

Importance of Communicative English for the Readers

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Abstract – Communication has always been important not only in man’s life but also in the life of various living species. Man needs to communicate to express various needs; feelings and emotions. He needs communication for the fulfillment of his emotional needs. Prof. A.P. Girdhar writes that the art of effective communication is very important in man’s personal life. It has the ability to set itself free from geographical environments. With the advent of multinationals, with the modernization of business techniques, effective communication has acquired greater importance .The process of communication may be as old as the world itself but the rapid technological and scientific development of the world has enormously increased the importance of effective communication system. Communicating with others is a part of everyday life. In large part, communication is about explicit language speaking and writing words but communication is also about implicit messages, such as tone, or eye contact. In recent years the importance of professional communication has increased manifold. This is because of growing complexity in organizational behavior. There has been rapid industrial growth and great advance in business management techniques. There is also the impact of modern technology on professional communication. This is because of growing complexity communication techniques have to meet the demands of fast changing business words. There is content need for review and modification of professional communication system. There is constantly growing realization by the professionals about the importance of professional communication. To meet the challenges of rapid industrial growth and globalization business houses are giving greater attention to professional communication techniques. The ability to communicate effectively has become Key to success of a business venture. The present paper is an attempt to attract the attention of the readers towards the importance of Communicative English.

Key-words: Professional Communication, Organizational Behavior, Business, Management, Demand, Globalization, Modern Techniques.

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INTRODUCTION

The word ‘Communication’ has its root in the Latin word communication which means to share and this sharing is of information, knowledge and thoughts. For sharing information we require two parties, the sender and the receiver, without which communication cannot take place. The communication process is the entire inter-relationship between several inter-dependent components. It consists of a whole series of related actions and reactions which together result in the sharing of meaning. In order to understand how communication which is necessary to describe each part of these components and how each component part fits into the whole process. This tells us what the dependent individuals parts of communication process are how these are related to each other.

Language is the vehicle of social interaction and effective language functions properly in the work place, social interaction, and indeed, for functional

literacy. English as a medium to communicate undoubtedly plays a major role in various aspects of development. Nevertheless, the importance of English should not be exaggerated nor the importance of other languages should be undervalued. There is no denying the fact that English has established itself as a language of trade and commerce. The spurt of technical revolution too conforms to the accessibility of English. English empowers both the young and the adults and its application seems an unavoidable reality right from the kitchen’s oven to military sirens. Moreover, effective English Communication skills provide better job opportunities. With the speedy wings of technology, the scenario in the job market has become more lucrative. The use of English in polishing our life-styles and also in imitating decencies in terms of human behavior is a fact not to be forgotten. There are still many districts in India where despite the expansion of modern amenities of life, English seems to be revered as a very prestigious language and its

users a facilitated lot. The reasons for the slow pace of its spread are varied.

No business activity can be successful without an efficient and effective system of communication within the organization. Global business environment has necessitated the need for effective communication system. Business management has assumed greater importance with great advancement in the field of science and technology which has also necessitated the transformation of the style of management. There is a revolutionary shift in the means of communication. Now mobiles, e-mails, computers, internet, fax are the most favoured means of communication for business organizations which require personnel especially trained in the field of effective communication techniques.

OBJECTIVES:

The purpose of this research paper is to attract the attention of the readers towards the importance of Communication Skills. The research scholar further tells that Communication skill means our ability or skills to convey our thoughts and ideas to others. It is a process of exchange of ideas, opinion and information.

ADVANTAGES OF EFFECTIVE COMMUNICATION FOR THE BUSINESS WORLD:

The ability to communicate effectively is crucial for the success of any business venture. The rapid and technological advancement in today's world requires effective and efficient communication system. The success of an organization depends on the ability of its officials to interact effectively within the organization as well as with other organizations. Effective communication skills help in building better relationships both at the personal level and at the official level.

Many scholars like Pro. Krishna Mohan, a well-known writer agree that in the age of multinationals and globalization business houses have to deal with people of different cultures and speakers of different languages which has increased the importance of communication skills. Today almost every organization worth the name has very ambitious expansion aims the fulfilment of which depends to a large extent on effective communication skills. Good communication skills aim at minimizing the gaps among various officials and departments in an organization. Moreover, the ability to communicate well helps in building the self-confidence and self-esteem of the individuals which in turn improves efficiency, credibility and reputation of the organization. We can simply say that communication means to communicate. It means to express, and convey ideas, opinions feelings, etc. The activities or process of exchanging ideas and feelings is called

communication. It means sharing of information. Communication skill means our ability or skills to convey our thoughts and ideas to others. It is a process of exchange of ideas, opinion and information. Business communication is a specialized branch of communication but there are some similarities between business communication and general communication. The process of communication involved in both these kinds of communication is the same. A business communication deals with some special business activities and it is formal in nature. General communication has wider roles to play in man's social life and more often it is informal in nature.

PRINCIPLES OF GOOD AND EFFECTIVE COMMUNICATION:

The principles of good and effective communication are:

(a) **Clarity:** The first quality of good communication is clarity. Clarity means the quality of being expressed clearly. The Receiver Understand the meaning of the messages exactly as the sender wants to convey. The Sender should construct short sentences. The important considerations in attaining clarity are as follows:

- (a) Choose precise, concrete and familiar simple.
- (b) Construct effective sentences and paragraphs.

Clarity depends on four factors namely:

1. Short and simple sentences.
2. Proper punctuation.
3. Giving definite and concrete details.
4. Logical sequence of ideas.

(b) **Brevity:** It is said that brevity is the soul of wit. Brevity means the quality of using few words while speaking or writing. The messages must be communicated in fewest possible words.

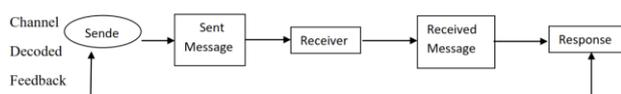
(c) **Completeness:** The communication should be complete in all respects. It must contain all the facts that the receiver wants to know. The sender of the communication the receiver will not need any further information or clarification. Conciseness in business must be complete and adequate.

(d) **Consideration:** To be thoughtful about the feelings or wishes of other people is a

healthy and positive attitude and it has the way for smooth and effective communication.

- (e) **Concreteness:** A message must have concreteness. It should be definite and not vague. Correct use of grammar composition and appropriate words and adopting the right level of communication to suit the receiver's level, determine the correctness of communication.
- (f) **Choice of Words:** The sender of the message should choose words carefully to make sure that message has correctness and will impose any problems of understanding.
- (g) **Ability to listen with patience:** One of the important qualities of a good communication is the receiver's ability to listen with patience. He should not be in a heavy to respond.
- (h) **Politeness:** A good communication should be a source of pleasure. To achieve this objective the sender must be thoughtful and appreciative of the others point of view. He/she should show genuine consideration and respect to the sender.
- (i) **Feedback:** Feedback should be used carefully in planning and executing communication. Where feedback is not automatically available, the sender should ask questions, request reply and encourage the receiver to give his reactions to the message.

The process of communication is illustrated below:



SUMMING UP:

To conclude, we can say that English is very important for all. It has its unique importance in our country. It has played a crucial role in building modern India. At present, it is one of the major languages of the world. It plays a role of chain. It helps different natives of different regional dialects to communicate with each other. The leaders from different states meet sometimes on a common platform. With the help of English language they deal their ideas and thoughts to other leaders and people. English is a language which is spoken at every place of different nations. It is an international language par excellence. No language ancient or modern can complete with English. Without the knowledge of English higher study in any subject is not possible. Study materials of higher classes are available only in English. All the official accounts are maintained in

English language only. The study of English by Indians serves the purpose of window over the world. Our country cannot afford to close this window as it depicts the true picture of various aspects of life--- Political; social, religious, cultural, agricultural etc. English helps us to bring people of diverse cultures closer to each other. Ability to listen effectively is directly related to success in interpersonal skills of communication. Listening skills play an important role in our social, personal and professional life.

In this paper, I have discussed that communicative English is very important in the readers of all streams. It is also important for all because in the fast changing modern technological world nothing is possible without English.

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