**COMMUNICATION – THE SOUL FOR SUCCESS**Lanke.Subha<sup>1\*</sup>, Dr.M.Suresh Kumar<sup>2</sup><sup>1</sup>(Lecturer in English, Andhra Loyola College, Vijayawada-500008)<sup>2</sup>(Associate Professor of English, Department of English, Acharya Nagarjuna University.)

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**ABSTRACT**

All the living creatures on the earth communicate with each other in one way or the other, but the process or the mode of communication made by a human being is different from the other living creatures. As man uses his vital sense organs to create a meaningful and effective communication, he is called as a unique creature on the earth. Communication is one of the vital tools which inflate a person's success in life. The exchange of facts, ideas and opinions with the others can be done more effectively by making oral communication. Oral Communication can be triumphant only if the person has a good command and proficiency in his/her language. Hence a communicator must be candid, clear, concise, concrete and courteous in conveying the message to the listener. The present paper discusses the art of making an effective communication, which is the most impeccable tool for one's success in life.

**Keywords:** *Effective Communication, Career Enhancement, Human Relations.*

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"Communication is transfer of information from one person to another, whether or not it elicits confidence. But the information transferred must be understandable to the receiver – G.G. Brown.

"Communication is the intercourse by words, letters or messages"- Fred G. Meyer.

The exact meaning of the word communicate is 'to share' or 'to participate'. In other words Communication is the transmission of a message or information by speaking or writing. When

a communication takes place between the sender and the receiver they try to use the four skills for easy analyzing, interpreting and understanding the same to complete the process. Among the four skills, speaking plays a vital role in making a communication. Speaking can be done effectively and confidently only if a person has proficiency in his/her language.

Learning a language and speaking it perfectly accentuates the personality of a person too.



It provides an aura of confidence, and since English is one of the classiest languages, it is necessary to learn the language. The goal of language is communication and the aim of speaking in a language context is to promote communicative efficiency. Learning to speak English confidently is nowadays a need. It is no more an issue of status however it is of supreme necessity for a good quality job and to flourish in one's career. Lots of accomplishments in life are greatly dependent upon the way you conduct yourself with the global customers and delegates, particularly in the international companies. Even in the management jobs the high profile people also require a fluency in English. Yet again, it is not just to leave an impression of stylishness however, it is necessary to converse your important points in a smart way.

Nunan (1991) wrote, "Success is measured in terms of the ability to carry out a conversation in the (target) language." So, each one should develop an attitude to speak. Speaking skills are important for career success, but certainly not limited to one's professional aspirations. Speaking skills can enhance one's personal life, thereby bringing about the well-rounded growth we should all seek.

Speaking is found on the tree as one of the branches; it is labeled oral production and is one of the skills students are to learn in their language development. Speaking ability develop one's pronunciation, usage of correct grammar and vocabulary effectively, fluently with confidence. The capacity to put words together in a meaningful way to reflect thoughts, opinions, and feelings provides the speaker with these important advantages:

- **Ability to inform, persuade, and direct.** Business managers, educators, military leaders, lawyers, and politicians, among others, seek to develop their speaking skills to such a level that they are transformed into master communicators. Speaking clearly and confidently can gain the attention of an audience, providing the golden opportunity for the speaker to make the message known. Wise is the speaker who gains and then holds the attention of an audience, with well-chosen words in a well-delivered presentation, forming a

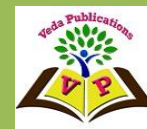
message that is effective, informative, and understood.

- **Ability to stand out from the rest.** When one thinks of speaking skills, one tends to think of it as a common skill. Think again. The ability to stand before others and speak effectively is not an ordinary ability. Many people are deathly afraid of public speaking; others have little ability to form thoughts into sentences and then deliver those words in a believable way. The bad news is that at any given moment the world has precious few with the speaking talents. The good news is that a speaker whose skills are honed and developed with constant application and hard work can stand out.
- **Ability to benefit derivatively.** Well-developed verbal skills can increase one's negotiation skills. Self-confidence is improved. A growing sense of comfort comes from speaking in front of larger and larger audiences. A reputation for excellence in speaking can ensue over time, thereby imparting certain credibility to the speaker.
- **Career enhancement.** Employers have always valued the ability to speak well. It is, and always will be, an important skill, and well worth the effort in fully developing.

Speaking becomes immediate and spontaneous or planned and deliberated. Confidence and enthusiasm are critical factor in oral language development, and because much oral language is immediate, it involves taking risk. Speaking is productive oral skill. In fact, speaking—especially in a language other than our own is quite a complex undertaking which involves using all the different levels of language. So, one has to follow several strategies to enhance speaking among the learners and to gain practice in speaking target language. Four principles for learning speaking are:

**A.Practice with both fluency and accuracy:**

Accuracy is the extent to which one's speech matches to what people actually say when they use the target language. Fluency is the extent to which speakers use the language quickly and confidently, with few hesitations or unnatural pauses, false starts, word searches, etc.

**B. Plan speaking tasks that involve negotiation for meaning:**

Learners make progress by communicating in the target language because interaction necessarily involves trying to understand and make listener understood. This process is called negotiating for meaning. It involves checking to see if listener understood what the speaker has said, clarifying, understanding, and confirming that listener has understood the message.

**C. Reading aloud:**

One way to develop speaking is by making loud reading. This is not generally a good way to test speaking. However, it is a way to test pronunciation separately from the content.

**D. Conversational Exchanges:**

Speaking on the given topic for a few minutes spontaneously and responding in a certain way. These tests are usually highly structured and require only a limited response, not connected discourse.

**E. Pair work and Group work:**

Participating in the Pair work and Group work helps the speaker to know his understanding ability, sharing of his knowledge and path for interaction where continuous development in the domain of language skills takes place.

**F. Simple Expressions in daily conversations:**

Some of the expressions which can be used in daily communication are: social functions such as (greeting, introducing people, complaining, thanking and apologizing). Information includes functions such as (asking for factual information, providing personal information, describing and narrating). Giving opinion includes functions such as (asking for an opinion, giving an opinion, agreeing, disagreeing and predicting). Requesting includes functions such as (requesting, asking favors and accepting or refusing a request). Directing includes functions such as (encouraging, persuading, suggesting, advising, instructing, and threatening).

**G. Information Gap:**

When one conversation partner has knowledge relevant to the situation discussed, which is unknown by the other partner, an 'information gap' is said to exist. The need to acquire the information triggers communication between the

two which bridges the 'information gap' (Nation, 1990; McDonough & Mackey, 2000 and Slimani-Rolls, 2005: 196). It develops speaking as learners are encouraged to use and extend their range of positive communication strategies, which they employ as means of overcoming any shortcomings in language competence. They also include the dimension of negotiation of meaning a significant component in the speaking process.

Speaking is interrelated with the other skills, its helps in the development results in the development of the other skills too. One of the primary benefits of increased communicative competency is the resulting job, education and travel opportunities; it is always an asset to be able to communicate with other people. Communication in any environment, whether in business, government, academia or sports, matters deeply because even if you are the most talented corporate employee, academic or sports professional in the world, you will not succeed if others do not understand you or are not persuaded to follow your lead. A person can accomplish communication by self motivation or by the encouragement of the others. A short note on motivation—every human is motivated by push and pull factors, as said in Maslow's hierarchy of needs:

Push factors:

- Ethos (credibility)
- Emotion
- Logic (logos/fact-based)

Pull factors:

- Achievement
- Recognition (or affection)
- Power

Credibility (ethos) it is important to note that ethos is relative—it changes constantly, based on the audience, timing and environment.

Have passion: Speak from the heart, show you really and sincerely care about the topic, and that you care about your listener's needs.

Build a "community" with your audience/listeners: To find common ground, use emotion and empathy to "identify with" them, not "talk to" them. Many of us behave in the fashion of spending two-thirds of our time trying to counter other peoples' arguments, and to how to correct their knowledge or



opinions, while the last one-third devoted to convincing others of our superiority.

#### **APPEARANCE AND BODY LANGUAGE**

The way you dress (which should be professional), and the way you conduct yourself (through your body movements and posture) exhibit your confidence, honesty, integrity and enthusiasm.

Humans are born with the ability to vocalize; but not with the knowledge, attitudes, and skills that define communication competence. The ability to communicate effectively and appropriately is learned and, therefore, must be taught. Communication education is fundamental to career success and the entire business enterprise. People entering the workforce are assisted by communication skills and employers endorse communication skills as basic to most jobs. Communicative skill is essential in multiple professional careers including accounting, auditing, banking, engineering, industrial hygiene, information science, public relations, and sales. Upward mobility is more probable as communication skills increase. Business and customer interactions are more satisfying and productive with the development of communication skills. So, Communication skills are essential for the success of a person in any field may be a business executive or an entrepreneur or a student or a common man should enhance themselves with the speaking skill in the targeted language more profusely and profoundly.

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