



EFFECTIVE BUSINESS COMMUNICATION IN PROFESSIONAL LIFE

P. Dhanapalan*, S. Veeramani*, Navya Susan Thomas
& Karishma S****

* Assistant Professor, Department of English, Dhanalakshmi Srinivasan Engineering College, Perambalur, Tamilnadu

* UG Scholar, Department of Biomedical Engineering, Dhanalakshmi Srinivasan Engineering College, Perambalur, Tamilnadu

Abstract:

Almost everyone recognizes and accepts the prominent and paramount international significance of English Language and communication skills. This wide recognition is primarily because of the usage of English language by over a billion people all over the world. The whole globe has shrunk to become a 'virtual global village'. Multi-National Companies are taking rapid strides with their head offices in one country and are prospering with their ever growing number of branches in other countries. All this has been possible only and only because of the international presence and acceptance of English language as a cementing force.

It goes without saying that those who have cared to master English language and are able to use it professionally and for other activities of their day-to-day life definitely have an edge over those who aspire to do so. The countries which have realized and accepted the importance of English language are sharing a scoop in the revolutionized business scenario. The youth of such proactive countries have ample opportunities not only to earn their living but make their lives rolling in luxury. Whereas the countries who do not join the march and under estimate the value of English language, will be left behind as 'slum areas' in this race of globalization.

Gone are the days when 'communication skills' was a mere topic. But in the modern scenario, its importance has swelled to a complete and indispensable subject of study for management trainees or professionals. No one can undermine its relevance. 'Communication skills' is the catch phrase of this century. Everyone is obsessed with it and wishes to be a master of it. About 70% of our working time is spent in some kind of communication. And if one is not proficient in this skill, one is liable to lose much in one's professional as well as social and personal life. Therefore mastering the art of communication is of paramount importance in today's world of concern and commerce.

Effective Business Communication in Professional Life:

The shrinkage of the world into a global market and rapid changes in the field of information technology and scientific development has made the business arena more fierce and competitive. The success of any organization or individual in this result oriented business environment highly depends on its ability to communicate effectively. Consequently, modern professional organizations attach a great deal of importance to devising and maintaining efficient system of communication

The purpose of communication is to secure desired response by conveying the information. Remember that the object of any communication is building a bridge to the other. It's not just about speaking, its making sure you provide the verbal links that join you with the object of influence you want to have. The effectiveness of communication depends upon its purpose, spirit and substance. The media, forms or techniques used are of

secondary importance. It should be a complete and comprehensive process and not an isolated activity. The effectiveness of communication depends upon its speed, accuracy, clarity, reference, realism and perspective. In order to make the communication process effective, conscious efforts should be made to remove the barriers to communication process. Apart from that, some of the principles of good communication system are:

Clarity is the most essential requirement of a communication. The idea to be conveyed must be absolutely clear in the mind of the communicator. The contents should not be vague, confusing and amenable to misinterpretation. It should result in accurate understanding. The purpose of communication should be clearly mentioned. Languages tone and the total approach adopted should be suitable to the subject. Before you begin communicating, whether it's spoken or written, ask yourself what do you want your listeners to know, do and feel as a result of your message? Then put yourself in their shoes and ask what you would need if you were them and design your communication accordingly. To encode a message clearly, the speaker needs to have a clear idea in his mind. If the sender is confused and does not have the clarity of message to be conveyed, it is obvious that the receiver will not be able to understand the message properly. Secondly, the sender should use clear unambiguous words and expression to convey his message.

The message to be conveyed must be complete in all respects. It should give complete information. The sender should make sure the what, where, how, why and when is satisfied. An incomplete message will breed doubts in the receiver's mind. For example, if you are to convey a message about an important meeting, you should specify clearly when the meeting is to be held, why the meeting is to be held, where the meeting is to be held, what is the agenda of the meeting and all other important details about the meeting. Try to clear all the possible doubts which may crop up in the readers or listeners mind after listening to or reading your message. So, before communicating your message, try to anticipate the reader's point of view and then encode your message clearing all his doubts.

Think of the communication process as an educational experience. Presume that you are teaching others what you see and want them to do, as they are doing the same. *It's not what you say, it's what they hear!* And always remember it's your responsibility to make sure they hear what you want them to. As a sender, it is your responsibility to educate your receiver about your ideas. No doubt, the receiver of the message has an equally responsible role to play in the communication process, yet the sender should be more careful as he wants a desired response from the receiver.

Both the sender and the receiver of the information must have the right kind of attitude. The sender should use a polite and courteous tone while encoding his message. If his mind is disturbed or he is cross with the person he is to communicate, there are possibilities that he may not be able to get the desired response from his receiver. The sender should take care of the self-respect of the other person. He should not use such expressions or tone that may hurt the recipient. He should judiciously choose the words and expressions to convey his message. In case of asking for favors, the words like please should be hesitatingly used. After getting the desired response, genuine thanks should be conveyed. The listener should also be willing to listen to the speaker. He should not let his personal tensions or mental conflicts interfere in the communication process.

The next important characteristic is that both the communicator and the recipient should participate in the communication. It should involve both telling and listening and it should lead to better understanding on the basis of shared information. The sender should seek a response of feedback from the listener to ensure the proper delivery of the message. It should not happen that the sender goes on speaking without considering the comprehension abilities of his listener. It will be a failure of communication. Receiver also should understand his role in the communication process. He should be attentive while listening and should put aside his prejudices and biases if any.

Communications must be followed up either by asking questions, encouraging others to express their reactions through subsequent contacts etc. Necessary feedback is a must to secure complete understanding and appropriate action from the addressee. Thus, strategy, content, channel and feedback are the most important factors which ensure an effective communication. Feedback explains the understanding of the receiver of the information. Effect of communication can be known only through feedback.

Communication channel should be appropriate depending on the nature and purpose of the information to be transmitted. Every media is may not be suitable for all kinds of communication situations. Appropriate media of communication should be selected keeping in view the situation in hand. First the receiver/s should be taken into account. Their abilities to comprehend the message must be evaluated. E-mails and other electronic Media of communication should be used only if the receiver is well versed with modern technology. Written Media should be employed for a formal communication. While oral media should be used in case a prompt response from the receiver is required.

It must take in account all the physical environments and human conditions. Physical features, social conditions, work relationships, historical precedents etc. must be considered. Only then the communication can be effective.

Conclusion:

Good communication is always said to be an essential skill in being personally effective. It is also an essential skill for everyone who works for supervisors and managers or who is part of a team at work, home or socially. However, our ability to communicate effectively will be governed by many things, but mainly on our development of skills which will help us to balance the conflicting aims, interests, rights and reactions of others with our own. The fact is that apart from the basic necessities, one needs to be equipped with habits for good communication skills, as this is what will make them a happy and success social being.

References:

1. Antony, A. Teaching of English as a Second Language in India. Bareilly: PBD, 1993.
2. Mohan Krishna & Meera Banerji. Developing Communication Skills. New Delhi: Macmillan India Ltd., 1997.
3. Singh, R.K. Communication in English: Grammar and Composition. Bareilly: PBD, 1996.
4. Widdoson, H.G. Teaching Language as Communication. Oxford: OUP.