

**COMMUNICATION – THE CENTRAL ELEMENT OF LIFE**Tummala. Sai Mamata^{1*}, Dr.M.Latha²

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**ABSTRACT**

Human beings are the unique creatures in this magnificent world. To speak one's mind it is must they need to communicate. A just born kid also communicates revealing her/ his identity with a small cry. Communication can be in any form. When we meet a stranger, to break the ice, a simple smile also conveys a message to the other person. A day in anyone's life cannot be imagined without communication. In the globalized world, it has become essential for all to communicate to people unknown crossing the oceans and continents. So communication has topped the first rank in achieving success. It's quite natural that all the companies, organizations and educational institutions are giving a privileged status to communication. Along with communication, the body language, expressions and so on are also to be bothered for the successful growth in the fast growing world. It's very important that communication plays a crucial role in today's modern world. It is also important to safeguard ourselves to not get the wrong end of the stick. So it's the duty of every individual to groom them to be a part of this sophisticated and modern world with good communicating techniques. The present article throws a light on the art of speaking which though known should be more refined to meet the needs of the day.

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Communication has become the integral part of life. Wherever there is life, communication exists. So it has become the most crucial part for every individual that they have to communicate with the other human beings either in social meetings or in working places. Communication is an exchange of facts, ideas, opinions or emotions by two or more persons. It is a process of interaction among people. As interaction is the key point, it can be formal or informal. It is not a big issue when informal communication is considered but coming to formal communication the clarity of speakers tone is taken into account. If the speaker fails to communicate and reach the listener there would be some misunderstandings. Formal communication aims at the speaker's perfection.

Communication is the soul of management analysis. The world has become a global village, where the need to work with people in different regions has become inevitable. Mastering oral language skills is good for employees since a good command of oral communicative proficiency helps them to express their feelings, thoughts and ideas. The art of speaking is the most handy and obvious form of communication. As Rudyard Kipling Says, "Words are, of course, the most powerful drug used by mankind." So the drug should be used carefully in proper dose otherwise it may give birth to side effects. 'KISS' principle is apt in communicating which says 'keep it short and sweet.'

With Liberalization, Privatization and Globalization the competition among the organizations has become rigid than ever in satisfying their customers. It is a known fact that communication is unavoidable under any circumstances. It is a continuous process and a two-way traffic. It's a universal phenomenon that no human being on this earth can lead his life without communicating with his colleagues or friends. The common activities carried by each and every individual on this earth involve communication. As Ruth St. Denis says, "I see dance being used as communication between body and soul, to express what it too deep to find for words." All the natural instincts also convey a message though one may not open his mouth to communicate. A teacher seriously looks at a student to convey a message that he/she

needs to concentrate on the lesson, though she may not say it using words.

"If your body language doesn't match your words you are wasting your time." Yes, of course it is absolutely correct. Though many of the people are not aware of it, many receive and send non-verbal signals all the time. These signals indicate their feelings. Body language is one form of communication used in the place of words. One may not open his mouth and express his feelings but his facial expressions mirror his inner emotions. Body language includes the subtle movements that many people are not aware of, which includes winking, movement of eyes and so on. Body talk can contradict the spoken words. Body is more articulate than words in communicating. But one needs to be careful as we are not aware of how we reach to other people. We may for example, form a negative judgment about someone because she slouches, won't look us in the eye, or 'talks with her hands'.

As body language is neck and neck with communication in words, one should be careful with their gestures. It helps to build interpersonal relationships between the employers and employees. Body language is a product of both genetic and environmental influences. Refined gestures are learned through learning usually by unconscious observation of the environment. Eye contact is an important aspect of social interaction. A survey says that

Communication through body language	-55%
Communication through tone	- 38%
Communications through words	- 7% .

It is crystal clear that body language increases attractiveness, reveals emotions, reduces confusing words, improves communication skills and gives better first impressions.

"Eyes are so transparent; that through them, one sees the soul." Eye contact is another important element in expressing feelings and emotions. When people encounter people or things they like, the rate of blinking increases and pupils dilate. While one person looks at the other person, the eyes indicate a range of emotions, including hostility, interest and attraction. Researchers have discovered a fact that one of the main differences between people who make friends easily, and those



people who have hard time making new friends is how much eye contact they make with their conversation partners. Effective eye contact increases the list of our near and dear people.

However we speak, speaking is a spontaneous and deliberate action. Many times we need to speak without preparation. But in public speaking and making presentations it is must that the speaker should be creative for presenting his well expressive thoughts. The choice of the employers is always to hire talented people good at public speaking and communication skills. May be today or tomorrow every employee will be forced to enter the arena and speak to an ocean of eyes and ears. It is a skill that every individual should practice from his student life. It is confident that public speaking improves the self-confidence, ability to communicate and articulate thoughts and ideas, persuade others and create new opportunities. Rami Belson saying is true when he refers to this particular context. He says, "It's better to keep your mouth shut and give the impression that you're stupid than to open it and remove all doubt."

Effective communication has become essential for all organizations. To be a good communicator, one should keep in mind the seven C's concept

- Candid -be straight forward, free and frank
- Clear- have clarity in words and thoughts
- Complete- avoid misunderstanding and misinterpretation
- Concise- keep it short and sweet
- Concrete- Remember 'brevity is the soul'
- Correct-Accurate message in every respect like spelling and grammar
- Courteous-right frame of mind, politeness and respectful

It is a well known fact that communication is a dynamic interactive process that involves the effective transmission of values and thoughts. It involves a variety of forces and activities interacting over a period of time. A part from the communication mentioned above there is modern communication through technology. The great concern of an organization is to deal with the accumulation of information and keep its communication patterns

strong and healthy enough to bear the burden by handling enormous data. Technology is a boon to help the organizations to keep their communication pattern vibrant and meaningful to meet the increasing demands. Technological devices like DTP, Power Point Presentation, mails and so on help to transfer the communication from one person to another.

The common interest of all the people around the world is listening to a story. Though the story is well-known to all, it stands as a good example to prove how effective communication skills are. A blind boy sat on the steps of a building with a hat by his feet. He held up a sign which said, "I am blind, please help." There were only a few coins in the hat. A man, who was passing by took a few coins from his pocket and dropped them into the hat. He then took the sign, turned it around and wrote some words. He put the sign back so that everyone who walked by could see the new words. Many people started giving money to the boy and the hat began to fill up.

The man came that afternoon to check whether there was any change in the boy's life after he had changed the sign. The boy could recognize the man by his footsteps and asked him what he had written to change his distressful life. The man said, "I only wrote the truth. I said what you said, but in a different way." I wrote it as, "Today is a beautiful day and I cannot see it." Of course the first and the second things were saying the same thing that the boy was blind. But the first sign simply said the boy was blind and the second sign told people they were so lucky that they were not blind. Is it not amazing that the second sign was more effective and effervescent? That's the magic of communication. Great men always say, 'Life has to be an incessant process of repair and reconstruction of discarding evil and developing goodness. In the journey of life, if you want to travel without fear, you must have the ticket of a good conscience.'

Of course, certainly the most beautiful thing is to see a person smiling and even more beautiful, knowing that you are the reason behind it. One should agree to the above point that communication in any form makes us to be happy and successful amidst the chaos in our personal lives. In spite of the various barriers that disturb the process of communication, it is easy for one to have good



communication skills as man is a social being and is a continuous follower of knowledge and wisdom. 'Face is the index of mind and voice is the index of the soul.' It is very important to remember the above statement because the body language and the words present us as we are.

The following tips help a person to gain self confidence and improve his power of speech.

- Take the charge early
- Aim at the audience
- Choose the right topic
- Do something different
- Maintain the speed of talking
- Make the audience talk
- Bring alive and exploit the magic in words

A good communicator never forgets the need to create the right ambience. He builds the gap between himself and the audience. To make effective presentations and become a good communicator feed backs and self assessments are important. They help the individual to plan meticulously for the coming speeches. The success lies in his own hands; fate is decided by his own words and deeds. As Bill gates says, "I'm a great believer that any tool that enhances communication in terms of how people can learn from each other, and how they can achieve the kind of freedom that they're interested in."

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