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**THE IMPORTANCE OF TECHNICAL COMMUNICATION FOR DIPLOMA
ENGINEERS AT THE WORKPLACE: A BRIEF STUDY**

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Abstract:

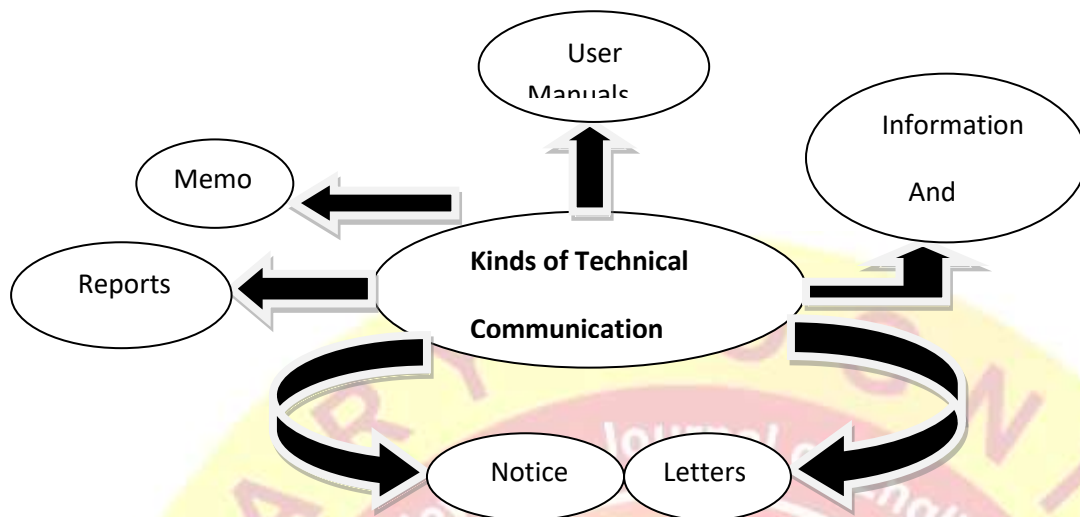
Technical communication is a central factor of emerging Engineering professionals and business organizations. Engineers must be able to inform and instruct to their subordinators, coworkers, supervisors and the audience with a specific purpose. So, the progress of any business organization is largely depends on the technical communication. The functional motto of technical communication cannot be over emphasized; the purpose is not to entertain but to inform. Effective communication skill is an important life-skill required not only in one's academic and professional career but also in one's personal career. It facilitates the growth and development of technology and makes consumer goods more convenient. It is an extension of interpersonal skills. Engineers need to have a sound technical communication skill in today's scenario. The present paper attempts a study on the importance of technical communication for Indian Engineering Students and technocrats.

Keywords:*Technical, Communication, Professionals, Organizations, Consumer and Technocrats. etc.*

Technical communication is the process of making and sharing ideas and information in the workplace as well as the set of genres such as letters, emails, instructions, reports, proposals, websites, and blogs, which comprise the documents you write. Here it is relevant to quote, IAN M. Ross, President, AT & T Bell laboratories, Holmdel, New Jersey, who states that “ The ability to speak and write clearly is not only important to the communication of technical concepts, it is an essential part of the innovation process itself. Translating an idea into the written word is one of the better ways of validating the soundness of one's thinking.” The term ‘Communication’ according to the dictionary shows that:

- The interchange of thoughts, opinions or information by speech writing or signs.
- Something imparted, interchanged, or transmitted.

In order to understand the basic components of the communication cycle one needs to set the stage for information and message flow through an organization. These elements include: someone to send the message (the sender), some means for channeling it, someone to receive it (the receiver), and a feedback system. A plurality of senders, channels, receivers, and feedback processes can be used.



For example if you write a notice, you expect a response, you write an application letter, you expect an answer to your enquiry and if you write a user manual, you know that someone will follow the instructions. In the Technical communication there is an attachment between the writer and reader. The purpose of it is to link you and your boss, your clients, your co-workers and your vendors etc.

History of Communication:

In the ancient time human beings were using various methods to communicate. Initially the cave paintings and rock carvings were used to communicate. These methods recorded the major events of social as well as religious functions. It was usually found on the walls and ceiling of caves, on the surface of the rocks. They were used different signs and symbols to deliver messages. Afterwards Pigeons were used to carry essential messages for the communication and it helped in the evolution of communication. Then Chinese were created characters for communication. At last the alphabets were created and evolution of communication took place, it helped people to make communication in the easier way.

From 19th to 20th century if we look in the universe, all things had changed in large scale. The world is developing so fast and we have become habitual to it. The world is moving by leaps and bounds. Every new day brings new inventions and innovations from the time we wake up in the morning till the end of the day; we use countless scientific inventions such as land line, cellular and World Wide Web etc without any notice. These technologies have modified the methods of communication. Now a day's new devices are introduced for the communication. The Internet facility has made tremendous evolution in communication process. People can send the messages in one click. For the communication radios, mobile phones, computers and laptops helps a lot. But before the Industrial revolution or before it human beings had to wait for days, weeks and months for communication. But now new technology and applications make easier and secure communication with others.

Technical Communication and its Importance:

Technical Communication is a type of writing or speaking that associates with conveying technical content to an audience. Technical writing is written communication in the fields with specialized vocabularies, such as engineering, health, science and technology. The purpose of technical writing includes making the business more productive, consumer goods more convenient, completing projects.



● **Building Better Groups:**

Businesses can establish a unique and identifiable brand identity by means of effective communication, which can not only set them apart from their competitors but also foster a strong emotional bond with their target audience. This can be achieved by effectively conveying their values, mission, and vision, resulting in increased customer loyalty and retention.

● **Preventing Misunderstanding:**

Clear communication not only reduces confusion and misunderstandings but also helps employees prioritize their tasks and manage their time effectively. In fact, as per CMS Wire, nearly 97% of employees consider that communication plays a vital role in their ability to complete tasks effectively on a daily basis. When everyone understands their role and the overall goals in the team of the organization, they can work more efficiently and make better use of their resources.

● **Making Informed Decisions:**

Business communication provides not only the necessary information but also different perspectives and opinions that help decision-makers make more informed choices. Effective communication channels such as meetings, business communication reports, and feedback systems enable organizations to gather and analyze data, consider various options, and make decisions that align with their strategic objectives.

● **Reduce Conflicts:**

Communication is crucial in resolving conflicts as it helps individuals understand each other's perspectives and find common ground. Effective communication skills such as active listening, empathy, and assertiveness help to prevent conflicts from escalating and foster an environment of mutual respect and cooperation.

● **Improving Customer Services:**

Effective communication with customers involves not only understanding their needs and expectations but also proactively seeking feedback and addressing their concerns. By providing personalized and timely communication, organizations can create a positive customer experience, which leads to increased satisfaction and loyalty.

● **Building a Positive Image:**

Communication is a powerful tool for building a positive image as it allows organizations to show their strengths and successes, address negative feedback and respond to critical situations. With the help of authentic and transparent communication organizations can earn the trust and respect of their stakeholders and build up their reputation in the market.

● **Encourage Innovations:**

Communication plays a vital role in facilitating innovation by encouraging employees to share their ideas and perspectives. Effective communication channels such as brainstorming sessions, workshops, and online platforms help to generate creative solutions and encourage a culture of continuous learning and improvement.

● **Improving Employee Engagement:**

Effective communication not only helps employees understand their role in the organization but also creates a sense of community and belongingness. In fact, an engaged employee is more productive for an organization. Therefore, organizations can improve employee satisfaction and retention by offering consistent feedback, acknowledgment and chances for personal and professional development. Overall, organizations that prioritize the importance of business communication in an organization are better equipped to adapt the changing circumstances, build strong long lasting relationships and achieve their goals. By investing in communication skills and strategies, businesses can unlock their



full potential and thrive in today's dynamic and competitive business environment. Though there is importance of technical communication it has some gaps between the academic and industry.

Gap between Academia-Industry in relation with Technical Communication:

The head of the company knows that the success of an organization depends on every link in the series remains strong. When communication fails, we see a domino effect. Lack of communication the maximum professionals face failures at the workplace. It costs a huge loss of various companies in each year. Poor communication creates issues between management and employees and mission becomes critical. So let's talk about communication gap and the ways to improve it. In its most primary condition, a 'communication gap' is when the receiver (employee) of the information misunderstands the speaker's (employer's) meaning or intention. When this occurs, the receiver may be confused of what they are supposed to do. They are unable to ask employer to repeat their instructions because either out of overconfidence or fear.

Naturally, it is not only about *instructions* but information can be miscommunicated. Almost every profession in the universe relies on proper communication at all levels. So when gaps appear, the essential elements that remains an organization functioning begin to collapse. For instance, a communication gap in the company is when a sales team fails to achieve their goal because they weren't in depth briefed by higher management. They may be approaching the wrong audience, using the wrong schemes and selling the wrong product.

Ways to overcome the Communication Gap:

The good news is that managers who understand the harms of communication gaps can take necessary steps to stop them before they spiral out of control. Every industry is different, so how you seal your communication gaps will depend on what works best for your company.

- The first is to accomplish a comprehensive communication policy. This should mark off what information can be communicated, how it should be communicated, the types of information channels to use (as-surveys, interactive reports, brainstorming sessions, anonymous feedback, open discussions and complaints). These are some ways to improve internal communication of the industry.
- The second way, conjunction with a communication policy, is to provide your groups with the right technology for their communication needs. While office based staff should have access to a centralized platform that permits them to do their jobs and communicate with co-workers in one place.
- Company communication expected standards usually achieved through a formal communication policy that covers how you expect your people to communicate both within the company and outside the company.
- When the employees feel that they have misunderstood the co-worker or manager, they should not be afraid of to speak out. Such a conducive environment to free flowing communication is important in the company. So such good communication starts from the top.
- Be consistent and enforce your good communication policy in all departments. Then your employees feel that you are adhering to the expectations you initially set out, they will start to work their own thing and gaps will never appear in your organization.
- Establish positive feedback forum where everyone from the newest employee to the most experienced employees can feel comfortable for suggesting ways to improve company communication.

A team of people who is responsible in the workplace can go a long way for improving not just how everyone communicates, but how the organization functions as a whole. No organization is perfect and communication gaps will appear from time to time. How you can overcome those gaps and the strategies used to plug them will determine whether your people communicate better or continue to



struggle. There is no one to all solution when it comes to solve communication gaps. The key is to identify the communication issue in your workplace and take steps to resolve it. By setting baseline standards, encouraging open communication, providing training, and encouraging feedback, you can overcome gap and improve your team's communication.

• **New Technology and Best Practices enables Successful Employee Communication:**

There are many ways that company can use new technology to enable employees for better communication. For instance, the company can use third-party content curation tools to find the ideal content for the employees. The manager can also use platforms that are capable of live-streaming when the company has some events. Live streaming enables all of the employees to enjoy the event even if they are not present physically in the company. Furthermore, the company can also use apps ideal for communication. With the help of First up app, all the employees need a smart phone and they can be communicated with utmost ease and efficiency. The manager designs the entire employee communication process and therefore improves the company's efficiency.

As per the company size, geographical location and employee demographics use the different methods for successful communication. However, there are some universal practices that can be applied to every program. One important thing to ensure effective employee communication is to empower manager as communication leader and task them with asking employees for feedback. Feedback is crucial because employees will tell you what is and isn't working, allowing you as a communicator to adjust your strategy as needed based on their feedback. Additionally, your company should take advantage of social media. Encouraging your employees to share stories about their work and their lives on social media; IT helps to establish a strong culture around the company. It is also important to have the right blend of content including written content, videos and images etc. to keep employees engaged. Then the things should be broken down to an ideal combination of company news, industry news and daily life. If the company manager keeps their content mix close to this, it will greatly benefit their business.

To conclude, the actual challenges before the Engineering students start when they complete their education of the college and enter in their professional life. In this process they have to go through various entrance exams and interviews. Verbal as well as non verbal skill forms a major portion of these exams. Without communication skills, the students with engineering background find themselves almost less prepared for such tests and interviews. Thus to become professionally successful, it becomes crucial for the students to be technically skilled in handling the language skills. This research paper highlights the communication, its history and development and the need of communication for the progress of organization. It also shows the various methods for better communication among the employees in the company.

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