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**SECTION 5. Philology**

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**IMPORTANCE OF GOOD COMMUNICATION SKILLS**

*Abstract.* Verbal and written communication skills are important in nearly every business or industry. The efficient speakers often get through the selection process relatively in a easier way. Communication skills always are the fundamental requirements of a person. Good communication skills do not come naturally, these are to acquire through rigorous practice and extensive exposure. Improving your employability skills through education, training and practical applications can give you an edge in the job market. In addition to giving an advantage in job search, these employability skills may also position you for higher-earning roles with greater growth potential.

*Keywords:* communication skills; soft-skills for employability; placement.

Communication is very important for all beings. Animals and humans, alike, use their own separate languages to communicate with one another, because no one can survive without communicating. Communication skills are a part of the spoken

and written language. These are the extra factors, which complete a communication process.

English language has become popular and routine in day to day official communicating and in routine life also. With the advent of globalization, English has become a global language. It appears to be the best bet as a link language. In fact, it still remains a strong communicative language.

Communication refers to the exchange of thoughts and ideas with the intention of conveying information. Communication is a two way street that includes vocalization as well as gesticulation. The purpose of communication is to convey one's beliefs, ideas, thoughts or needs with clarity so as to reach a consensus or a mutually acceptable solution.

The importance of communication skills cannot be underestimated. It has been known, that long before when language was yet to be invented, people used hand gestures and body language to converse with one another. Good communication skills are necessary in all walks of life. The lack of effective communication skills has a negative impact on the personal as well as professional life of a person.

Good communication skills are a prerequisite for professionals, in all walks of life. For example, ineffective communication, rather than incompetence, precludes the doctor from conveying to the patient that the former has the best interests of the patient in mind. For instance, a doctor may be knowledgeable and may have considerable expertise in his area of work. However, a patient may feel neglected or ignored if the doctor is not particularly good at communicating. The disillusioned patient may also consider getting a second opinion. A simple miscommunication, especially when a one is ill, makes one feel awful. A good health care provider, who is able to put patients at ease with a few comforting gestures and words, will definitely be an asset to any hospital.

A teacher, who is able to communicate well with students, can inspire them to learn and participate in class. Workplace communication can be improved by participating in a facilitated workshop. A workshop facilitator needs to be able to

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communicate. Without effective communication, even the goal of workshop facilitation cannot be realized. The facilitator needs to be able to identify dormant participants and encourage them to come forth with their views without seeming overly patronizing. All this is impossible unless the facilitator has astounding communication abilities coupled with a natural empathy towards fellow beings.

Good communication skills are an invaluable asset to a sales person also, since he/she is entrusted with the task of convincing the prospective buyer about the wisdom of investing in a product. This is done by assessing the needs of the buyer and suggesting a product that would meet the buyer's requirements. The product may offer a vast array of easy to use features that would definitely help in improving the quality of life of the user. Who is better to convince the buyer, about the multitude of features that the product has to offer, than a salesperson with a flair for words!

While the importance of verbal communication cannot be underestimated, one cannot do away or ignore written communication. A simple billboard, carrying a well written message, manages to hold our attention at a crossing. Authors have been mesmerizing voracious readers by the power of their words. The enthralled reader flips through the pages, reading well into the night, without giving much thought to the mode of communication. The above examples would have clearly illustrated the importance of communication skills.

Communication does not refer only to articulating words. Using sign language and the sense of touch to express and feel are also important modes of communication. Ultimately, communication should be effective. As long as there is clarity in communication, the goal of communication will be accomplished.

There are several ways, through which a person, can enhance their communication skills. And people require these extra methods, to grow and improve their existing language. Some techniques are that, People can attend workshops, or they can read about the topic. Certain authors have come up with self help books, which make the task of understanding the concept very simple. And people, can

practice, skills like writing etc. This will allow them to improve their written language and communication skills.

Communication skills are a required for maintaining relationships also. When with friends and relatives, good communication skills are needed to avoid confusion, miss-communication and fights etc...

So, effective communication skills are very important, for sustaining in the society. Most people judge another person on the basis of his/her body language and form an opinion based on their perception. Hence, effective communication skills are as important to humans as, growling is to a dog, to communicate and express himself. What the spoken language fails to express, that is easily expressed with certain hand and facial gestures.

Communication is the most important way of expressing any feeling towards any person or thing. There are various forms of verbal and nonverbal communication. Human evolved in life through communicating his thinking and understanding others point of view. Communication help people relate, interact, understand, believe and get connected to others. Globalization is also a result of communication. Communication is required everywhere, be it business, personal life, entertainment or for knowledge. Communication can be a one way or a two way process, depending on the way people react. For instance, some times while a teacher is trying to interact with the students, students don't respond, therefore, although it was to be a two way communication it has became a one way communication process.

Communication as already talked about helps in gaining knowledge, interacting with other communities and provides entertainment. The various forms of entertainment through communication are: novels, newspapers, bulletins, online interactions, watching TV, talk shows, etc.

According to me the best way of communication is reading, this helps you gain knowledge, helps you invest your time with yourself and is also a means of entertainment. If a person wants to gain knowledge then he can approach to some biographies, or newspapers or magazines. This will help the person know the world

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around him in a better manner. For some more people who want both can go for fiction or again biographies as in a biography you try to live the life of another person, which will for sure provide you the insight and entertain you for time being.

Communication is the articulation of sending a message through different media, whether it be verbal or nonverbal, so long as a being transmits a thought provoking idea, gesture, action, etc. Communication is a learned skill. Most babies are born with the physical ability to make sounds, but must learn to speak and communicate effectively. Speaking, listening, and our ability to understand verbal and nonverbal meanings are skills we develop in various ways. We learn basic communication skills by observing other people and modeling our behaviors based on what we see.

Communication can often be improved by identifying the appropriate media. Written, verbal or electronic methods, while impersonal, are fast and can be effective. Meetings, interviews and video conferencing require personal, face to face communication and thus interpersonal skills. Telephone and public address systems should be used only where personal communication methods are difficult. Written communication is very often the most suitable and clearest means of communication and can take many forms: memoranda; occasional or annual reports (fundamental in communicating accounting information); forms; notices; house journals and other forms of standard documentation such as rules and procedures, manuals and job descriptions.

People in organizations usually spends 75 percent of their daily time on communication through writing, reading, listening, speaking, inter-debate etc. Effective communication is an essential component for organization success, whether it is the interpersonal intra group organization or external levels. A recent newspaper report said that out of very hundred interviews, only five qualified for the employability. It is not that were technically not sound but they lacked in communication skills. Communication skills are as important as technical qualifications for youngsters aiming at a bright career. Communications hold the key.



Poor communication skills, low confidence levels and improper body language have resulted out in the job race. The person recruited will have to deal with the global clients directly. The command over the language and accent neutralization also plays a vital role in the recruitment process.

To be successful, a person requires an integrated set of communication skills. These skills comprise, writing skills, speech skills, listening skills, non verbal skills. One should have communication skills, while reading, writing, listening, speaking, conversation with various groups of people, government officials, bankers, family members etc.

Language skills and communication skills are essential for getting good placement. Everyone should revise the language habits from time to time, in accordance with changing life pattern and customs. As mentioned earlier, language is an expression of human activity and because human activity is constantly changing, language also changes along with it.

Every communicator must know the significance of language, which is essential for effective communication. There is no life without communication and communication flows like a river. Communication is the lifeline of management and it is vital for good management. The ability to communicate both verbally and in writing with a wide variety of people, maintain good eye contact, write clearly and succinctly, demonstrate a varied vocabulary and tailor your language to your audience are all essential skills that employers seek out. Good verbal and written communication means you can get your messages across with less chance of misunderstanding.

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