

USEFUL EMERGING TRENDS FOR COMMUNICATION SKILL

Abstract

The chapter throws light on some useful emerging trends for communication skill. Communication has become an indispensable part of every field. It is the only effective means that interconnects one thing with the other. With the advancement of technology the current age is evolving with different emerging trends that are useful for communication skill. In the modern age, the present generation is expecting innovations and effectiveness in communication process. No doubt, communication is most useful at state, national and international level to establish relations with one another. Language is the powerful means of any communication. The present chapter explores some emerging trends which are useful for effective communication skill.

Keywords: language, trends, innovations, communication

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I. INTRODUCTION

Communication is a significant skill and technique. In modern time communication trends and communication technologies are continually advancing which will be useful for the coming time. To face the competition we need to continue evolving with the changing times. Verbal communication and non-verbal communication these are the two kinds of communication. Communication process functions on the basis of these two kinds. The communication process involves the sender, the receiver and the transmission of a message through a proper channel. But the world is changing rapidly because of scientific and technological advancements. Nowadays, communication has become an essential medium of expression. There are some emerging trends that are useful for making communication more effective and proper.

1. Importance of communication skill: Communication is the process of exchanging ideas, facts, meanings and feelings. It is an essential part of everyone's life and important activity of our daily routine. The word 'communicate' is derived from the Latin word 'communicare' and 'communico' which means to share or participate. For human beings it becomes difficult to act without communication. Hence, communication plays a vital role in the life of every man.

Communication has a vast coverage for its importance. In the era of globalization people need to interact with each other to do their activities. Organizations trade unions are increasing day by day and they can perform their role only through effective communication. To maintain public relations communication also plays a significant role. People can perform their social responsibilities only through communication skill.

2. Communication and modern age: In the modern time communication has taken significant place in every field. Modern age is expecting changes according to the changing time. In the current era social Medias are performing an important role in communication process. Communication is the powerful weapon in the world of competition. Hence, ancient forms of communication require innovative changes in the communication process that may be useful for making communication skill effective one.

3. Emerging trends in communication Skill: The word 'innovation' has a concern with the development of something that is 'new' or 'enhanced' in some way. In the present situation innovation plays a vital role in the field of communication. Various innovations have been introduced at different levels of communication. But all the introduced innovations are not suitable and useful to achieve the expected goal. True innovation may bring sudden change and this kind of change is observed in communication process. Successful innovations bring drastic changes in the process of communication and make it more effective.

In this digital world of internet digital platform is required for implementation of innovative communication technologies. But, implementation of emerging innovative communication techniques are depended on the platform provided. Some Innovative communication techniques cannot be implemented anywhere as it requires basic platform. So implementation of such communication techniques is possible only where such basic platforms are provided. Some techniques have one way communication and no active

learners' participation. Such methods are not useful and interactive in communication process. In some other emerging trends.

Some useful emerging trends of have changed simple communication skill into effective communication skill. In recent years various trends of communication have been introduced and these communication techniques have brought some drastic changes in communication process which has made it system more effective.

- **Social media platforms:** Today, the platform of Social Media has occupied an important place in everyone's life. All social media platforms encourage people on their network. In modern era social media is a collective term for websites and applications that focus on communication, community-based input, interaction, content-sharing and collaboration. Most of the people make use of social media to stay in touch and interact with friends, family and various communities.
- **Video channels:** Communication channels are the effective mediums through which you can send a message to its intended audience. Phone calls, text messages, emails, video, radio, and social media are all types of communication channels but out of them video channel is more effective medium of communication.

Nowadays new technologies have changed the trend of working together. The Video-enabled phones, tablets, and apps allow people to screen-share, conduct presentations, and communicate in real-time so easily. Web-based video conferencing services have also made it easier for the people to meet in virtual rooms, which has greatly improved collaboration efforts. Most video conferencing solutions also come bundled with online collaboration tools such as document sharing, text chat, and screen sharing and it has made the way of communication easier.

- **Live chat:** Live chat is also one of the fastest and convenient mediums of communications. It is an online communication app that enables people and their website visitors to chat in real-time. Online chat is a great and easy alternative to phone calls or emails. In this process all visitors need to do is to type the message inside the chatbox and send it. Such Chat services are an immediate and direct way to collaborate with team members without the complicated email threads. Through this medium we do not only get the required information faster, but we can also use a range of media types including video and video conferencing. Through the proper intranet platform, people can also integrate chat into their digital places.
- **Modern internet software:** Intranet software is a digital workplace solution and an important communication tool. These kinds of softwares have made the way of communication easier and convenient. This trend has many benefits of social media, advancing mobile devices. With this trend all the communications, documents, and people are always connected with each other.
- **Feedback:** In the communication process feedback plays an important role. Feedback refers to a response from the receiver and it gives an idea of how the message is being received. In entire process of everything feedback is the last and important process of communication process.

- **Unified communications:** One more emerging trend in communication is unified communications. Today most people expect a single source of truth when it comes to understanding their goals and doing their jobs efficiently. In every field people are scattered with multiple platforms and overloaded inboxes. During this Internal communications software puts an end to missed messages by streamlining important announcements, content, and conversations in one place. This kind of platform includes chat services, phone and video conferencing, messaging, and feedback and commenting systems. People also receive information relevant to them, which eliminates confusion and provides a consistent user interface and experience across a range of devices and media types.
- **Mobile devices:** Mobile has become an indispensable part of everyone's life and it's an undeniable form of communication technology. Whether people are commuting to work, at an in-person conference, or on-the-go, strong mobile apps bring the office to your people, wherever they are and make the way of working easier.

II. CONCLUSION

In the 21st century people should accept and practice some innovative communication techniques. For acquiring effective communication skill person should innovative, creative and resourceful. Learner should focus on some useful recent trends that can be applicable for effective communication. Everyone should have thorough knowledge innovative communication techniques to make the simple communication process into effective one. In this computer era the world is changing rapidly and communication approach is changing time to time for making communication process more effective. Hence, every learner has to improve and upgrade knowledge of communication skill to compete with the changing scenario. Current generation expects effectiveness and easiness in every field and for this communication is not an exception. Hence emerging trends are useful for communication skill and present generation expects more useful trends in the coming days.

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