

RESEARCH ARTICLE



SIGNUM AND SIGNIFICANCE OF SKILFUL COMMUNICATION IN THE TECHNOCRATIC GLOBALIZATION

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ABSTRACT

The term 'communication' is originated from the Latin word 'communicare' which refers to 'sharing'. Indeed, communication is the process in which ideas and feelings are shared. On the other hand, we can say that 'communication' means 'exchange of ideas' between two poles or parties. There are three main components (sender, message and receiver) which carry out communication process with the final result of feedback. Besides, skilful communication is the mode of conversational operation which fulfils all requirements and achieves its goal illustriously. It, broadly, divided into two categories – oral and written, is much significant in the technocratic globalization because we have been passing through commercial and technical revolution. Skilful communication is greater and better than any other kind of skill as it is the basic requirement on which the growth and prosperity of the whole world is based. Technocrats may be intelligent and innovative but if they are not expert in skilful communication, their innovative insight will be fruitless. Skilful communication is the essence of impressive and powerful establishment in the world of technocratic globalization. Consequently, it is reasonable to conclude that skilful communication is the fundamental requirement for the betterment of the technocratic growth.

Keywords: Communication, skilful, globalization, technocratic, significance, transmission, sender, message, receiver, encode and decode.

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INTRODUCTION

For a number of years, we have been competing with the era that has its foundation on the technocratic globalization. Indeed, technique and technology are the two basic elements that form the structure of day-to-day human life of the modern world. In this technocratic globalization, we must develop a capacity to keep pace with the technical revolution occurring in the global scenario very rapidly and try to become effective and skilful communicators in order that we may comprehend,

encode and decode any information delivered to us successfully. However, effective communication is a craft that is developed and sharpened by the painstaking efforts.

Communication is the most important factor in our life. Being the basic social process, it pervades the entire range of social and professional relationships. It is one of the essential conditions of social interaction. Without communication, social interaction may not be possible. In fact, effective communication is the most crucial ingredient of

social as well as professional success. It is, therefore, very important for us to understand the meaning and nature of communication in order to become effective communicators.¹

Meaning and Definition of 'Communication'

The term 'communication' has been derived from the Latin word 'communicare' which means 'sharing or imparting'. Thus, the literal meaning of the word is 'giving or sharing' which refers to the exchange of ideas, information, knowledge, thoughts and feelings between two or more than two persons. In a nutshell, communication is the process of transferring ideas or information from one person to another or from one place to another place. Shorter Oxford English Dictionary defines the term 'communication' as 'the transmission or exchange of information, feeling, motion, and news etc.'² On the other hand, 'communication' is nothing but a shared possession or common participation.

In addition, some scholars state that the term 'communication' has its origin from the Latin word 'communis' which indicates 'common'. Indeed an establishment of 'commonness' is originated between two poles or parties when the function of communication is carried out. It is the basis or groundwork to the human race. The following definitions will give us a clear idea what communication is:

"Communication is any means by which thought is transferred from one person to another."

– Chapel & Read

"Communication is 'interchange' of thoughts, opinions or information, by speech, writing, or signs."

– Robert Anderson

"Effective communication is purposive interchange resulting in workable understanding and agreement between the sender and the receiver of a message."

– George Vardaman

"Communication is the act of transmitting an idea from one person to another. Communication always requires at least two people, the sender of the message and its receiver."

– Pauley & Riordan

"Communication is the transfer of information and understanding from one person to another person. It is a way of reaching others with facts, ideas, thoughts, and values."

– Keith Davis

"Communication is any behaviour that results in an exchange of meaning."

– The American Management Association

A deep analysis of these definitions leads us to the conclusion that skilful communication assists both social and technocratic people to understand one another better. It brings them closer and supports to build relationships which fulfil their psychological, emotional and technical requirements for getting work done. Besides, it is right to argue that there is a recommended requirement to share, participate, illustrate and to be an active member of the technocratic globalization for the betterment of the human race and pace.

Communication Process:

Communication is a process that is carried out with the help of the five components— sender, message, channel, receiver and response. The sender encodes the message and transmits it to the receiver through a channel. The channel includes words, actions, signs and objects. As soon as, the recipient receives the message, he tries to decode it. After decoding the message, he encodes the response and imparts it to the sender. Now, the sender decodes the response that is called feedback. Feedback is indispensable as it is a barometer of skilful communication. If the sender does not receive the desired response, then there is a possibility of a barrier playing role in the process of communication.

Types of Communication:

Broadly speaking, communication can be divided into two parts – oral and written. But Dr. Shikha Shukla says that all types of communication can be classified into four groups:

(a) **Oral Communication:** Oral communication includes face to face conversation, telephonic conversation, group discussion, interviews, conferences, seminars, and speeches etc. Oral communication is

extremely useful while communicating with groups at meetings, but oral messages do not have any legal validity unless they are taped and made a part of the permanent record.

- (b) **Written Communication:** Every document that is transmitted in the written form falls in the area of written communication, for example, letters, circulars, reports, telegrams, etc. Written communication is acceptable as a legal document and it is also a permanent record of the organization.
- (c) **Visual Communication:** Visual communication includes gestures, facial expressions, tables, charts, graphs, diagrams, posters, slides, etc. Successful communications make a very effective use of facial expressions.
- (d) **Audio-Visual Communications:** Audio-visual communication encompasses television, cinema and documentary films that combine the visual impact with narration. Audio-visual communication is most suitable for mass publicity and mass education.³

Technical Communication:

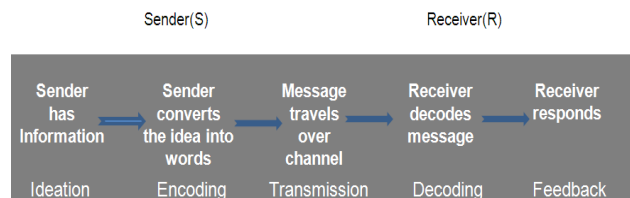
Technical communication is a special stem of general communication and there is no fundamental variation between the two. The word 'technical', as defined by Shorter Oxford English Dictionary, relates to something "pertaining to, involving, or characteristic of a particular art, science, profession, or occupation, or the applied arts and sciences generally". Thus, it is explicit that the technical communication is the sort of communication in which scientific and technical ideas are transferred from one place to another. Simply stated, technical communication is the transmission of scientific and technical information from one individual or group to another, and it includes all the methods, means and media, channels, networks and systems of communication used for the exchange of the information. This exchange of professional information may include simple definitions of tools, complex descriptions of machines and processes, sophisticated explanation and interpretation of scientific principles, analysis

or discussion of projects and proposals, or scientific presentations of ideas and views. In other words, technical communication is a multi-dimensional, dynamic and interactive process that involves the effective transmission of facts, ideas, thoughts and a systematic understanding of scientific and technical subjects.

As the main purpose of technical communication is to make technologies more useful and meaningful and scientific information more accessible, it serves as the primary communication link between technology and its users. It is a central factor in the emerging knowledge society, where technocrats and professionals in different areas face new communication challenges. With the fast growth in computing and the Internet and the advent of new communication tools and processes, technical communication has grown fast to meet the new communication challenges.⁴

Technical Communication Process:

In order to be an effective technical communicator, we need to understand the process of technical communication. It consists of five steps, namely, *ideation*, *encoding*, *transmission*, *decoding* and *response*.



The Technical Communication Process

Ideation: The process of technical communication begins with ideation, which refers to the formation of the idea or selection of a message to be communicated. Ideation in technical communication process depends on the sender's subject competence, i.e., his or her professional knowledge, experiences and abilities. Subject competence is the first requirement of technical communication.

Encoding: Encoding is the next step in technical communication. It is the process of changing the information into some form of logical and coded message. Encoding in technical communication involves *linguistic competence* and *organisational competence*.

Linguistic competence is the possession of appropriate language skills and the ability to present scientific facts or information clearly and objectively. As technical communication involves technical presentation of data in reports, proposals, research papers, technical bulletins, manuals, handbooks, linguistic competence includes several functional skills. Lack of these skills may lead to ineffective or incomplete communication.

Transmission: Transmission refers to the flow of message over the chosen channel. Transmission conforms to the medium selected during the process of encoding and keeps the communication channel free of interference or noise so that the message reaches the receiver without any disturbance. It is one of the most basic aspects of communication because it also involves choosing proper time (when to communicate), proper place (where to communicate) and a proper way (how to communicate). For technical communication to be effective, it is essential that the right time, place and mode are chosen.

Decoding: Decoding involves the process of converting a message into thoughts by translating the received stimuli into an interpreted meaning in order to understand the message communicated. It relates to the receiver. Please note that it is the message which is transferred as meaning cannot be transferred from one person to another. The receiver has to assign meaning to a message in order to understand it. The process of decoding involves interpretation and analysis of a message.

Response: Response is the last stage of technical communication process. It is the action or reaction of the receiver to the message. It helps the sender know that the message was received and understood. The feedback that goes to the sender makes it clear whether the receiver has accepted the information and filed it in his/her memory or rejected it. He or she may ask for more information or clarification. Response is, thus, the key to communication as the effectiveness of communication depends on how congruent a receiver's response is with the meaning the sender intended.⁵

Significance: Skilful communication is always momentous and consequential whether it is general or technical. It is the method or mode of

communication that makes a communicator successful in his/her aim or destination. The profession of all the doctors, engineers, teachers, and technocrats will be null and void if they are not proficient in the course of transmitting ideas, facts, emotions and feelings. In fact, it is the impact of skilful communication that converts a human being into a perfect living being. It is not exaggeration if we say that both skilful communication and technocratic evolution are complementary to each other. One cannot take place in the absence of the other. Throwing light on the essence of skilful communication, R.C. Sharma as well as Krishna Mohan quotes: "Since business is becoming international at a rapid-pace, it is essential to be aware of culture-specific elements of communication. The expansion over a wide geographical area has also made communication more diverse, intricate and complex. Hence, in handling it, greater care has to be taken. An awareness of ethical and legal aspects can prove helpful in making both intra-organisational and inter-organisational communication smooth and trouble-free."⁶

Undoubtedly, skilful communication plays a crucial role in the technocratic globalization whether it is concerned with business undertaking, an industry, or a classical and traditional institution. Indeed, all administrative functions include skilful communication though it may be related to organizing, recruiting, renovating, coordinating and judging something. However, any form of writing – a report or business letter, proposal or technical paper, project or dissertation – is prepared, the role of skilful communication is transparent as well as pregnant. In addition, skilful communication may be compared to an instrument that is having the capacity of estimating the growth of an institution. Illustrating the importance of skilful communication, Meenakshi Raman and Sangeeta Sharma comment: "The more you participate in the communication process, the better you develop your skills in collecting and organizing information, analyzing and evaluation facts, appreciating the difference between facts and inferences, and communicating effectively. If you wish to become an effective communicator, you need communicate, communicate and communicate.... It

is impossible for an organisation to survive without communication, for all its activities would come to a standstill. Therefore, its importance can never be ignored."⁷

Besides, the importance of skilful communication has been stressed in a survey conducted by the American Society for Engineering Education. It tried to find out which academic subject is most required for technocratic purposes. As a result, skilful communication was ranked above any other type of skill by the experts playing a significant role in the field of engineering and technology. According to these experts, skilful communication includes public speaking, working with individuals, working with groups, talking with people and technical writing. They emphasize that a technocratic individual must have the knowledge of skilful communication, otherwise, he or she would not be fruitful and successful in his or her profession or field.

In fact, scientists and engineers may be technically brilliant and creative, but unless they can convince coworkers, clients, and supervisors of their worth, their technical skills will be unnoticed, unappreciated, and unused. In a word, if technical people cannot communicate to others what they are doing and why it is important, it is they and their excellent technical skills that will be superfluous. From this perspective, communication skills are not just handy; they are critical tools for success, even survival, in "real world" environment. Every technical person stands to gain from improving his or her communication skills. Most scientists and engineers work in organizational settings, where teamwork is essential. Good teamwork is impossible without good communication.⁸

Skilful communication is the quintessence of effective management and institutional animation. It has multi-oriented destinations that lead the stream of technocratic information as well as engineers, technocrats and professionals. Besides, it energizes technocrats, scientists and researchers to work to acquire individual, social and institutional aims and objectives, and formulates the basic knowledge for effective and skilful working. With the technocratic revolution prevailing in the global scenario, the significance of

skilful communication has taken growth in an extensive manner. Now-a-days, the universal platform of the world is nothing but an international market that transfers technological facts and issues from one country to another. As the international market has become more divergent, combative, aggressive and outcome-oriented, the importance of skilful communication goes on to increase. Moreover, revolution in technocratic globalization is possessing a deep influence on the technical communication and there is a pressing requirement of the new sorts of communication skills which may produce fruitful orientation. Indeed, the technocrats must have high-tech communication abilities, the power of analyzing complex technical facts, and the capability of cultural consciousness. However, they must keep pace with the modern means of communication as Malti Agarwal narrates: "There is urgent need of fast means of communication. Today we have advanced means of communication such as computers, e-mail, internet, mobile phone etc. which help the technocrats in various fields. Technical communication—oral as well as written—has gained prominence in the wake of these modern means of communication. In the technological era of the new millennium also, it is important to get success in business and technology."⁹ Finally, it is right to argue that skilful communication is the basic factor for the upliftment of the democratic as well as technocratic globalization.

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