

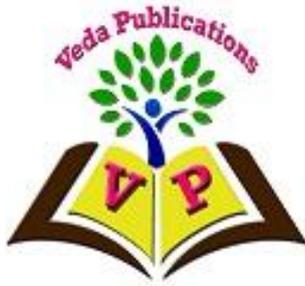


## COMMUNICATION FOR PROFESSIONAL PURPOSES

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### ABSTRACT



The art of communication is an evergreen event that is recognized in most of the professions. This paper will give insights on the importance of said topic along with discussing the various professional events and impacts of such events in different work places. Though the basic need of communication is to transfer the information, the acquisition of professional communication skills will enable the employees and employers a lot of flexibility in making the work places more competent and quality. Different methods of transmission of information, expressing the opinions and sharing the idea will definitely play a prominent role in giving multi faceted benefits in team based task linked organizations. Different types of communication and stages of them create comfort zone to the speaker/writer and listener /reader. Communication with qualified expressions adds value to the events and issues. The interactive events for various purposes bounded with the art of communication skills in their success rate. The better communication skills in work places work as medicine for various psychological problems that employees face in their jobs. This in turn not only helps the people to build strong relationships with co-employees but also organization. Communication skill is elegantly laid-out tool to have a great control over the job that we do. The effective communication skill wipes off cultural, social and economical barriers in different professions.

**Keywords:** *Communication skills, Verbal communication, Visual communication.*



“Great minds discuss ideas; average minds discuss events; small minds discuss people” - Eleanor Roosevelt

Communication skills involve different kinds of such skills namely Verbal Communication, Body Language, Physical Communication, Writing, Storytelling, Visual Communication, Humour, Quick-wittedness, Listening, Presentation Skills, Public Speaking, Interviewing.

### **VERBAL COMMUNICATION**

The sharing of information among the individuals by using the words is verbal communication. Individuals working within a business need to effectively use *verbal communication* that employs readily understood spoken words, as well as ensuring that the enunciation, stress and tone of voice with which the words are expressed is appropriate. Everyone has a unique style of communicating and perceiving the messages.

The two different verbal communications are written and oral. Business professionals demonstrating effective *verbal communication* skills use spoken words to convey a message clearly and concisely. To get a message across, the sender needs to ensure the receiver correctly interprets the words. If not, confusion and conflict typically results. By successfully delivering a message, business professionals describe ideas, thoughts and directives that allow colleagues to work better together. Effective verbal communication begins by acknowledging what the audience needs. By planning what he wants to say, how he wants to say it and seeking feedback on how the message was received, a business professional ensures successful communication.

### **OCCURRENCE OF VERBAL COMMUNICATION IN MEETINGS**

Verbal communication occurs in meetings when participants share their ideas. Effective meeting organizers clearly define their objective, such as whether the intent of the meeting is to make a decision, brainstorm ideas, approve a plan, communicate a change or get a status report. At the beginning of the meeting, an organizer uses verbal communication to state the priorities of the meeting,

the desired outcomes and the amount of time allowed discussing each topic. By asking for additional input from participants, she ensures the meeting remains relevant for everyone. The meeting organizer also ensures that every participant gets a chance to speak without monopolizing the agenda.

### **PROMINENCE OF VERBAL COMMUNICATION IN PRESENTATIONS AND LECTURES**

Using effective verbal communication, business professionals give presentations and lectures to convey their expertise on a particular topic. Whether a business professional provides instruction, describes a product to make a sale or communicates a vision or strategy, he needs to keep the message clear by preparing adequately. Using vivid language, descriptive examples and supplementary visuals, he ensures a successful presentation. By using short words and sentences, speakers tend to avoid confusion. Effective presenters allow time for the audience to ask questions and provide comments.

### **THE EFFECTIVE USE OF VERBAL COMMUNICATION IN WORKSHOPS**

Workshop organizers use verbal communication to direct the activities of participants. By providing clear instructions for group, the facilitator ensures a positive development experience. For example, a leader describes the rules for participating role-playing exercises, talks about the scenario and determines how long the activity takes. Using effective verbal communication, leaders guide participants in researching issues, solving problems, negotiating solutions and making decisions.

### **ROLE OF VERBAL COMMUNICATION IN CONVERSATIONS**

Conversations typically involve two people discussing a topic. Effective verbal communication occurs during conversations when the speaker acknowledges the sensitivity of the subject, time constraints and types of questions the receiver might ask. If the conversation occurs face to face, successful communicators use active listening skills such as repeating back what the other person has said. They also resist the temptation to interrupt and allow the other person to speak up as well to convey their



thoughts. If the conversation occurs by telephone, the participants need to pay even more attention.

### **THE VERY INVOLVEMENT OF MEANING IN VERBAL COMMUNICATION**

We know that verbal communication is symbolic and that meanings are established through its use. Though, we need to examine what meaning actually means. Words are given the following two types of meaning: denotative and connotative. Taking things one step further, words are also given value based on the meanings applied

#### **DENOTATIVE MEANINGS**

Words, as with all symbols, can be given multiple meanings depending on how they are used and the circumstances surrounding their use. Polysemy is the term used to recognize that there can be multiple meanings given to the same word. If all symbols can have several different meanings, then each time you speak or hear a word, you must determine which meaning applies. Denotative meaning is the general meaning of a word. It is the meaning or meanings appearing next to each word in the dictionary. (Dictionary and denotative both obviously start with the same letter, if you need help remembering the term on an examination.) If you point at a cat and say, "Cat," everyone will know that the sound denotes the object that is furry and whiskered and currently sleeping on your keyboard as you read this book. Denoting the same object or idea by the same words is an obviously fundamental requirement for communicating.

Conversation works only when people can assume that they share the world by using the same words to denote items. Remember, there is never complete agreement by individuals on the meanings of any word, but there is often at least some overlap of meanings. The polysemic nature of words can make determining intended meaning a challenging task, though Connotative meaning refers to the overtones and implications associated with a word or an object. For example, cats are seen as independent, cuddly, hunters, companions, irritations, allergens, stalkers, stealthy, and incredibly lucky both in landing on their feet all the time and in having nine lives. If you talk about a friend as a "pussycat," you are most likely referring to the

connotative meaning and implying that he is soft and cuddly and perhaps stealthy, companionable, and lucky. You are unlikely to be referring to the denotative meaning and warning people that he or she is actually, secretly a cat and has fur and sleeps on keyboards. Since connoting involves the implications of a word, some words carry baggage that can elicit an emotional response. Consider, for instance, the different emotions stirred up by the words patriot and traitor. The first connotes many good feelings of loyalty, duty, and faithfulness.

#### **CONNOTATIVE MEANINGS**

The second connotes bad qualities like deceit, untrustworthiness, two facedness and disloyalty. These connotations are polysemy: the fact that multiple meanings can be associated with a given word or symbol rather than just one unambiguous meaning denotative meaning: the identification of something by pointing it out ("that is a cat") Sapir-Whorf hypothesis: the idea that it is the names of objects and ideas that make verbal distinctions and help you make conceptual distinctions rather than the other way around connotative meaning: he overtones, implications, or additional meanings associated with a word or an object What factors might be influencing the conversation of these two people? extra layers of meaning atop the denotation of a person as one kind of citizen or the other. Words carry strong and varying connotations in particular cultures and within particular relationships. As a result, your ability to understand someone improves as you know more about the associations he or she makes to certain words, either culturally or personally.

### **THE RELATIONAL QUALITY OF VERBAL COMMUNICATION**

Verbal communication is also relational. Accordingly, verbal communication influences relationships, and relationships influence verbal communication. Whenever you communicate verbally, a particular relationship is presumed with another person, the members of a group, or an audience. Another way of thinking about this is that when you are verbally communicating, you are also relating.



## TRANSACTION OF RELATIONSHIPS BY VERBAL COMMUNICATION

As we will maintain later in the chapter and again on the chapter dedicated to personal relationships, it is through verbal communication and other symbolic activity that relationships are developed and maintained. They are symbolic creations, literally talked into existence. That statement may be difficult to wrap your head around at this point, but it will become clearer after we cover that idea later on.

## REGULATION OF RELATIONSHIPS BY VERBAL COMMUNICATION

Relationships influence the meanings that are given to words and the words that are actually used. As mentioned in Chapter 1, the words "I love you" have different meanings attached depending on the relationship in which they are spoken. Saying those words to a romantic partner would mean something different than saying those words to a friend.

Moreover, relationships influence what words are uttered in the first place. Regardless of great customer service, you would not expect a checkout person at a grocery store to say that to you as a customer. Here as well, we see relationships being created through verbal communication. The very fact that you would or would not say something reinforces the existence of a particular relationship! With friends, for example, we draw on words differently than we do in work relationships, family relationships, and school relationships. Specific relationships are also reinforced through the meanings and intentions we assign to the words of others. Kirkpatrick, Duck, and Foley (2006) noted that enemies do not trust each other to mean what they say, each suspecting the other's words to be a lie or misdirection.

## VISUAL COMMUNICATION

A picture is worth a thousand words, Visuals can instantly communicate emotion or information it's a great and wonderful skill to master. Though there are many things to be discussed that are related to visual abilities such as Visual Literacy, Visual Reasoning, Spatial Analysis, and Visual Analytics, eye contact has social significance in every

culture. Humans are hardwired to seek information in the eyes of others. Eye contact can arouse strong emotions. Strangers on trains avoid eye contact when they want to maintain their private space. Where you focus your eyes gives clues to others about what's on your mind. But what does all this mean to business? There are 4 things to keep in mind:

### STRONG EYE CONTACT

The eyes are the window of the soul. It's common to speak of "strong eye contact" as a soft skill. It's difficult to define exactly what this means. Generally, it's a good idea to look in the eyes of the person you're speaking to for much of the conversation. However, conversations are not staring competitions, it's okay to look away from time to time. Generally, when you are comfortable with yourself it will show through in your eye contact. Eye contact comes naturally to the majority of people.

### EMOTIONS SHOW IN THE EYES

Social psychologists believe that people seek eye contact because the eyes can communicate emotions. If you want to read someone's reaction to your words, it's possible to sense information in their eyes. For example, anger shows readily in the eyes.

### IT'S NOT A TECHNICAL SKILL

Your eyes express your underlying emotions. It's not something that you can directly control. This is the basis for the old proverb "eyes don't lie".

### CULTURAL DIFFERENCES

In the West, eye contact is considered important when shaking hands. In Japan, bowing is the traditional business greeting. Westerners sometimes try to maintain eye contact when they bow, this is a mistake. It's difficult to bow and maintain eye contact, so people lower their eyes. It's also customary in Japan for people to lower their eyes as a sign of respect to a superior. For example, a student may lower their eyes to a teacher. However, eye contact is generally maintained in conversation in Japan as in the West. In some East Asian cultures it can be considered a disrespectful challenge to look a superior in the eyes for too long. Seeking constant unbroken eye contact can be considered annoying in East Asia. It can be considered annoying in Western countries too if you overdo it.



## PROVIDING INFORMATION THROUGH VISUALIZATION

Different visualization methods play a vital role in providing information.

Visual expression of emotion, visual expression of concepts, simplifying complex Ideas, technical drawings, engineering drawings, scientific diagrams and graphs, tree mapping, flow charts, data flow diagrams, mind maps, concept maps. Maps (Cartography) statistical graphics timelines hierarchies' network visualization (Representing Relationships) argument maps symbols are some of the major events where visualization becomes important.

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