Introduction

At present, effective communication skills represent one of the essential requirements of today’s business world. Besides other technical skills and knowledge, it is considered as one of the most influencing factors while applying for a job or sustaining in a particular work position. The main reason for choosing this topic for my research was realizing how important communication is in everyday situations. Being able to keep a fluent conversation is viewed as the main goal of students, which underlines the importance of speaking skills from student’s point of view.

Communication skills have emerged as the most powerful set of skills to possess for accelerating one’s career trajectory and speed of accomplishment in every walk of life. To prepare yourselves for a rewarding career in the broad field of management, it is even more essential to acquire, practise and exhibit high levels of communication skills in normal and crisis situations. Effective communication skills provide the ladder to the managers and leaders for rapid progression in their careers.

In managerial or business context, it is the science and art of communicating. Etymologically, communication as a word is derived from the word „common” in English or „Communis” from Latin. It means „shared by” or „concerning all”. Thus communication is a process of „influencing others” to achieve common, shared objectives. These goals could be that of individuals, families, teams, departments / functions and companies. Communication has emerged as a very powerful personal skill that individuals must acquire to be able to perform their duties and become efficient managers and effective leaders.

(1) Communication and Power

Communication is also the most powerful input resource in an enterprise. The various resources, just to recount, are as below:

- Men
- Money
- Materials
- Machines
- Methods
Messaging has emerged as the most important resource for, without it, nothing can be transacted anywhere. It is the lifeline of any society. It is the glue that holds companies, communities and countries together. There is another process that is also used to influence others – it is the use of authority or power. They say if person has power it shows because it quickly shows his influence or hold on others’ opinion. However, it must be understood in its proper perspective. Power has been described as a process of influencing others to do something that left to themselves, they will not do”. This process is, then, quite different from that of communication where we influence others as equals - members of the family, members of the inter-departmental teams or customers or fellow members of an association. The process of communication is greatly dependent on the skill of individuals who, as equal members, are in a position to influence others so as to compel, propel or impel them to work together to achieve common goals!

(2) Communication as a two-way process

Communication is a complete process - it starts with communicators sending messages to receivers. An experienced sender of message, whether oral or written, would think of the audience as his customer. He would try to gauge or guess the kind of level of communication the receiver is comfortable with. Thereafter, he would craft his message in a manner and in the language, words, phrases and idioms that the receiver is familiar with. Each receiver of message is really a customer whose needs and wants should be as well known to the sender as it happens in a market place. Obviously, like the sender who chooses words, phrases and idioms from his vocabulary depending on own learning, experience and exposure; receiver also has his own mental filter that is the product of his learning, experience and exposure. To absorb the message in his mind, he does the abstraction of the message into words, phrases and idioms that he is familiar with or has command over. This leads to his formulating his response to the message received. Once again, it goes through the mind filter and ultimately comes out of the
communicatee and starts its return journey to the sender of the message. It conveys back what is understood by the receiver. A sensitive speaker is able to judge the reaction of his audience from the gestures, sounds and expressions of the audience – the way they sit, the way they yawn or the way they twitter their fingers etc. It is thus a complete cycle because it is a two way process. Until the full process has been gone through the process of communication is considered to be incomplete.

(3) Information as a one-way process

Information flow is another related process. Information is knowledge; it comes from the processing of raw data which records the events as they take place in every miniscule of an organization or an institution. Knowledge is power. The flow of information is considered to be an extremely powerful tool at the disposal of men at all levels of a business enterprise. However, difference between communication and information flows must be understood clearly. Whereas communication is a two way process, information is a one-way process. It is, therefore, half of the process. Yet it is used very extensively in organizations. As businesses grow in size, complexity and dynamics, it is very difficult to ensure two way process all the time. Much of the time, information flows one way – downwards, upwards or horizontal along formal lines of command. These lines of command become the channels of information flows and serve as the cornerstones of communication, coordination and control.

COMMUNICATION 24 X 7

Knowledge and understanding of the subject of communication is growing very rapidly. Considering that people communicate all the time, round the clock or at least during their waking hours, they must learn how to use this abundant resource for business, personal life and society to their greatest advantage. By doing so, they shall be able to achieve their objectives proactively.

In business, this ability, if harnessed fully, will help managers / leaders understand their customers, colleagues and competitors better and will enable them to reorient their strategies, policies and tactics in every day working. As a result national economy and global market shall benefit considerably, enabling them to take the benefits of economic development to the remotest and the most disadvantaged segments of our planet.