

COMMUNICATION SKILLS THAT MOVES INDIVIDUALS AND INSTITUTION
– A STUDY

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ABSTRACT

The word ‘communication’ is derived from the Latin term ‘communicare, or ‘Communico’, both of which mean ‘to share’. This is one of the survival skills in this advancing society. Due to the LPG (Liberalization, Privatization and Globalization) the importance of English in Job market has gone to the peak since the nature of job and its boundaries are expanded(Dewel,2004). Employees started working for other countries in BPO, KPO, BOS (Back office support) and other CALL centers. The very passport to enter into this high paid job is just a graduation and very good communication skills in English(Ellis, 2005). The good features of communication skills are as follows:

1. Neutralized Accent; (Onwuegbuzie, 2007)
2. Good Pronunciation (No Received Pronunciation);
3. Language and Vocabulary accuracy;
4. Customer Friendly interaction; and
5. Good drafting and Documentation Skills

Every 6 out of 10 people speak English language but with a little different dialect and accent as well. In the twist of time wheel we should be careful to update the job skills so that they find fit to be suitable to take up the career chances through challenges because this is a survival game. This paper throws light on the aspects of acquiring English language fluency through periodic practices in language. This paper also points out the chronological changes of Language, its styles and execution in day-to-day office communication.

NEUTRALIZED LANGUAGE STYLE

It is a well-known fact that English is not our mother tongue, it is our second language. At that same time we cannot use this fact as a license. The world of business communication has been growing in a tremendous phase in which language skills play a greater role(Howatt, 1984). Effective communicators will have a bright chance as well as career drive prospects. Nobody expects us to communicate like Englishmen but they expect us to communicate in acceptable English(Koch, 1991)..

WHAT IS CALLED ACCEPTABLE WAY?

The following aspects are called acceptable ways:

- a. Short, Smart and Sweet;
- b. Purpose orientation;
- c. Free from Jargon and Ambiguity; and
- d. Customer friendliness.

HOW TO WRITE A DOCUMENT WITH ABOVE SAID FEATURES

In any mode of communication, speaker / writer has to prepare some points and do some home work on the following aspects:

- a. Audience;
- b. Purpose;
- c. Style.

AUDIENCE

Communicator should be able to adjudicate the level of understanding of the audience. This audience profile will help the communicator to decide the style of presentation(Roberts, 2008). The audience profile and style will help to attain the purpose of communication. The

divorce between these will result in a mess and total effort becomes vain. The communicators should check once or twice to verify that their idea is well said in the statements. The following are few examples misaimed communication:

DO YOU KNOW WHY INSTITUTIONS USE PRINTED LEAVE LETTERS?

Since I have to go to my village to sell my land along with my wife. Please sanction one week leave.

Since I have to go to the cremation ground at 10'o Clock and I may not return, please grant me half day leave.

As I am studying in this school, I am suffering from headache. I request you to leave me today.

As my mother in law has expired and I am responsible for it, Please grant me 10 days leave.

My wife is suffering from sickness and as I am her only husband at home I may be granted leave.

My headache is paining...

Few Write-ups of Comic Script and Tragic Sense

1. A Troublesome-Covering Note...

Dear Sir,

With reference to the above, please refer to my below...

2. Responding an Advertisement WANTED Typist cum accountant' Both Male and Female can apply

A candidate application ! ? ! ?

As I am both for the past several years and I can handle both, I am applying for the post.

GUIDELINES FOR EFFECTIVE COMMUNICATOR

1. Know why you want to communicate and what response you wish to get in return. Do you just want to establish good will, do you want further information, or do you want some action?
2. Keep the communication short but not too short or you may be misunderstood.
3. Use words and phrases that the receiver can understand. Don't use technical language to a non- technical person
4. If your communication is oral as in the case of a presentation, or if it is in writing, charts and diagrams may help to communicate your ideas more effectively.
5. Communication being a two-way process, when the communication is oral, listening is extremely important. If the receiver does not listen carefully the speaker may be misunderstood.(Richard Culatta,)
6. To avoid problems and resistance in communication adopt a friendly attitude. Feel, look and sound, friendly.
7. Don't use tough sense in harsh language and think for some polite expressions, which will give good feed back on company's reputation.

CONCLUSION

It is appropriate to quote the name of play of Shakespeare, a veteran of English Drama – 'All that starts well ends well'. So communicators should think first then plan and act. The golden rule in communication is receipt of communication as expected. One should be more concerned on communicative language and its peripherals. A good communicative people make any organization not only successful but also result oriented.

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