

# EFFECTIVE COMMUNICATION SKILL: NEED OF TODAY

## Abstract

Communication means giving, receiving or exchanging ideas, messages and information through the help media. Communication has acquired an important place in every field of the world because without communication skills nobody can establish relation with the strange people for any purpose. In this globalized era advancement is observed in the fields of science and information technology. In the development of every country communication plays an important role. Without communication nobody can exchange ideas, feelings, thoughts, information with anyone. Hence communication is the only medium which can link one man with another, one state with another and one country with the country. For strong results we need to have strong communication for any purpose. Effectiveness in any fields brings effective results. So for strong responses in any sector effective communication has become necessary.

**Keywords:** communication, effectiveness, information, Language

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Communication is a skill and technique which can be acquired through practice and learning. It requires complete knowledge of a communication skill. Nowadays communication has occupied an important place in any field of the globe. Communication is the only effective tool that can be used for exchanging information in a proper way. There are two kinds of communication one is verbal communication and other is non-verbal communication. Both the types of communications are useful and effective for conversation. In verbal communication words are used to communicate with others and in non-verbal communication body language, gestures and behavioral changes.

In the current computerized era effectiveness is required in any field though it is private sector of government sector including science, technology, globalization, education, social, political and cultural. Every field is demanding for the effective result of the action taken and for achieving effective results effective communication plays a vital role. Efforts done through effective communication no doubt brings the expected results.

English has become the language of national and international communication. Pandit Nehru says about English language, "English is our major window on the world". Only through this window anybody can observe, work and maintained their relations at national and international level in the world. English is called a linking language because English is the only means of exchanging thoughts, ideas and feelings at international level. Any person can acquire required information from a strange of other country through communicating in English. Hence, English has become one of the best languages

Nowadays, communication is the only medium of keeping contacts with public. Public relations are depended on the type of relations which are maintained by the people. Effective and good communication keeps public relations healthy and strong. Today, maintaining public relations has become necessary thing in social and commercial sector. Public relations are important for achieving opportunities from this competitive era and maintaining these kinds of public relations are possible only through the help of good communication skill.

Any type of communication is important for accomplishment of any work. As communication between two people is important as well as group communication and public communication is also important. Without communication no work can be done. Today social media has become one of the significant medium of communication. Computers, television, social platforms, mobiles have made communication effective and advanced.

**1. Effective communication:** Effective communication means exchanging information in effective manner. It is nothing but comprehending the feelings and objectives of the information. The quality of listening is very important to make communication more effective. Clarity in conveying a message makes communication more effective. It helps to the listeners understand the message properly. Without clarity in messages it creates confusion, misunderstanding and conflicts. Hence for clear communication there is a skill and that should be acquired by the people.

**2. Types of Communication:** There are many ways of communicating with the people. According to the requirement these types of communication are applied by the people. The following are the types of communication.

- **Verbal communication:** Verbal communication is one of the most important types of communication. In verbal communication not only language and words are used but tone of language is also used. This is the mostly used type of communication in every field.
- **Nonverbal communication:** As verbal communication is important in the same way non-verbal communication is also very much important. It is the only way of communicating with the people without the help of words through body language, gesture and different way of expression.
- **Written communication:** This type of communication has been used since so many years in various fields. Letters, applications, requests, complaints, reports are always in written forms. For written communication pen and papers are used but nowadays email and message are used for written communication.
- **Visual communication:** Today, social media has become one of the effective tools for effective communication. It is the only type of communication that connects us throughout the world within few moments. There are some medium of visual communication that are Face book, Whatsapp, Zoom, Instagram, Twitter and so on.

**3. Barriers in effective communication:** There are some barriers in effective communication skill that can be removed by good practices. By avoiding these barriers we can make communication more effective.

- **Concentration:** Concentration in any thing is important for the desired results. But nowadays focusing on any particular thing with proper concentration has become a difficult task.
- **Improper body language:** For effective nonverbal communication proper body language is required. Proper body language explains a lot. But improper body language conveys wrong message. Hence improper body language may become a hurdle in effective communication.
- **Negative behavior:** Negative behavior encourages us towards negative body language. Negativity cannot make communication effective. Hence negative behavior is a big hurdle in effective communication.
- **Lack Confidence and Transparency:** It is very difficult to communicate anything when there is a lack of confidence and transparency. Both the things are important for effective communication skill.

**4. Important Tips for Effective communication skill**

- Becoming a good listener is important for effective communication skill
- Paying attention to nonverbal signals including body language, facial expressions, body movement and gestures is important.
- Maintaining our stress also helps in establishing effective communication skill. It will help in communicating effectively by staying calm under pressure also.
- Assertive expression is also important for effective communication. It will help in clear communication process.

- Implementing received feedback positively will make effective communication. Accepting compliments, avoiding mistakes improve communication.

## CONCLUSION

In the advanced 21<sup>st</sup> century effective communication skill has become an essential part in every sector of life. Every field is expecting effectiveness in everywhere. Though there are some hurdles in establishing effective communication but with the help of some important tips effective communication is possible.

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