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The Impact of Communication Skills in Daily Life

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Abstract:–

Communication is a skill which involves systematic and continuous process of speaking, listening and understanding. Most people are born with the physical ability to talk, but we must learn to speak well and communicate effectively. Speaking, listening and our ability to understand verbal and nonverbal cues are the skills by observing other people and modeling our behavior on what we see and perceived. We are also taught some communication skills directly through education. By bringing those skills into practice and getting them evaluated. The face of modern India is changed drastically due to globalization it has brought to India different cultures. In today's world of competition, no organizations want to remain local their aim is to expand all over the world.

Index Terms – Communication Skills, speaking, listening and understanding.

I. INTRODUCTION

In the information age, we have to send, receive, and process huge numbers of messages every day. But effective communication is about more than just exchanging information; it's also about understanding the emotion behind the information. Effective communication can improve relationships at home, work, and in social situations by deepening your connections to others and improving teamwork, decision-making, and problem solving. It enables you to communicate even negative or difficult messages without creating conflict or destroying trust. Effective communication combines a set of skills including nonverbal communication, attentive listening, the ability to manage stress in the moment, and the capacity to recognize and understand your own emotions and those of the person you're communicating with. While effective communication is a learned skill, it is more effective when it's spontaneous rather than formulaic. A speech that is read, for example, rarely has the same impact as a speech that's delivered (or appears to be delivered) spontaneously. Of course, it takes time and effort to develop these skills and become an effective communicator. The more effort and practice you put in, the more instinctive and spontaneous your communication skills will become.

Common Barricades for Effective Communications

➤ Stress and the Out-of-control Emotions

When stressed or emotionally overcome, you're further likely to misjudge others, give off unclear or off-putting nonverbal indications, and engage in dangerous knee-jerk compoment. You may learn how to swiftly cool yourself before beginning a discussion to prevent hostility and misconceptions.

➤ Lack of Emphasis

They can't communicate efficiently once you're juggling. If you are monitoring your phones, calculating what you're intending to tell next, or inattentive throughout a conversation, you're nearly certain to fail nonverbal prompts. To communicate efficiently, you must stay focused and away from distractions.

➤ Inconsistent Body Language

Nonverbal should complement, not dispute, what has been spoken. Your listeners will most probably think you're dishonest if you say and your body language says something else.

➤ Negative Body Language

If someone does not even agree with and like what the other person says, you could refuse it with bad body language such as folding your hands, turning away, or drumming your foot.

Good communication is the key tool for getting the desired result. Every day, no difference where we are, people require everyday communication, either verbal or nonverbal, to express our ideas, thoughts, emotions, and so on. It's a lifetime process that starts in the womb and lasts till death. Neither individuals nor an organisation can live without strong communication skills (T. S. Rachmawati 2020). Communication channels have a role in determining the fate of every company. Business communication refers to any form of communication that strengthens bonds, promotes products or services, or communicates information within a company. As a consequence, clear, fast, and exact communication are crucial, as they can have a considerable impact on brand success and trust, and also reveal a lot as to its degree of professionalism.

A sort of corporate communication is interpersonal communication. Managers and personnel, as well as vendors and consumers, must communicate effectively to enhance the company. Even a little vendor or salesperson with his persuasive skills may attract more customers and make even more money. To get favourable results, a theoretical and technical mastery of the issue is essential, but it must be paired with outstanding communication. Professionals should have the knowledge and abilities to make the most of every opportunity to communicate with colleagues, superiors, customers, and clients [4]. Understanding how to employ communications tools and methods to fulfil their function and accomplish their aims is vital for company leaders, management consultants, members of the team, and even job hopefuls. Good communication, either at the personal, group dynamics or extrapolations, is vital to the success of any organisation. As shown in recent newspaper research, due to a lack of effective communication, just five of every hundred interviewees qualify for work (C. W. H. Chan, N. H. Y. Ng, H. Y. L. Chan, M. M. H. Wong, and K. M. Chow 2020).

Effective Communications for the Professionals

➤ Motivation

Employee motivation is a significant asset to any organization. Communication involves the use of words, the tempo at which they are given, pitch modification, and body language. A catastrophe may be averted and people are inspired to strive for success if the proper instruments are utilized to communicate the clear messages at the right moment. Employee motivation enables a firm's seamless and successful operation, as well as increased productivity, sales, and profits without the need for constant supervision.

➤ Impress the Clients

To impress a customer through oral communication, one must have strong communication abilities. An oral presentation is now best characterized as a person giving a speech to a group of people. The oral presentation is a typical business tool that is frequently used in company meetings. An oral presentation has the potential to have a big influence on the audience if the goal is to persuade the audience and oral presentation is employed.

➤ Raising Morale

A collection of people's capacity to work collectively persistently and regularly toward a shared objective is how morale is described. It is the outcome of a strong willingness to act as a consequence of motivation. Morale among employees fluctuates from time - to - time. As a consequence, authorities must communicate effectively to preserve high morale.

➤ Business Proposal

Anybody who needs to raise cash for their firm must prepare a business proposal. Most Venture Capitalists and Angel Investors will refuse to speak with you unless you have a well-written business plan. Many company concepts need a substantial sum of money, which can only be acquired from one of three sources. This can be done using loans, your own money, or by enlisting the help of an investor.

➤ Facilitate Business Meetings

The art or talent of conducting business meetings is known as facilitation. Business is as good as presented.

➤ Managerial Efficiency

Communication aids in the smooth running of management. Management can only carry out their responsibilities if they have a very well communication network.

➤ Better Decision

Better decisions might be used to assess the performance of the company. Decision-making is affected when information, data, and other facts are not appropriately delivered. As a consequence, the information is forwarded to the relevant department, business, and person. It's simple to make snap decisions.

➤ Unity

A firm that strives to improve its internal communication is unified. In this example, everyone on the team has the same goals, and everyone understands what their co-workers are working on.

➤ Removing Controversies

Effective communication provides for seamless operation, allowing conflicts, disputes, and disagreements to be readily handled.

Channels to Make Communication Effective at the Workplace

The term channel refers to the movement of anything. As a result, whether we talk about communications within or outdoor of an organization, we're talking about the directions or path that communication takes. Professionals devote the majority of their time at work to communication, which includes listening, reading, speaking, and writing (K. R. Grauerholz, M. Fredenburg, P. T. Jones, and K. N. Jenkins 2020). A two-way cycle of messaging and feedback is used in effective corporate communication to elicit a certain reaction. Businesses cannot succeed without good relationships and proper information and idea transmission, as shown in Figure 1.

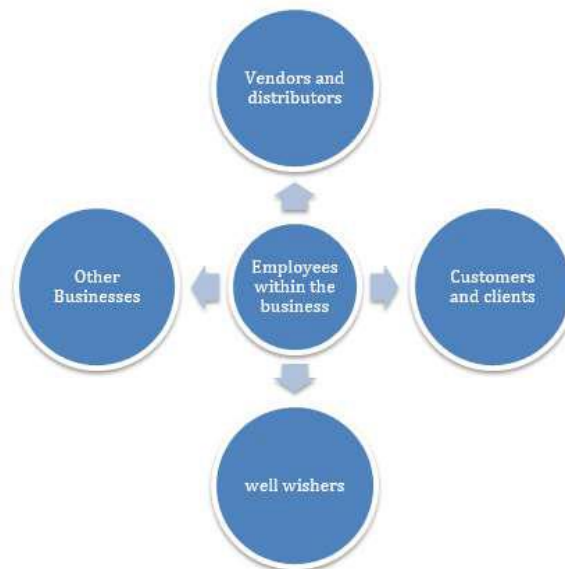
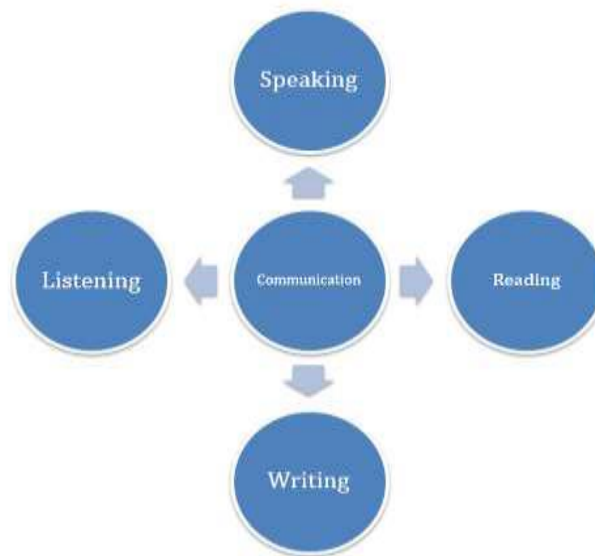


Figure 1. This will represent the communication skill that helps in business

A corporate organization's primary concern is the effective and seamless operation of communication channels. The quantity of information that may be conveyed from one person to another during any particular conversation is referred to as channel richness (R. Aggarwal 2010). Figure 2 depicts three components of communication that have an impact on its richness. These are the ones (Pontika, N., & Rozenberga, D 2015). Whether it can manage a variety of stimuli at the same time. A face-to-face interaction, for example, provides for linguistic clues, as well as tone-of-voice and posture-based cues. Whether rapid feedback in both directions is possible. In this regard, an email, for example, is more valuable than a traditional letter since it may be responded to more rapidly.

Whether it enables the development of a personal emphasis in communication. Even though they provide the same information, a phone conversation is considerably more personal than a formal report.



**Figure 2. This will show the communication effects with four different factors:
i) Speaking, ii) Reading, iii) Listening and vi) Writing**

Listening is the capacity to properly interpret and comprehend the sender's message. Listen with your intellect rather than your ears. The message may be misconstrued and communication may fail if you don't listen well (M. Cassella and M. Morando 2012). Many reputable businesses hold listening skills training courses for their personnel since good listening skills may lead to improved customer satisfaction, increased productivity, and creativity.

Regardless of where you work or what job you have, you will be required to deliver an oral presentation or speech from time to time. You may be requested to speak with your co-workers, clients, suppliers, or the general public. Meetings, group discussions, seminars, workshops, and presentations all require efficiency. To get various advantages, it is critical to be able to talk effectively and strongly in public. Having good reading skills might help us understand the main concept and material more quickly. It saves time while delivering excellent results. Reading abilities such as skimming and scanning are necessary at various levels. Everyday, professionals must read a range of texts, e-mails, books, and reports to make informed judgments (J. Tay 2021). Effective writing abilities are required for all professionals to produce business reports, letters, notifications, e-mails, proposals, and research papers, among other things. Right language, linguistically correctness, accuracy, right construction, clarity, sentence coherence, logicity, thoroughness, and thoughtfulness are all crucial things to consider while crafting any excellent work.

Developing the Communication Skills:

Ask open-ended questions about others interests.

Adapt to their body language and feelings.

Show them approval: Let them feel what you are saying is their opinion.

Listen attentively: Listening is the key to have great conversation.

Give them the right amount of eye contact.

Reveal as much about yourself as possible.

Give the impression that you are on the same team.

Give them your best smile.

Offer helpful suggestions.

Give them encouragement.

Appear to have a slightly higher energy level than the other person.

Say their name in a way that is pleasing to their ears.

Offer to take the relationship a step further.

➤ **Ask open-ended questions about their interests.**

Ask questions that will get them to talk about their interests and their life in a way that provides you with insight into their needs and wants. When you help them gain a new, positive perspective about their situation, they will feel a deep sense of connection with you.

➤ **Adapt to their body language and feelings.**

Pay special attention to their nonverbal communication. Watch their body language and posture, also take note of their inflection and word choices. Now, tailor your words, body language, and voice tone to match what you have observed. Doing this will help them feel a deep subconscious connection with you.

➤ **Show them approval: Tell them what you admire about them and why.**

One of the best ways to instantly connect with people is to be forthright and tell them exactly why you like or admire them. If being too direct isn't appropriate, insinuate with a few indirect statements here and there. Either approach can be equally as effective because everyone responds well to approval.

➤ **Listen attentively: Listening is the key to have great conversation.**

Don't focus too much on what you're going to say next as they are talking. Instead, listen to every word they say and respond back as relevantly and smoothly as possible. This shows people that you are interested in what they have to say and you are fully engaged and in the moment with them. Also make sure to ask questions whenever there's something they say that you don't quite understand. This will help fill any potentially awkward lapses in communication.

➤ **Give them the right amount of eye contact.**

Eye contact communicates to the other person that you are not only interested in them and what they have to say, but that you are also trustworthy. When done in moderation, they will also assume you are confident in yourself because of your willingness to face them directly. As a result, people will naturally want to pay more attention to you and what you have to say.

➤ **Reveal as much about yourself as possible.**

One of the best ways to earn someone's trust is to reveal yourself as openly as you can. Tell stories about interesting events from your life or just describe zany instances from normal everyday life. As you do this, make sure not to mention things that stray too far from where their interests and values lie. Nothing builds trust like genuine transparency.

➤ **Give the impression that you're enthusiastic about talking to them.**

Others want to feel that you would rather be talking to them than anyone else. When you give them the impression that you are excited about talking to them and that you care about them, you make them feel better about themselves. As a result, they'll be more likely to really open up to you.

➤ **Give them your best smile.**

When you smile at people, you communicate that you like them and their presence brings you happiness. Smiling at them will cause them to subconsciously want to smile back at you which will instantly build rapport between the two of you. Just make sure that your smile is sincere because if it's not they will sense it.

➤ **Offer helpful suggestions.**

Recommend restaurants you've been to, places you've been to, movies you've seen, helpful people they'd like to meet, books you've read, career opportunities and whatever else you can think of. Describe what was so great about those people, places and things and how they might appeal to the other person. If you suggest enough ideas that interest them, they will look at you as a "go to" person when they need to make a decision about what to do next.

➤ **Give them encouragement.**

If the person you're dealing with is younger or in a more difficult position than you, they will appreciate any encouragement you can offer. When you help them feel more confident in their own abilities they will value your input. This helps even out the relationship. Convince them that they can surpass their problems and limitations and they will feel good about connecting with you.

➤ **Appear to have a slightly higher energy level than the other person.**

Generally, people want to be around those who lift them up, instead of bringing them down. If you indicate with your voice and your body language that you have a slightly higher energy level, they will feel more energized and positive while around you. Don't be so energetic that you put people off, but have enough so that they feel energized after talking with you.

➤ **Say their name in a way that is pleasing to their ears.**

A person's name is one of the most emotionally powerful words for them. But how you say it is more important than how often say it. If you say their name with the right inflection, it can actually convey a lot of positive feeling directly to their nervous system. If their name feels good to them when you say it, they will feel bonded to you on a subconscious level without even knowing why.

➤ **Offer to take the relationship a step further.**

There are a number of things you could do to advance your friendship with someone: offer to eat with them, talk over a cup of coffee, see a sports game, have a beer or two with them, etc. Even if people don't take you up on your offers, they will be flattered

that you like them enough to want to take the friendship to a deeper level. In a way, they will look up to you because you have the guts to take charge of your life and build friendships instead of expecting those friendships to magically appear for you.

EFFECTIVE COMMUNICATION STRATEGIES:

- Making eye contact (like many nonverbal cues, this is culturally specific; in some cultures, direct eye contact is a sign of disrespect)
- Use attentive body language: sit slightly forward with a relaxed, easy posture
- Be aware of your gestures
- Stay on the topic
- Don't be phony, be yourself
- Be cultural sensitive
- Focus on the other person
- Determine what the other person already knows, then fill in the gaps
- Smile or nod
- Don't monopolize the conversation
- Establish rapport
- Arrange for privacy
- Create an atmosphere free of distractions and interruptions
- Be warm and enthusiastic
- Show interest
- Look bright and alert
- Ask open-ended questions
- Use active listening

Conclusion:-

Effective communication can improve relationships at home, work, and in social situations by deepening your connections to others and improving teamwork, decision-making, and problem solving. It enables you to communicate even negative or difficult messages without creating conflict or destroying trust. Effective communication combines a set of skills including nonverbal communication, attentive listening, the ability to manage stress in the moment, and the capacity to recognize and understand your own emotions and those of the person you're communicating with. Research has provided insight into the processes of human perception and communication. These insights have led to the development of tools and procedures that increase significantly the effectiveness of that communication significantly.

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