

THE ART OF COMMUNICATION SKILL IS THE LANGUAGE OF LEADERSHIP

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Abstract

This paper focuses on the need to recognize the important role that communicative competence plays in professional success. It is high time to accept the importance and necessity of possessing good communication skills with a professional degree. Effectively communication centres round the usage of words, speed of delivery of words, pitch modulation and body language. Using the right tools to communicate the right messages at the right time can salvage a crisis and motivate people to work towards success. Communication skills are a vital component of this, recognized by academicians and industry alike, English language skills are also important given its widespread status across the globe as a lingua- franca

Keywords: *Communication, Language, English, Practice, Leadership.*

Language is an expression of human activity. English language has become popular and routine in day to day official communicating and in routine life also. In fact, 1.1 billion people of India speak and communicate in more than a thousand languages and the fine line separating dialects from real languages is sometimes indistinguishable. Before independence, English was a foreign language. With the advent of globalization, English has become a global language. Hence it appears to be the best bet as a link language. In fact, it still remains a strong communicative language.

Language is the bridge to many people, then it should be seen that communication skill is a tool for a business to build good relationships with customers in other countries. Therefore communication skill in total is the skill involved in expressing one's idea with clarity, the skill of questioning, the skill of paraphrasing, the skill of giving directions etc. Communication is the method by which people share their ideas, information, opinions and feelings in a bold and confident way.

Communication Skill

The paper is an attempt to explore the significance of communication skill, benefit you in all aspects of your life, from your professional life to social gatherings. In today's world, Communication has a vital role to play in ensuring that people belonging to a particular country or a culture or linguistic group interact with and relate to people belonging to other countries or culture or linguistic group. Communication adds meaning to human life. It helps to build relationship and fosters love and understanding. It enriches our knowledge of the universe and makes living worthwhile.

The word “communication” derived from the Latin word ‘communicare’ that means to impart, to participate, to share. It is a process of exchange of facts, ideas, opinions and as a means that individual or organization share meaning and understanding with one another. In other words, it is inter-acting the facts, ideas, opinion, feeling and attitudes. It is the ability of mankind to communicate across barriers and beyond boundaries that has ushered the progress of mankind. It is the ability of fostering speedy and effective communication around the world that has shrunk the world and made ‘globalization’ a reality.

Definitions of Communication

Communication may be defined as interchange of thought or information between two or more persons to bring about mutual understanding and desired action. It is the information exchange by words or symbols. It is the exchange of facts, ideas and viewpoints which bring about commonness of interest, purpose and efforts. *Louis A. Allen* defines, ‘Communication is the sum total of all the things that a person does, when he wants to create an understanding in the mind of another. It involves a systematic and continuous process of telling, listening and understanding’. According to *Keith Davis*, ‘The process of passing the information and understanding from one person to another. It is essentially a bridge of meaning between the people. By using the bridge a person can safely across the river of misunderstanding’. Therefore, the main objective of communication is to inform, or to bring around to a certain point of view or to elicit action.

Effective Communication in English Language

The ability to communicate effectively in English language is now a required skill for everyone in worldwide. Communication is all about communicating constructively with other people. It includes being able to support and encourage others, being able to give and receive constructive criticism and negotiate. It is also the ability to transmit information, ideas, opinions and arguments in the appropriate style to the appropriate people which is relevant to their needs, accurate and complete. To improve your communication skill in language, here are some points to remember:

- **Eliminate unnecessary words and phrases** be on the lookout for the needless repetition of words or ideas.
- **Avoid obsolete and pompous language.** The use of pompous language suggests that you are a pompous person. People are likely to use pompous language when they are trying to impress somebody. **Break up strung-out sentences:** the parts of a compound sentence should be separated into two sentences.
- **Avoid hedging sentences:** You shouldn’t be afraid to present your opinions without qualification. Sometimes you have to avoid stating a judgment as a fact. But when

you have too many such hedges, particularly several in a sentence, you aren't really saying anything.

- **Express parallel ideas in parallel form:** When you use the same grammatical pattern to express two or more ideas, you show that they are comparable thoughts. The repetition of the pattern shows that the ideas are comparable and adds a nice rhythm to your message.
- **Avoid long sequences of nouns:** Stringing together a series of nouns may save a little space, but it causes confusion. When nouns are strung together as modifiers, the resulting sentences is hard to read. You can clarify the sentence by putting some of the nouns in a modifying phrase.
- **Keep words together that work together:** To avoid confusing, keep the subject and predicate of a sentence as close together as possible. Adjectives, adverbs, and prepositional phrases usually make the most sense when they are placed as close as possible to the words they modify.

Role of Communication in Business

Today's professionals are required to work in multi-disciplinary teams, cross-cultures which put communication and interpersonal skill the first and foremost of all the skills required for professional excellence. For anyone, not just a professional for that matter, the most important resource they have to deal with in their everyday life is people. So it is no wonder that inter-personal and communication skill plays a vital role in deciding the success of a person.

Communication skills are essential for everyone, So everybody should revise the language habits from time to time, in accordance with changing life pattern and customs. As mentioned earlier, language is an expression of human activity and because human activity is constantly changing, language also changes along with it.

Every communicator must know the significance of language which is essential for effective communication. There is no life without communication and communication flows like a river. Hence communication is the life line of management and it is vital for good management. Unless and until one should master the communication skills, he/she cannot get employability. He/ she should develop communication and language skills practicing the following:

- While interacting with someone, give importance to the message.
- Do not be pre-occupied with grammatical accuracy.
- Once you become fluent, you should try to improve grammar.
- Accept yourself as you are.

- Practice is very important. Whenever you get an opportunity to speak in front of others, make use of it. Face the audience boldly.
- Keep a good dictionary with you as your companion.
- Read newspapers, read stories, articles, news-items, watch news on T.V. , Radio, Develop your listening skills.
- Mingle with others freely; it helps you to develop interpersonal and group skills.
- Cultivate habit of reading books. By reading books, you can improve and develop 'Creativity'.
- Selection of right books, good books to read is the key factor to success.
- Motivate the young minds and activate to learn subject and language.
- The great ideas will definitely help the reader in his later life. So read, Mark, learn and inwardly digest what is there in the books.
- Books are temples of knowledge. Visit the Library regularly at fixed hour.
- Now-a-days, knowledge is open for all in so many forms. You need to acquire desired knowledge from vast sources available.

Seven Skills

Seven skills are needed for communications to be highly effective. Each communication should be clear, concise, concrete, correct, coherent, complete, and courteous. Goals in writing, or speaking, should be clearly given. To be concise, the communication will be brief and stay on topic. Concrete communications will convey the message to the receiver in a way they understand. Correct communications will fit the audience it is given to. Coherent means that it is logical. Complete communications will provide the audience with everything they need to be informed. They will have the information they need to take action. Professionally, all communications should be courteous.

This paper has concerned about the significant of Communication skills and how we use these communication skills in various administration “The power of the man is in the power of his voice. The power of his voice is expressed through the power of his communication.” A communication skill is the ability to read, write, listen, and speak. The ability to understand what is going on in a business or an organization depends on your sensitivity as a communicator. Communication skill helps us in different channels that can be used for communication flow more efficiently. The ability to communicate effectively is one of the most critical skills that anyone can master.

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.

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