

## COMMUNICATION SKILLS FOR SPECIFIC PURPOSES

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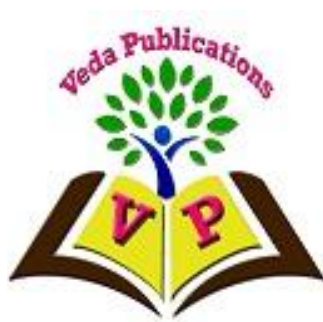
### ABSTRACT

Communicating the intended message clearly and effectively is an important skill, which is often a key factor in deciding the chances of success. Communication is the process of transforming information from one entity to another; but communication skills are a set of important attributes that highlight one's personality. You need to focus diligently on your communication skills to convey your ideas better.

Globalization requires more effective communication competences of professional and therefore education be it education or corporate training-talks and interest in efficient competence building. The study examines the construct of language and communication for professional purposes (LCPP) as appear through the language needs analyses in industry and business.

As for language education the study finds that positive makes of good language education are often related with sociocultural and experiential learning, intercultural competence building and learner agency and autonomy.

**Keywords:** *ESP-English for specific purposes, LCPP, language needs analysis methods, stake holder perspective Information, Verbal, Non-verbal*





## INTRODUCTION

Communication is the process by which we exchange information between individuals or groups of people. It is a process where we try as clearly and accurately as we can, to convey our thoughts, intentions and objectives. Listening Skills – Good communicators know the importance of listening. They will tell you that listening is more important than even speaking. While in a conversation, if you do not listen carefully to what others are speaking, it will appear as if you are simply trying to put your point of view only and trying to dominate others, which might project you as very arrogant. This at times may prove a pitfall for you. Resist distractions and encourage the speaker. A good listener has the power to create a good audience, so try to maximize your audience and pay regard to what they say. Improving your communication skills is an art that comes with regular practice. As proven, practice makes a man perfect, start with a noble intention and keep practicing dedicatedly till you reach perfection. No matter how intelligent you are, your communication skill is the only attribute that will help you to convince your target audience. So, make wise use of your words skillfully and make sure to establish your point politely.

Remember, the art of communication is the language of leadership. Communication is simply the act of transferring information from one place to another, whether this be vocally (using voice), written (using printed or digital media such as books, magazines, websites or emails), visually (using logos, maps, charts or graphs) or non-verbally (using body language, gestures and the tone and pitch of voice).

Communication is successful only when both the sender and the receiver understand the same information. In today's highly informational and technological environment it has become increasingly important to have good communication skills. While many individuals still continue to struggle, the inability to communicate effectively will hold them back not only in their careers, but in social and personal relationships. To obtain a better command of the English language (or any other language), expand your vocabulary by reading and writing more. When you take the time to acquire and hone good communication skills you open yourself up to better

relationships, more career opportunities, and increased self-confidence. Moreover, you reach higher levels of mutual understanding and cooperation while successfully attaining your goals. All new skills take time to refine, however, with effort and practice you can develop good, even exceptional, communication skills. Communication is the process by which we share and understand information. This can be achieved verbally, visually, non-verbally, and Communication through writing. Communication is considered effective when the message is received and understood in the way it was intended.

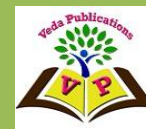
## METHODS OF COMMUNICATION

**Communication is multi-faceted:** Verbal communication is delivered and received face to face, by phone, radio, computer, television and other media. Non-verbal communication is delivered and received through body language, eye contact, gestures, and how we dress or behave. Visual communication is delivered and received via charts, maps, images and graphs. Written communication is delivered and received through printed or digital media such as letters, e-mails, books, magazines, and the internet. Speech and Language therapists work with children and adults who experience difficulties with verbal and non-verbal communication.

## ENGLISH FOR PROFESSIONAL PURPOSES

The landscape of immigration in Canada is changing. Every year, the number of skilled professional immigration to this country to this country increases. Manitoba has identified immigration as a cornerstone of our economic and social development and internationally trained workers are an important source of talent to fill our province's shortage of skilled labour.

To help facilitate the integration of Internationally Educated Professionals (IEPs) into Manitoba's professional workforce, the University of Winnipeg (UW), in partnership with Citizenship and immigration Canada, has established The English for specific purposes (ESP) Program. ESP is an enhanced English language Program designed to provide IEPs with exposure to Canadian professional contexts and filed specific language communication training in order to help students best use third technical expertise in Canada. Students also learn about cross-cultural awareness, particularly as it applies to the



workplace. Accounting, Agrolgy, Business and IT professionals, Engineering teaching, English for professionals.

### **ENGLISH FOR INTERNATIONALLY EDUCATED ACCOUNTANTS**

English for Internationally Education Accountants focuses on English language and communication skills needed for success as an accountant working in Manitoba and in field specific academic programs such as the Certified Professional Accountants certification program.

This course focuses on building sector specific vocabulary, academic study skills and cross-cultural awareness related to the accounting sector and its parasites. Topics include:

The cultural differences of the Canadian workplace, The accounting culture in Canada, Accounting organizations in Canada, Ethics and accounting, Interviews and meetings, Problems solving techniques, Delegation in the Canadian context, Negotiation in the Canadian context, Giving of instructions, Business idioms.

### **LANGUAGE AND COMMUNICATION FOR INTERNATIONALLY EDUCATED AEROLOGISTS (LACFIEA)**

This course is for participants who have international training or experience in an agricultural occupation and are planning to resume their agricultural career in Manitoba, LACFIEA focuses on language skills needed to practice agrolgy in Manitoba and in field specific academic programs, such as the IEAP programs Those with a background in farming, agricultural engineering, animal science, plant science, entomology, agronomy, agribusiness or agricultural economics can benefit from this course. Participants should also be in the process of having their credentials recognized by Manitoba Institute of Aerologists.

This course focuses on building sector specific vocabulary, academic study skills and cross-cultural awareness related to the agrolgy sector and its practices. Topics include: Agricultural issues, Workplace integration and employer expectations, Professional culture, Fundamentals of effective presentations, Expressing opinions, Giving instructions.

### **ENGLISH FOR BUSINESS AND IT PROFESSIONALS (EBP & IT)**

This course is for internationally educated business professionals or entrepreneurs with a background in the management of a commercial or industrial business or, those who have international training or experience in information and communication technology (IT) and are planning to resume their IT career in Manitoba.

This course focuses on building sector specific vocabulary, academic study skills and cross-cultural awareness related to the business and IT sector and its practices. Topics include: The cultural differences of the Canadian workplace, The business and IT culture in Canada, Marketing in Canada, Ethics and business, Interviews and meetings, Problem solving techniques, Delegation in the Canadian context, Negotiation in the Canadian context, Giving of instructions, Interviews and client relations, Technical writing.

### **ENGLISH FOR ENGINEERING PROFESSIONALS (EEP)**

This course is for foreign trained engineers who live in Manitoba and are planning to resume their engineering career in Manitoba. It focuses on English skills needed for success as a professional engineer in Manitoba, as well as field specific academic level programs such as the IEEQ Program. Participants should be in the process of having their credentials recognized by the Association of Professional Engineers and Geoscientists of Manitoba. This course offers occupation-related speaking, listening, reading, and writing. The class includes guest speakers, multimedia materials for language practice, and "culture and communication" topics.

This course focuses on building sector specific vocabulary, academic study skills and cross-cultural awareness related to the engineering sector and its practices. Topics include: Telephone skills, Workplace and culture integration, Soft skills vs. Technical skills, Conducting and participating in project meetings, Making a clear explanation, Management styles, E-mail writing.

**ENGLISH FOR INTERNATIONALLY EDUCATED TEACHERS (IET)**

This course helps internationally educated teachers develop communication skills needed for a classroom context while gaining knowledge of the K-12 system in Manitoba. Participants must be planning to resume their teaching careers in Manitoba and should be in the process of having their credentials recognized by the Professional Certification and Student Records Unit.

This course is delivered in class and online. While the topics are similar, the in-class course focuses on speaking and listening while the online course focuses on reading and writing. Participants can choose to take either one or both components of the course simultaneously.

English for Internationally Educated Teachers consists of three sections offered during the fall, winter and spring terms. Students can register to start taking the course in any of the three terms:  
**Fall Section:** Mapping Out the School Year  
**Winter Section:** Exploring Diversity  
**Spring Section:** Assessment, Evaluation and Communication

The English for Internationally Educated Teachers course focuses on building sector-specific vocabulary, academic study skills, and cross-cultural awareness related to the teaching sector and its practices. Topics include: Differentiating assessment, Giving feedback, Telephone skills, Student-led conferences/Parent teacher interviews, Giving a forming/informal presentation, Informing parents of student progress, Resolving conflict, Teacher training in technology, Special needs education/Aboriginal Education, Interview skills.

**ENGLISH FOR PROFESSIONALS (EFP)**

This course is for internationally educated professionals who have successfully completed a minimum of one of the following ESP courses at UW: English for Business and IT Professionals, English for Internationally Educated Accountants, English for Engineering Professionals, English for Internationally Educated Teachers, Language and Communication for Internationally Educated Aerologists Building on key skills introduced in the course prerequisites. This course will further develop students' language and communication skills in a

professional context through active speaking and writing skills and communication strategies.

Topic areas include: Presentations, meetings, performance reviews, job interviews, delegation, Business writing, Relevant legislation pertaining to labor standards, workplace health and safety, regulated professions, human rights and other laws related to working in and/or operating a business. Students can expect to improve their English in the following ways:

communicate more confidently, speak more accurately and fluently, participate more successfully in meetings, improve professional writing in English, expand professional vocabulary, improve understanding of grammar, network with greater confidence, work successfully in a cross-cultural environment.

**CONCLUSION**

Globalization requires more effective communication competences of professionals, and therefore education-be it higher education or corporate training- take an interest in efficient competence building. The study examines the construct of Language and Communication for Professional Purposes (LCPP) as appears through the language needs analyses in industry and business. Communication is the process by which we share and understand information. This can be achieved verbally, visually, non-verbally, and through writing. Communication is considered effective when the message is received and understood in the way it was intended. In today's hectic world, we rely heavily on the sharing of information, resulting in greater emphasis being placed on having good communication skills. Good verbal and written communication skills are essential in order to deliver and receive information quickly and accurately.