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Transcending Boundaries: English Language in Technical Education [ELITE 2014]

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## TECHNICAL COMMUNICATION MODELS AS ADOPTED IN ENGLISH LITERATURE: A PRAGMATIC STUDY

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### ABSTRACT

Since the time of Aristotle (c. 384 – 322 B.C) we have seen several 'Models of 'Technical Communication' at display all over the world. I would focus upon only four significant models of 'Technical Communication' that created a huge sensation as predominant 'soft skill' among English Litterateurs\* down the ages. The present study will draw our attention on two important aspects of Technical Communication Models as adopted in English Literature down the ages.

- Gradual evolution of the theory of TECHNICAL COMMUNICATION and its keen application inter alia in English literature as the softest of the 'soft skills' and
- Provision of built-in motivation from different aspects of the TECHNICAL COMMUNICATION as applied by the English litterateurs for fostering favorable Reader's Response down the ages;

The present study also focuses on the fact that the last two models of Technical Communication of my discussion, namely, Shannon –Weaver Model and Lasswell Model, are indebted not only to the devolution of the Communication Theory under Electronics and Communication Engineering but also to interdisciplinary Subjects like Applied Linguistics, Comparative Literature and Communicative English. No wonder, these Models have been used consciously or unconsciously by the litterateurs of English literature to eke out favorable Reader's Response.

### KEYWORDS & PHRASES

- **Technical Communication:** Communication as a process or product, used for communication through different channels
- **Built-in Motivation:** Motivation that is pre-structured among the readers
- **Reader's Response:** Literary Criticism of common readers as well as the experts in the field
- **English Literature:** Literary works of British and Non – British writers including Indian English, American English Australian English, South African and Caribbean English authors and litterateurs

### INTRODUCTION

Models of 'Technical Communication' that are available in the field can be broadly classified into two groups as delineated below:

**Linear Models:** Linear Models view 'Technical Communication' as a unilinear i.e. -- one way process or at best bilinear i.e. -- two-way process. There is hardly any provision in these models to know the response of the receiver, especially in the case of Unilinear Model of Technical Communication.