



THE IMPORTANCE OF EFFECTIVE COMMUNICATION SKILLS

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ABSTRACT

Language is one of the basic means of communication. It is the best mode of self-expression and building of sound relationships with others. It is one of the most powerful reflections of how we think and feel about ourselves and others. It is through effective communication, we can go for a vast impact. It is one of the steps forward for improving communication skills. The present paper deals with the importance of effective communication. It is effective communication that leads a person towards success. If we observe keenly, it can be personal, social, professional or national. Poor communication makes us to face lots of problems. Concerning all these aspects and the importance of communication, the present paper discusses the following aspects: The Communication Process, Barriers of Effective Communication, Steps to be taken for Enhancing Communication Skills and Importance of Feedback.

INTRODUCTION:

The Communication Process :

The Communication Process takes place between the 'sender' and 'receiver.' If observed carefully, then it happens that in most of the situations, the true meaning of the message is lost. The message that the receiver receives is different than the sender intends to send. Usually the message loses 40% of meaning until it reaches to the receiver. So, in the process of communication, it is important that one should look forward for a minimal loss of meaning in conversation.

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Another aspect, which is taken into consideration regarding communication is, it is verbal and non-verbal. The verbal communication we all know is in the form of speech, non-verbal communication contains the following aspects.

Non-Verbal Communication :

The non-verbal communication contains chiefly three aspects: Body-language, voice and appearance. Body language refers to the way we communicate through our facial expressions, gestures and movements, posture and eye-contact. Even being calm and pleasant, also forms a part of effective communication. Voice, too effects effective communication. A good speaker and the effective communicator always learn to use voice well. While speaking, one should take care of loudness, clarity, speed, intonation, tone, and pitch. The use of voice expresses range of emotions and attitudes. Finally appearance too affects the non-verbal communication. The style of dressing, choice of clothes, colour, hair style in a small, but important way for the success as good communicator.

Barriers of Effective Communication:

There are numerous barriers that are found in the way of Effective Communication:

Assumption:

While communicating, one should think of the assumptions. Even in day to day life, we should be aware of the assumptions that we make about others. Even we should think of the assumptions, the others make about us. Anticipating about oneself and others are not all the time bad, but thinking process should pursue the proper direction. False assumption gives way to lots of misunderstandings. Hence, it is one of the barriers of effective communication.

Habits and Patterns:

Habits and patters of routine ways of thinking and behaviour are difficult to change. For the proper follow up, 'self analysis' is necessary. Hence we should keenly think of our habits and behaviour. There is a need of following the proper path. One of the key skills is one has to able to change, what one anticipates, by applying the effective communication skill. One has to make someone to agree with oneself. There are some aspects that are taken into consideration, while communicating. They are as follows:

- 1) Conflicts make the problems worse. Hence avoiding or resolving conflicts is essential.



- 2) It is better to find something positive in other person's argument that one can genuinely agree with.
- 3) Bridge-Building is also necessary to overcome the communication barrier. It is important to listen to what other person is saying. This even makes oneself collect lots of information.
- 4) Finally, it is necessary to use 'I' statements, rather than 'You' or 'They' statements. It helps in avoiding blaming. It means one is ready to take responsibility, rather than making others responsible.

Enhancing Communication Skills:

Regarding the development and effective communication skills, Madhu, Lincoln (2010:6) comments:

'Communication skills is the set of skills that enables a person to convey information so that it is received and understood. Communication skills refers to the repertoire of behaviour that serve to convey information for the individual.'

The following are certain aspects, through which we can put additions in enhancing our communication skills.

- 1) Much in life depends upon attitude. Developing of the positive attitude is essential for the upliftment of life and communication as well. If we adopt positive attitude, then the direction of communication moves on positively.
- 2) For effective communication, improving of the listening skills is very essential. While talking, asking others for views and suggestions is necessary. Listening to the other person and knowing of his / her view is essential. A skilful listener is aware of the potential of defensiveness and makes needful adjustments.
- 3) For developing effective communication skills, one should develop the habit of less talking, and asking the other person for as much detail as he / she can provide. It is necessary to be patient while listening and responding in an interesting way. It shows that you understand the problems of others, give proper attention, and show proper concern to them.
- 4) For improving communication skills, it is necessary to be affirmative, encouraging and positive. You should respond well and look forward for positive feedback.

The Basic Aspects of Being a Successful Communicator:

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For being a successful communicator, some basic aspects should be taken into consideration. That is what Latika, Banerjee (2011:26) comments:

‘Being an effective communicator takes real skill. Communication skills have to be developed, honoured and added to an on going basis. They are the heart of interpersonal skills and the greater your awareness of how it all works, the more effective your communication will be.’

It can make the process of communication easier. The basic aspects of being a successful communicator are as follow:

- 1) At the outset, you should make sure of having other person’s attention. The other person must know, what you are communicating. It is better to be patient and wait until you are heard.
- 2) Before beginning even a short conversation, maintaining of the eye-contact is essential. Enunciation of the words is necessary, so that, each is differentiated from the other.
- 3) While communicating, you should look for the short and descriptive statements. You should be sure of using sentences that contain short-action increments.
- 4) While communicating, you should remember ‘Ask, Try not to tell’. It is better to ask, rather than to tell what to do. This can be applied with the three wonderful words, ‘can’, ‘will’, ‘please’.
- 5) While talking to some loved one, rather than raising your voice, you can easily move closer to the person. But while doing so, you should be respectable.
- 6) In certain situations, it is necessary to concentrate on non-verbal, rather than verbal communication. With the brain-impaired individuals, one can make more use of gestures. Hence it is important to suggest words, that seem appropriate and give proper feedback.
- 7) It is better to talk with someone, rather than about someone. It is good for improving of the communication skills and self-development.
- 8) While communicating, either formal or informal situations, you should be aware of time. It is better to save extra 5 or 15 minutes in any important participation.



9) Trying repeatedly is a law of life, and naturally law of improving better communication skills. It is better to act carefully and try to make the situation sound and peaceful by our presence.

Importance of Feedback:

For effective communication, constructive feedback is necessary. Feedback consists basic human needs like, to improve, to compete and to be accurate. Feedback is almost always appreciated. It motivates people to improve. Proper feedback helps to overcome difficulties, but it requires skill, understanding, courage and respect on both the sides. It acts like a reward in demanding workplaces. While thinking of feedback, it is important to see what a person does, rather than what he is. One of the important aspects of proper feedback is, 'It should be given to help, and not to hurt.' It should provide a kind of psychological advantage. Constructive feedback puts us in positive and comfortable situation.

SUMMING UP:

Thus the present paper discusses how effective communication is achieved through simple planning and control. It is the effective communication, which is a part of personal as well as organizational success. It is also one of the eminent aspects of personality development. It opens number of doors to success. It is effective communication that builds up good personal, professional and national relations.

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