



THE ART OF EXPLORING ESSENTIAL TECHNIQUES AND COMMUNICATIONS SKILLS FOR REAL ACADEMIC AND PROFESSIONAL ENRICHMENT : A BRIEF ANALYSIS

J. KAVITHANJALI

MBA, M.Lib Sci, PGDCA,

Ph. D. Scholar(Part-Time) ,

Department of Library & Information Science

Madurai Kamaraj University,

Madurai -625 021

(TN) INDIA

ABSTRACT

This research article at the outset written with an aim to explore the essential techniques, skills and elements of communication process. This article further proceeds with the steps that is used to tackle the barriers of effective communication. And it insists the point that the process of communication is a significant thing in one's life. And this research article ends up with the fact that a person with good communication skills becomes a leading personality both academically and professionally in his life.

Keywords: skills, communication, effective, process, elements, sender, receiver, message, decode, encode.

INTRODUCTION

“Communication to a world is like oxygen to life, without it....it dies?”. (Tony Gaskings)

Communication is a vital process among all living creatures in the world. Communication arises when a group of people or creatures needs to emotive, to interact and to express one's ideas and thoughts and the need to relate and connect. The requirement or the desire to communicate, however, varies from person to person, depending on time and context. In our syllabus, use of communication is usually limited only to learning and

J. KAVITHANJALI

1 Page



teaching and it has confined to only aural and oral exercises which include grammar, presentations, group discussions, writing of letters, reports, etc. Its use has been extended to the students only who have opted for professional courses. And it had moved one step further for document writing or project writing. Experiments on experiences show that “a good communicator has more than just these skills. The primary use of communication is to develop an optimistic attitude, a willingness to communicate, share one’s ideas and information that makes one a good communicator. Language and the knowledge of the various formalities associated with speaking and writing do matter. However, given the right attitudinal input, communication becomes much easier and one emerges as an effective communicator” (Mishra 7).

Communication is not only related to speaking, but also comprises several other skills such as listening, reading and writing. However, in earlier days, communication was the term used only as a spoken mediator. The revolutionary invention of printing press paved the way for the process of communication through reading and writing. Actually, the influence of new printing press and the media introduced new dimensions to the area of written communication. “Effective communication is the cornerstone of success in the ever-quicken pace of business life” (Ramesh 11). The successful business person uses his attributes for his success in his career, such as he thinks well, expresses his ideas clearly, speaks them out directly and expressively to his audience. Because of this ability, the business person, who has all these quality are often called upon to write, to report or to speak either in company or at a meeting and on all such occasions. The success and tactic of a business person is determined on how he effectively, persuasively and convincingly write, report or speak to their audience.

Communication could be a intricate and complex process on many instances by give-and-take with a number of difficult intricacies and multi-dimensions. Though it is a complicated process, it takes place all around us every time. It is shock to know that we all spend around 70% of our entire time for receiving or sending messages or for precisely communicating.

The sender of messages or the communicator and the receiver of messages are essentially involved in the process of communication. Most often it is sent in a certain medium, particularly through encoded messages. After receiving the encoded messages, the receiver decodes the message and sends back the reactions to the sender as a feedback.

The ultimate significance of the whole process lies in the nature of communication in itself. Every language, in any form, has the potential to mean many things at the same time, and so modulation matters a lot. Dr. C. Muralikrishna writes aptly thus:

“Language embodies and conveys thought.

J. KAVITHANJALI

2 Page



*It is an important means that we rely on to convey our thoughts and feelings.
In its spoken and written forms, language
is the commonest and most important means
of communication in all social activities among human beings” (P. 3).*

To be precise, human communication is nothing else but “a dynamic and active process” (Mishra 3). The communication process is complex to a greater extent that it involves various processes comprising many significant elements such as initiation, feedback, medium, instance, intension, body-language, expression of ideas, language delivering ability and intellectualism, observation, facial expression, attitude, emotional aptitudes and mental states, personal experience, fluency and clarity in conveying ideas and intelligibility of expression.

Undoubtedly to achieve effective communication, it is essential to acquire the best knowledge of interpersonal relations and the ability to achieve the delicate balance that communication always requires.

Communication is generally based on the five subdivisions, namely, the nature, scope and depth of interaction as passing communication, factual communication, interpersonal communication, feeling level of communication and peak communication. D.E. McFarland says it rightly thus, “Communication may be broadly defined as the process of meaningful interaction among human beings. More specifically it is the process by which meanings are perceived and understanding is reached among human beings” (Kumar 2).

Louis A. Allen emphatically says thus:

*“Communication is the sum total of all the things
that a person does, when he wants to create an
understanding in the mind of another. It
involves a systematic and continuous
process of telling, listening and understanding*

Effective practice and by following strong discipline during communicative activities would enhance the development of communication. Communication in short, is “both science and art” says Varinder Kumar. It is science in a way that it delivers a body of useful and universal principles, which manages to bridge the understanding among different minds with enlarged use of advanced information technology. In other way round, communication is an art as it involves individualistic approach and skill in handling situations. Each and every new situation and every new system always crave for new approaches to deal with the problems. Communication should be an objective art so as to make it more effective. Each individual has a unique impulse that makes an effective and desirable effect.



All these make it clear that communication is inevitable to business as blood is to the human body. Thus, communication is an irreplaceable tool for the success of any enterprise. Communication is very much needed for the process of leading, directing and motivating. Peter Senge rightly says thus: “The essence of leadership – what we do with, 98 percent of our time, is communication” (P 7).

Another important aspect of communication is Writing, and this is probably the most important language skill required for any professional purpose. The ideas, facts, thoughts and decisions of the author are grouped and put together on a paper in a sequential order in an easy and understandable way. The effectiveness of a person’s word usage is enhanced through writing.

A survey conducted among 64 companies in America made it clear that half of the workers pay their attention to writing rather than speaking. Writing generally is used in making reports, giving feedbacks officially, giving project reviews and so on. However, it also creates some chaos, especially in business enterprise: bad writing skills create misunderstanding, disturb company reputation and goals. Language ability is so much important to attain competence in written communication. It is to be noted that writing is concrete than verbal communication, as there is less chance for errors. The written communication creates problems due to spelling, grammar, punctuation, style and actual wording. This in a way reveals the fact that the simplicity, clarity and lucidity develop effectiveness to business correspondence and written communication. Thus, writing is considered as the effective means of communication within or outside a company or organization.

Man being a social animal, he starts communicating with people as soon as he gets a chance. For this, he takes in hand the spoken and written languages. Language plays a predominant role in human development. Communication skills is the only thing that separates human being from other beings of the animal kingdom. Human beings make use of language to transfer their ideas and thoughts; use it emotionally to grow friendship and to develop cultural, economic and social relationships. Words are subjected to some significant impact on the way someone respects it. So, language is obviously considered as a great tool in the hands of human beings. Language is a potential weapon and is a way to progress and ultimately a platform to success.

Ashraff Rizvi in his *Effective Communication Skills* says thus:

“Communication is a word originated from Latin word “communico” which means “to share”. Communicate is the transfer of information

J. KAVITHANJALI

4 Page



from one person to another person in order to exchange ideas, express feelings and understand each other” (P 69).

Communication actually gives meaning to human life. Communication is the only means which helps in building up relationships and give ears to different views and perspectives, thereby helps to enrich our knowledge of the universe and make life comfortable. Globalization made English language more prominent. Making the students good in communication skills allows them to get placed in multi-national companies. The world has become so much competitive and thus those people who have effective communication skills survive. C. Griffiths and Judy rightly claims that:

“Communication is possible when we get hold of language learning. All appropriate language learning strategies are oriented towards the broad goal of communicative competence” (P 19).

Wise men, especially in business, concentrate only on significant information and avoids arguments. The experts in every field filter the information so that they could remove unimportant and unwanted matter. Shiv Khera says that, “The Professional as an expert provides the answers to problems, not an exposition of past and present knowledge; we use our knowledge to focus upon the important points” (46).

The only bond that keeps people united both functionally and geographically is the effective communication. Among all other forms of communication, Writing is considered as the major means of communication particularly within an organization and the professionals gain much respect in their usage of paper. According to S.R. Inthira and V. Saraswathi:

“Large business organizations have different business units, departments and territorial divisions. Each of them pursues different goals, sub-goals and target sections. Communication provides the means for an integrated approach in pursuing organizational goals”.

Writings are actually evolved from stones and palm leaves. Only after the invention of printing press, the human civilization has seen a greater revolution. Worldwide business communication started only after the invention of various technologies and those inventions made it easier to communicate with each other. The communication became further easier after the invention of a new mass media called television and that added new dimensions to



the business world. The retrieval of oral and written records in an effective mode is made possible only through the advancement of technology.

There is a beautiful saying, 'Language is an important tool for business.' From this saying it is made clear how language was given importance in business. It is really incredible that the language continues to gain more respect and continues to remain the most powerful tool even in this technological era. Communication plays a great role in influencing the creation of wealth and shaping professional careers. In short, communication is "the life blood of business" (Pal 4). An effective internal and external communication could be built only through proper communication in any business. Effective communication helps the employers in their placement as well as promotions. A well-knitted spirit of understanding and co-operation is promoted through effective communication. Communication is both internal and external. Internal communication is communication within a particular organization, whereas External communication is also an imperative form and it is used for the communication with external agencies, both government and private sectors.

Thus, it is made clear that communication serves as the backbone of any organization and success is obviously unimaginable without effective communication. In short, communication helps to promote organizational integration and facilitates the achievement of any organization or business enterprise.

WORKS CITED:

1. Bhatia, H.S. *Art of Communication in English*. New Delhi: Jyotika offset, 2003.
2. Griffiths, C and M. Parr Judy. *Language Learning Strategies: Theory and Perception*. *ELT, Journal* 55/3, 2001.
3. Inthira, S.R. & V. Saraswathi. *Enrich your English – Communication skills Book*. New Delhi: Oxford Univ. Press, 1996.
4. Khera, Shiv. *You Can Win*. New Delhi: Macmillan, 2003.
5. Kumar, Varinder and Bodh Raj. *Business Communication*. New Delhi: Kalyani Publishers, 2001.
6. Mishra, Sunita. *Communication Skills for Engineers*. Chennai: Pearson, 2011.
7. Pal, Rajendra. *Essentials of Business Communication*. New Delhi: Sultan Chand & Sons, 2004.
8. Ramesh, M.S. *Effective Business English and Correspondence*. New Delhi: R. Chand & Co Publishers, 1977.
9. Rizvi. M. Ashraf. *Effective Technical Communication*. New Delhi: Tata McGrawHill, 2005.