



Communication skills: Predominant life skill in every facet of life

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Abstract

As finance is the backbone of business the communication skills is also a backbone of an individual. Communication is nothing but qualitative exchange of information and thoughts between individuals. In order to survive in diversified arena an individual should inculcate the vital skill called as life skills. This study throws a light on how relevant is this personality skill for an individual. The data taken for this article are from secondary sources.

Keywords: communication skills, Grapevine, fancy mobile

1. Introduction

Listening is an integral part of life skill. Folk concentrate more on speaking skills rather than listening hence a good communicator should be a good listener. To unlock the power of business entity the essential parameter is right individuals working on it. He should have the capacity to output the information or extract the information from individuals hence he should be a good communicator.

Being able to communicate is one of the important life skill to learn. The ability to use language to express the information can be termed as communication. The communicator can communicate to himself or to other individuals. To sustain in the market it is the most effective tool. Communication is not only required in professional life but also it has a major role to play in personal life. Communication includes hearing, speaking, listening, and observing. The effective communication is one that which comes along with constructive criticism. The communication process plays an important role which includes sender and receiver. Thus communication is a network of interaction and naturally a sender and receiver keep on changing their roles. The communication need not be oral or written it can also be through gestures or postures. A communication should have scanty for quantitative delivery of qualitative information. The process of communication contains sender and receiver who plays a major role for effective communication. The qualities of a good communicator includes confidence, proactiveness, good vocabulary, Empathetic nature, eye contact, readiness for constructive criticism, good body language, audience rapport etc. communication is central to do everything. Every organization whatever its business or size is held together by communication. The primary element in the skills of management is competence in communication. It is the tool with which we influence others, bring about changes in attitudes.

If the sender has not sent the message properly or if the receiver has not taken it or understood it properly there exists the communication gap. Gap if not rectified the information will not be communicated.

2. Review of Literature and Research Design

Communication and its varieties

a. Daniel M Lichtstein, "Communication and interpersonal skills", 2005

This article emphasizes that communication is a very basic form in transmission of message between two parties or more. Communication is said to be a natural occurrence in the daily life of each individual. Communication skills are the ability to use language and express information and these skills include lip reading, finger spelling, sign language, interpersonal relations. Oral communication is a type of communication process through the mouth using words, language and tone. Non-verbal communication consists of three types: audience awareness, personal presentation, and body language. Commonly includes gestures, facial expression, eye contact becomes a part of communication process. Since written communication is a subset of non-verbal communication, it is often not categorized on its own. On the other hand, written communication reports on what writings is, how writings gets done, and what writing does in the world. Communication in general is bent on exchanging the information. Surely effective communication could only mean that the exchange of information is being done smoothly for the benefits of all parties. Formal or media communication is also known as computer mediated communication is defined as the type of communication transaction that occurs via two or more computer networks. Examples email, chat rooms, text messages etc. so communication is a cyclical process which is required for every individual in every facet of life.

b. Siti Nur Diyana Mahmud and Pramela Krish- "Communication skills among students", 2011.

In this article communication can be defined as a process or exchanging information, from the person giving the information through verbal and non-verbal methods, to the person receiving the information. The most common method of communication is verbal, using specific language where it is a two-way process, with feedback on the message received. Based on these elements communication include the person giving the information and feedback. The repetition of these process creates knowledge development.

C. Malissa Maria Mahmud- Communication Aptitude and academic success-2013

This article throws light on process of communication generally involves four elements, which are speaker, receiver, communication channel, and feedback. A few researchers have defined communication as verbal communication, written communication, non-verbal communication, listening and giving feedback. In our globalized world all individuals needs to master communication skills in different cultural contexts.

2.1 Objectives of Study

- To convey that Communication is more over listening process than hearing.
- Objective is to tell that communication is more essential skill for the development of Individual in various arenas.
- To bring the company to the boom stage life skill is essential.
- The concept of communication gap arises only when it is not clearly stated.
- Understand the process of communication.

2.2 Research Methodology

The data taken for study is completely based on secondary sources to know the theoretical aspects. This paper also takes up the multidimensional focus of communication by observing micro and macro level impact of inherent and acquired skills.

3. Discussions and elaboration

3.1 Importance of communication in different fields

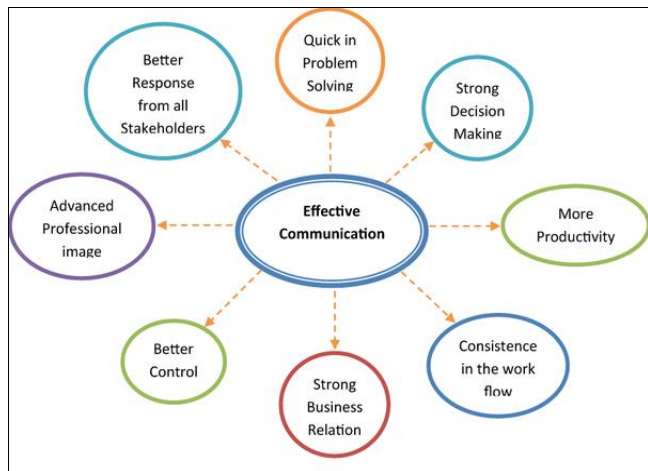


Fig 1

Personal Life: The cohesiveness comes between individuals only through communication because it includes sharing of feelings, thoughts, and expressions. To sail in the ocean called as personal life communication is like a cruise. From

womb to the doomb an individual needs communication hence it is referred as cyclical process. The benefits in personal life are as follows:

- Bondage between kit and kin’s.
- Builds trust among individuals.
- No scope for conflict management.
- Channelizing of funds in proper manner.
- There will not be any ambiguity in decision making hence gives scope for fair decisions within family.

Professional life: Customer is called as a king of market. In order to sustain them in our market skills is an important tool. Communication skills is more important in Professional life as well as personal life. Communication is important which helps an individual to:

- Motivate the team members: Motivated individuals are asset for an organization. Motivated employees ensure not only the smooth and efficient functioning of organization, inturn also increases production, sales and profit also.
- Easy to control and coordinate business activity: Prevents different parts of the business going in opposite direction.
- Delegation of tasks: The delegation of work needs to be done for the work to be completed. It is better to get work done from others so that in time the reports are submitted to top level management.
- Exercise Leadership skills: Leader is the one who requires more and efficient communication skills in order to exhibit leadership skills. To lead the group in a right path, leader should be there.
- Decision making: Success of the organization can be measured if we take better decisions. when facts, data or information are not efficiently communicated individuals may not be able to take proper decisions in the company.
- Client meeting: In order to meet the clients to take up or to undergo an agreement with the client with respect to projects communication plays a predominant role.
- Market sustainability: In order to sustain in the market conviencing ability a company should have. As company is an artificial person it cannot play a role instead employee communication plays an important role.

The following are the points illustrate the importance of communication in business

- Smooth working of business firm.
- Maximum production and minimum cost.
- Prompt decision making with implementation.
- Building human relations.
- Job satisfaction and good morale.
- Good contacts with outside parties.

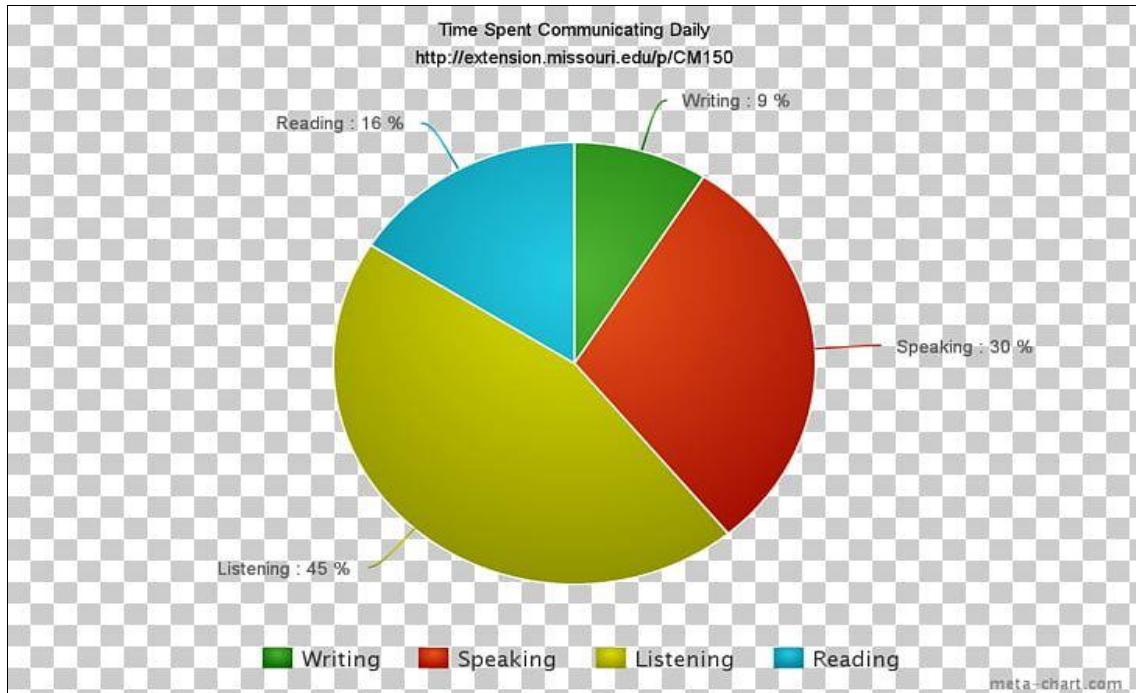


Fig 2

Politics: Group of people who assemble together to make decisions in country. There are 3 key players in politics who uses communication namely Leaders, Public, and Media. Communication is required for a leader in order to bring new policies into effect with good governance in the economy. Media will telecast how leaders implant their ideas and telecast. media will always impact the public response. Every politician needs communication skills for delegation of task from higher level of management to lower level.

3.2 Essentials of Good Communication

- a. **Co-ordinate body with words:** The words which we are tending to communicate should synchronize with body language along with expressions if not communication will be unsatisfying.
- b. **Eye contact:** in order to build audience rapport it is

- necessary to have eye contact with the audience. Eye contact makes the audience to believe you.
- c. **Communicate slowly:** The communicator should send the message slowly so that the audience can follow the information if not there will be ambiguity. The use of jargons should be avoided.
- d. **Audience rapport:** Being a speaker never feel offended when people impose you queries.
- e. **Be more optimistic:** Being positive is more important to build great attitude.

3.3 Communication Process

The communication process refers to the transmission or passage of information or message from the sender through a selected channel to the receiver. The following are the elements involved in communication process:

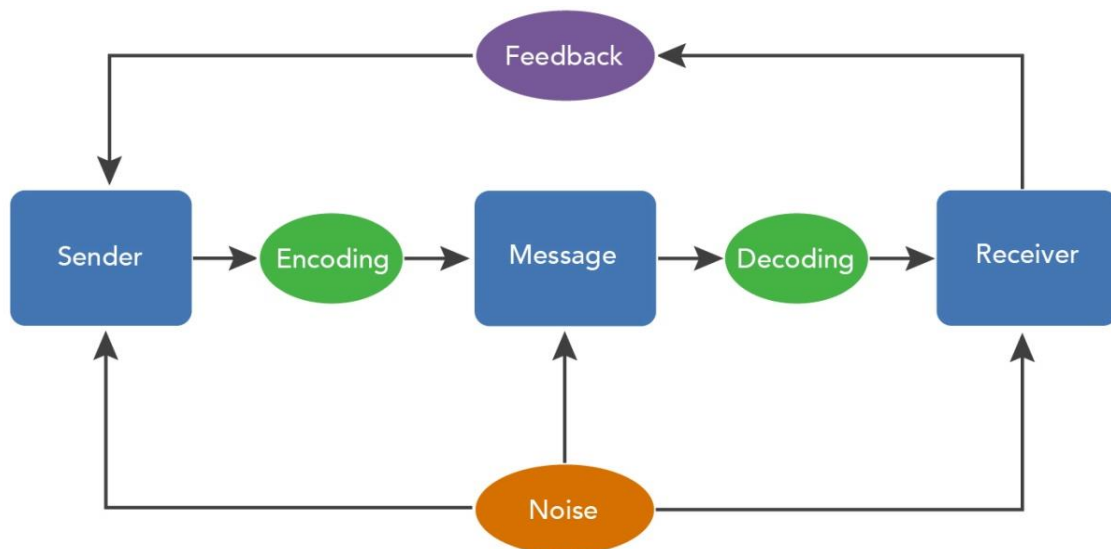


Fig 3

Idea generation: The basic step involved in communication process is conceiving an idea. What needs to be communicated is being decided in this step. The information which needs to be communicated should be clear and correct

Sender: The individual who is responsible for sending the message is called as the sender. He should be a good communicator. The language which he uses to communicate should be proper and understandable.

Encoding: it refers to translating the information or a message in the form of symbols is termed as encoding. When you start encoding the message you put the message in better terms of understanding.

Message: This is called as the heart of the communication process. What the sender has planned to communicate is nothing but the message. The idea which you are trying to communicate should be clear and specific so that there will not be ambiguity or communication gap between recipient.

Decoding: It is on receiving end of communication. This stage is important as encoding. Communication can go downhill at this stage if the receiver is not practice active listening.

Receiver: The end user of the message is called as receiver. The receiver should properly decode the information so that the message will be understood in a better way to draw the inference.

Feedback: This is referred as tail of the communication process. If the feedback is given from receiver end the communication is said to understood. The feedback will make the sender to improvise his communication or making his communication more clear in future.

3.4 Types of Communication

- a. **Formal communication:** This type of communication is also referred to as “official communication” Conducted through a pre-determined channel. For instance, a large number of your interactions within your profession, financial communication (from and to your bank, creditors, debtors, etc.)
- b. **Informal communication:** Informal communication is surprisingly popular, and also referred to as “the (unofficial) GRAPEVINE”. This is often by word-of-mouth information. In fact, it is this type of communication that opens you up to unofficial yet provocative information. Informal communication is Spontaneous and free-flowing, without any formal protocol or structure. Hence this type of information is also less reliable or accurate.
- c. **Oral communication:** Face-to-face oral communication is the most recognized type of communication. Here, what you express comes directly from what you speak. Again, this can be formal or informal: with your friends and family, in a formal meeting or seminar, at work with your colleagues and boss, within your community.
- d. **Written communication:** Any messages which a sender is planning to send will be in written form or in text messages, fancy mobile, your Face book, and Twitter updates, personal and professional email.
- e. **Interpersonal Communication:** Interpersonal communication is the communication between one person and another (or others). It is often referred to as face-to-face communication between two (or more) people. Both verbal and nonverbal communication, or body language, plays a part in how one person

understands another.

- f. **Musical Communication:** Music is also used as a means of communication. Songs and tunes are made to convey various moods or instill some quality among people. It ranks among the oldest known forms of communication. Companies around the world use musical tunes that identify with their product or brand.

3.5 Barriers to Communication: There are many reasons why interpersonal communications may fail. In communications, the message may not be received exactly the way the sender intended and hence it is important that the communicator seeks feedback to check that their message is clearly understood. Barriers may lead to you message becoming distorted and you therefore risk wasting both time and money by causing confusion and misunderstanding. Effective communication involves overcoming these barriers and conveying a clear and concise message. Some common barriers includes.

- Use of Jargon. Over-complicated and unfamiliar words.
- Lack of attention, interest.
- Differences in perception.
- Physical barriers.
- Cultural barriers.
- Emotional barriers.
- Language barrier.
- Gender barrier.

A skilled communicator should be aware of these barriers and try to reduce their impact by continually checking understanding and by offering proper feedback.

4. Summary of findings, suggestions and conclusion

4.1 Suggestions

1. At Personal level communication plays a very important tool which builds a rapport or cohesiveness between family members.
2. Interpersonal skills can be improved at personal level first than when compared to professional level.
3. At Professional level employee should be assertive and adaptable to changes for which communication is a crucial element.
4. Employer level also needs communication skills to delegate the task and conflict management to be addressed as a serious issue.
5. Policy formulation also needs communication under employer level so that theory can be put into practice.
6. To have proper governance in the country by political leaders requires good, clear communication.
7. Efficient leader’s whims and fancies can be brought into effect with the life skills only.

Conclusion

The destiny of the nation is shaped in classrooms. Communication skills cannot be taught, however they can be developed through proper training, dedication, and hard work. Communication is a process of transmitting the information and common understanding from one person to another. The elements of communication process includes sender, message, encoding, decoding, receiver and channel etc. The goals of effective communication includes creating a common perception, changing behaviors, and acquiring the information. For work life balance one must possess good communication skills and in professional life to have

sustainability in corporate sectors we require communication skills.

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