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ROLE OF EFFECTIVE COMMUNICATION – AN INTERCEPTION

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Keywords	*Abstract*
Communication, Human Resource Management, Skill, Development.	Effective communication is crucial for the success of every human venture, as it involves the transfer of values, trust, respect, and creating an environment for creative ideas, problem-solving techniques, and caring. It is both an art and a science, involving speaking, listening, reading, and writing. Effective communication is essential for productivity, decision-making, and improving relationships at home, work, and in social situations. In today's dynamic business world, executives often opt for the "Corporate Voice" to build companies and careers. Effective communication benefits the organization and positively impacts everyone involved. Globalization and language can be tricky, but all employees must have good communication skills for a company to be productive and successful.

Introduction:

Success of every human venture is based on the ability to communicate effectively. Hence language is an expression of human activity which involves transfer of values, trust, respect creating an environment where a creative idea, problems solving techniques, caring and sharing is possible without ambiguity. Communication therefore is both an art and also a science. This skill is essential in all spheres of life and is more than just exchanging information, it is about the emotion behind the information. Clear communication is possible with the help of speaking, listening, reading and writing. Thus effective communication can be put as a process as it is a soft skill which involves sharing information, beliefs, thought and feelings which is essential for productivity and effective decision making not only in improving relationship at home, work and also in social situations.

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In today's dynamic business world people are often burned out and need to feel a personal connection, so executives in the corporate world will opt for the "Corporate Voice "which is more appropriate" thus effective communication is the foundation on which companies and careers are built to generate the desired results. A business organization can also flourish when the objectives are fulfilled through effective communication. The concept of effective communication benefits the organization and positively has impact on everyone involved in it. Human resources personally must communicate in such a way that the information provided is accurate and timely.

Thus communication is a social interaction where at least 2 interacting agents share a common set of signs and a common set of semiotic rules Globalization perhaps is one of the more important social developments o recent times and language can be a tricky thing in the world of business. All employees must have good communication skills for a company to be productive and it is mandatory to be successful in any business. Introduction communication establishes relationships and makes organizing possible lack of communication skills cancels out the advantages technology provides. Thus communication is a construction of se of skills including verbal, non-verbal, attentive, listening, managing stress at the moment, capacity to recognize and understand one's own emotions and those one is communicating with. As this skills is a learned ore but if the skills is spontaneous then it is more effective, but this requires tremendous practice and also efforts. As the popular saying goes practice makes man perfect.

Meaning and Definition:

The term communication is derived from lain word "Communicate "meaning to share". It is a flow of information form one person to another in the business word. The term communication is defined as "a process by which people in actively create sustain and manage meaning by comrade and poole-1998) "Communication is an exchange of facts, ideals, opinions or emotions by two or more persons" (W.H. Newman & C.E. Summer, the Process management.

"Communication is the means by which the act of delegation is accomplished" (Terry)

"Silence is golden" – Lack of communication is a form of communication (Adage)

"Communication is the sum of all the things one person does when he wants to create an understanding in the mid of another. It is a bridge of meaning. It involves a systematic and continuous process of telling listening & understanding" (Alen).

All the above definitions when clearly understood states that communication is the most vital managerial tool and it is the sole of management. It's once ability to get clear to the audience. It's a message that logically moves forward and progressively engages the Audience.

Origin and Historical Background:

Communication theory is linked with information theory as early as 1920 but the development of communication theory started CLAUDE SHANON by contributing his article "Prediction and entropy of Printed English (1951) Decades later two schools of thought namely 1) The Semiotic

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school and 2) The process school conducted studies on the entire subject of communication providing link between cultural practices and probabilistic cognition. From the other scientific perspective like Psychology and sociology new models were developed. HAROLD LASSWELL developed DANCE MODEL who was basically a political scientist. Later WILBU LANG SCHRAMM developed communication studies in 1960. RICHARD WHATELY's explored Aristotle's rhetoric models of communication in 1963. NEW COMB'S MODEL was the first to introduce the role of communication in a society or social relationship. KLAPPER propounded the theory of reinforcement. LAZARSFELD MERTON & WINN developed catharsis & Narcosis theory. But the catharsis theory was 1st propounded by SEMOUR FESHBATCH. Thus a series of experts have contributed to the theories and models of effective communications who throw insights on the development of communication skills.

IMPORTANCE OF COMMUNICATION SKILLS:

Looking through the various theories and models developed on communication skills it is understood that this skills has various facets such as listening, non-verbal, body language, arms uncrossed etc. thus the journey of communication skills starts from drum beats, smoke signals, pigeon services, letters, words of mouth, printing technology, newspaper, telegraphy, telephone, Television, internet evolution, communication is elementary in a civilized society. Competitive market expects clear cut communication. In the nutshell communication is a sine qua-non for business.

Objectives of the Study:

Based on the theoretical background and the secondary data available the following objectives are drawn (1) Awareness of importance of communication to effective management. (2) Outline relevant communication theories concepts and principles for effective communication as a skill (3) Identifying the management strategies to built still in effective management.

Findings:

Communication skill is no "magic bullet" which provides incentives and support. So making global public good, research information more widely available. Information and communication technologies evolving more rapidly than any other single technology on the planet. So support is needed in thrust areas to build skills at personal and institutional levels to more effectively communicate. To strengthen the capacity and demand for evidence in policy and practice communication is a moral imperative not an option so there is a need for training, spending more than the minimum allocation of the budget by the government and also to monitor the plans regarding communication skills. Building coalition at the National Level to use the knowledge base better supported by International Learning networks. Current research implies the traditional approach to communication skills does not prepare the students to be successful and effective in business environment. To bring in the management schools and colleges a shift in the coarse content which tends to be discipline specific known as Silo mentality which trains the graduate to vertical perspective, whereas business is now operating horizontally. Effective way to teach soft skill should

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be integrated in the curriculum provided so that opportunities for experimental learning in multidisciplinary setup brings about a change in the global scenario where effective communication can lead the economy towards development.

SUMMARY CONCLUSIONS AND POLICY IMPLICATIONS:

Education system plays a pivotal role in emancipating communicating skills and educational institutions must have high quality teachers because only enlightened and empowered teachers with inbuilt ethical and moral qualities added by vocational training in communication skills, creativity in learning and use of technology definetly adds to rich human resource development.Cohen(1997)observed that as compared to traditional ones ,technology-rich classrooms offered more fluid social interactions between teachers and students,and learning was seen as a more natural process. One among the ten skills required to managerial discipline is communication skill, which is a teaching- learning process. All said and done ultimately it is the effective communication skills that is essential pre-requiste for strategic human resource development and economies with huge population can make a difference.

The policy making body, academicians, public and the parents are all responsible and accountable for generating future leaders and managers. At the grass root level, school teachers to identify and teach verbal words pronunciation and spellings thoroughly. At the high school and pre-university level again teachers need to constantly motivate students by indulging themselves along with students in improving communication skills .Parents and the public together should observe and participate in enlightening the teens and younger generations about the importance of communication. The policy makers to introduce in the curriculum a separate subject and a compulsory one till the post graduate level. Qualified, specialized and trained personnel to be appointed at all levels of teachings. Communication skills nuture the youth who are the future human resource required in all spheres of productivity.

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CONFLICTS OF INTEREST

The authors declared no potential conflicts of interest with respect to the research, authorship, and/or publication of this article.

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