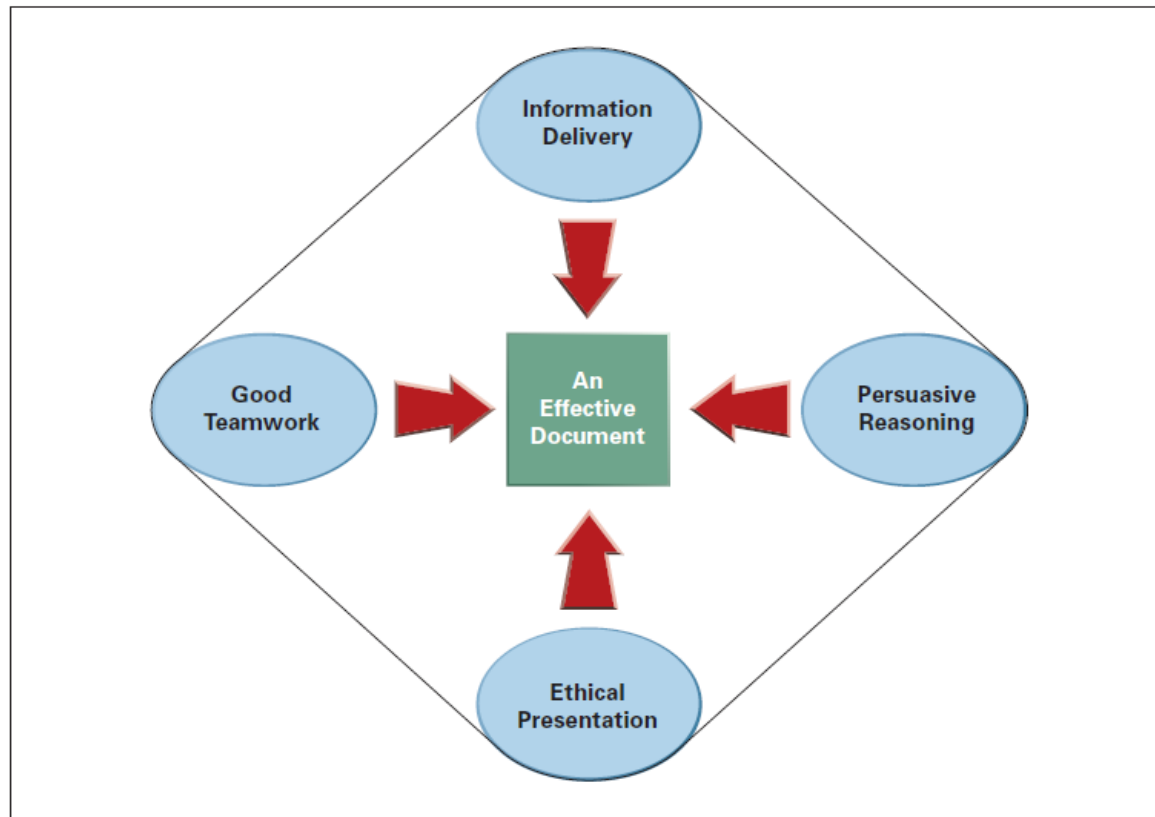
General & Technical Communication

General:

- Contains a general message
- Informal in style and approach
- No set pattern
- Mostly oral
- Not always for a specific audience
- No use of technical terms or graphics

Technical:

- Contains a technical message
- Mostly formal in style and approach
- Follows a set pattern
- Both oral and written
- Always for a specific audience
- Frequently involves jargons, graphics etc.

Review Questions

1. What is the definition of technical communication?

2. What are some of the questions a computer can't answer?

3. Why is global communication important?

4. In what ways is technical communication part of most careers?

5. What are the four main features of technical communication?

Review Questions (continued)

6. What are the three purposes of technical communication?

7. What is the main question you must ask when preparing a technical document?

8. What are a workplace communicator's four basic tasks?

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What is Literary Writing

- Literary writing is a style of writing that is used in creative and literary work;

- This is the style of writing that is used in fiction.

- Examples for literary writing includes poems, novels, short stories, dramas etc.

- The most significant difference between literary writing and other styles of writing is that the language used in literary writing uses many literary figures.
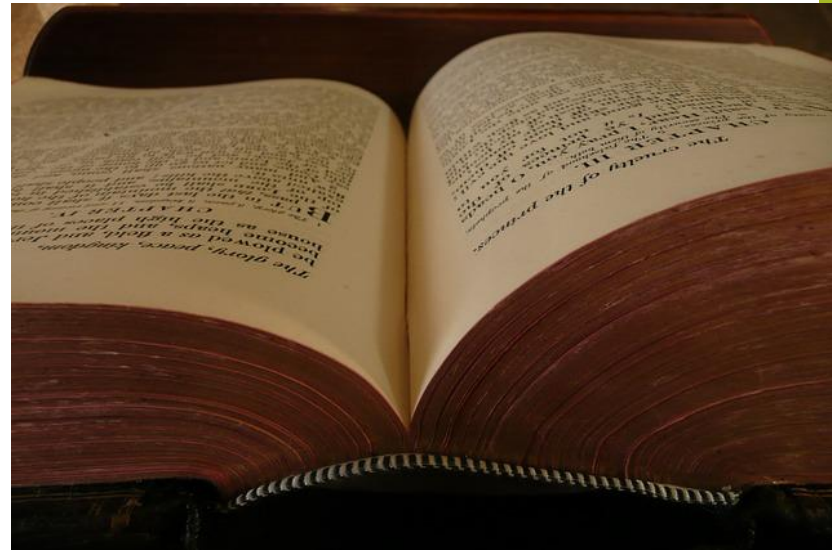
What is Literary Writing

"I wandered lonely as a cloud

That floats on high o'er vales and hills,

When all at once I saw a crowd,

A host, of golden daffodils;

(First stanza from William Wordsworth's "I wandered Lonely As a Cloud")

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What is Technical Writing

- Technical writing is a style of writing used in delivering technical information regarding a particular subject.

- Intended audience should have a certain knowledge about the subject in order to understand the technical jargon and the meaning of the text.

- Technical writing is the style of writing that is mostly observed in Non-fiction.

What is Technical Writing

- Examples for technical writing include essays, manuals, reports etc.

- This style of writing is direct and simple.

- If we were to express the idea conveyed in the above poem in technical writing, we'd simply say. *"The narrator was walking alone, when he saw a patch of daffodils near the lake."*

Difference between Technical Writing and Literary Writing

- Technical writing is a process of managing **technical information** in a way that allow people to take actions.

- Literary writing - Literary writing is a creating innovative, **creative work,** such as poems or novels, and compilations or volumes of creative work.

- **Purpose:**

- **Technical Writing:** Written to **inform, instruct readers** about a certain thing.

- **Literary Writing:** Written to **entertain, amuse readers.**

- **Language**

- **Technical Writing:** The **language** used in technical writing is **direct, factua**l, and straightforward.