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COMMUNICATION SKILLS: AN ART OF VERBAL EXPRESSION

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ABSTRACT

The word communication has been derived from Latin word *Communis*, which means “to share”. Here, is the sharing of ideas, concepts, emotions and needs from one part of person to another. Communication is the medium through which one can convey specific message to the appointed listeners. Since the emergence of human race in different parts of the world, the most common thing is the ability to communicate. Song or rhythmic expression was one of the powerful mediums that have been adopted for communication. There were no other means of communication; they did not know proper language as we know today. They must have started to imitate different sounds of nature, birds and animals to convey their messages from one to another, from one group to another. The development of language is later case. With the advent of technology various forms of communication have been developed around the world accordingly.

Keywords: Communis, emotions, medium, human race, technology.

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Since the emergence of human race in different parts of the world, the most common thing is the ability to communicate. Song or rhythmic expression was one of the powerful mediums that have been adopted for communication. There were no other means of communication; they did not know proper language as we know today. They must have started to imitate different sounds of nature, birds and animals to convey their messages from one to another, from one group to another. The development of language is later case. But the impact of primitive habit could not be escaped. People around the world had developed various rhythmic patterns for the expression of their everyday life activities and celebration of every aspects of life through different kinds of songs .When civilization

came in the world, it may be Egypt, Greece, Italy, China, Japan, America, Africa or India. They developed different types of narratives, on the other hand religious Scriptures were written in the form of rhythm or couplet. Sometimes they were in storytelling form and after the development of language skills, preserved in manuscripts. With the advent of technology various forms of communication have been developed around the world accordingly. It celebrates various human emotions – birth, child age, young age, marriage, ceremonies, rituals, festivals, love, hate, devotion, inspiration, old age, funerals etc. In his regard Otto Jespersen has put the same view:

Men sang out their feelings long before they were able to speak their thoughts But of

course we must not imagine that "singing" means exactly the same thing here as in a modern concert hall. When we say that speech originated in song, what we mean is merely that our comparatively monotonous spoken language and our highly developed vocal music are differentiations of primitive utterances, which had more in them of the latter than of the former. These utterances were, at first, like the singing of birds and the roaring of many animals and the crooning of babies, exclamative, not communicative—that is, they came forth from an inner craving of the individual without any thought of any fellow-creatures. Our remote ancestors had not the slightest notion that such a thing as communicating ideas and feelings to someone else was possible. (Jespersen, Otto. *Language, Its Nature, Development and Origin*)

The word communication has been derived from Latin word *Communis*, which means "to share". Here, is the sharing of ideas, concepts, emotions and needs from one part of person to another. Communication is the medium through which one can convey specific message to the appointed listeners. Keith Davis has rightly remarked, "*Communication is the transfer of information and understanding from one person to another person. It is a way of reaching others with facts, ideas, thoughts and values*". There have been several researches on communication skills and its forms. In the beginning of origin it was considered as one way process.

Sender was the prominent element in the process of communication from the research of Aristotle's *Rhetoric*. Sincere research has started from 1930s and communication has been considered as interdisciplinary branch of knowledge. It covers Anthropology, Psychology, Sociology, Political Science, Humanities and Applied Sciences.

Communication is interdisciplinary. Concrete sign and symbols have been replaced by language and it has paved the way of advanced communication with the advent of new technologies. In Anthropology physical gestures and other body signs were considered as a focal medium of communication. For Psychology communication is the emphasis on persuasion, attitude, behaviour and other emotional interactions. On the other hand Sociology and Political science relate communication with speech, presentation,

rhetoric, diction, voice, debate, group discussion and interpretation. The primary need of communication is the proper understanding of receiver's profile that includes age, education, class, position, requirements, needs and profession. On the other hand sender should anticipate possible noise and barriers that may occur in communication. These preparations make communication smooth and productive. There are five important elements that need attentive care for good communication:

1. Sender/Encoder/ Speaker
2. Receiver/Decoder/Listener
3. Message
4. Channel/Medium
5. Feedback

There are three important initials that are backbone of communication:

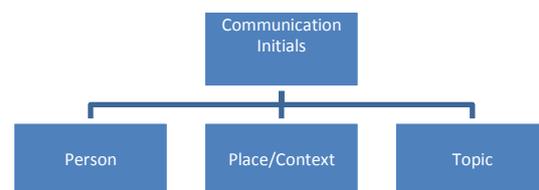


Figure.1.

If we consider actual communication then these three things play the role of starter. Without person communication cannot be started and if there are persons to talk then they must decide to gather on particular place, it may be office, conference hall, meeting room, coffee house of street. Besides these, there is utter need of a of a topic of subject matter, it may be social, political, regional, ethical or cultural. Place gives a situation or context to persons to talk on decided topic. For an example if a topic is discussed in home with family members then the flavour of talk is not as it should be in a well furnished conference hall. It happens because of varied contexts provided by specific place.

Communication is a two-way process where five elements play their roles for its smooth functioning. In the process of communication the person who initiates the talk is called sender of encoder. From his personal needs he selects ideas and encodes it in the form message and finally transmits to receiver. Sender uses different symbols and register according to the profile of receiver. If the needs and requirements of the receiver match to sender's message, then he heeds carefully and gives positive response. For an

instance if A has to sell a marker-ink to an organization, there are other companies like B, C, D, each of them wants to sell same product to same organization. Now there is question that what would the parameters that inspires to purchase the product. Each company will talk same thing like quality, durability and services. But organization takes the product from A. Why? The difference lies between A and others is that it cares receivers interest along with products' quality, durability and services, so it got positive response. Here, we see that receivers interests do matter a lot in encoding a message.



Figure 1.1 Message transmission in Communication

Receiver is the person who listens in the process of communication. It is two fold, in the beginning of communication receiver listens and decodes the message of sender but when he turns to give response of conveyed message he becomes sender and first sender becomes receiver:

Sender ↔ Receiver

Message is concrete shape of sender's idea. Message is encoded by sender but it is receiver-specific. In the process of message formation it is necessary to know the receiver's profile and interests. Success of communication is highly depends on well encoded message. The goal of interests of receiver should match with the message. Asha Kaul says, "The minute the receiver finds his goals codified in the message, he sits up. Listens and responds. The message thus has made an impact".

Medium is another important element in the process of communication. It is also known as channel. This is the way through which message is delivered. It does matter a lot and need proper planning in selection because each channel has its own set of rules and regulations. For instance there are two mediums oral and written, both follows different standard. Oral communication may informal in nature but written should be exact because it is documented as record.

Feedback is the paramount of communication. It shows the success or failure of communication. If transmitted message matches to receiver's need or interests then there is positive feedback, but if it does not match or misunderstood then there is erroneous or no feedback. If the feedback is according to sender's expectation then communication is succeeded, if not then failed. Sometimes there is negative feedback, it does not mean the failure of communication, it may be amended. Communication is considered failed if there is no communication. Asha Kaul has remarked in this regard, "fallacious statements or erroneous conclusions are made because of lack of confirmation through feedback and discrepancy between the message transmitted and understood".

These elements of communication collectively work in the process of communication and form a way for smooth functioning of an organization. In the process of communication sender has one idea and he encodes it in the form of message. Through selected medium message is transmitted to receiver. Receiver decodes the message and matches with his perceptions and needs. He gives internal response to sender's message and encodes feedback and sends it to sender. In that case receiver becomes sender and sender becomes receiver. Now first sender decodes feedback.

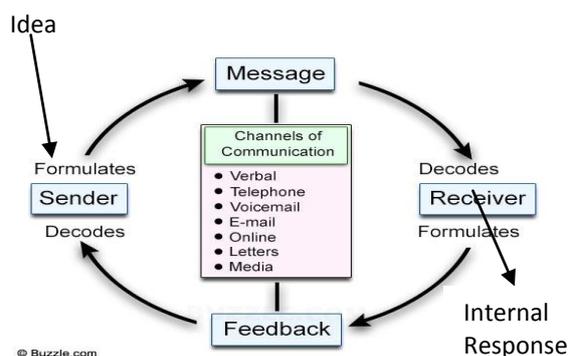


Figure 1.2. Process of Communication

The process of communication is hampered in many ways. This disturbance is known as barriers. Barriers block the smooth flow of the process of the communication. It creates impediments in the progress of interaction. There are two types of barriers, first is sender-oriented barrier and second is receiver-oriented barriers. Sender oriented barriers are:

1. Badly Expressed Message
2. Loss in Transmission
3. Semantic Problem
4. Over/under Communication
5. "I" Attitude

Receiver-Oriented Barriers are:

1. Poor Retention
2. Inattentive Listening
3. Tendency to Evaluate
4. Disinterest and Attitude
5. Conflicting Information
6. Status Ego
7. Resistance to Change
8. Refutation and Argument

These are the barriers that create hurdles in the process of communication. But they are not insurmountable, proper planning, effort and well structuring can help to get rid off from these barriers. In present circumstances communication skills has become one of the inseparable needs of organization in particular and for people in general. Communication skills is not language-specific. It is an art and common to all languages. It is whether oral communication, non-verbal communication or written communication each has its different rules and regulations. There are three basics in communication voice content, voice modulation and body language; they have percentage of 7%, 38%, and 55% respectively in communication that needs to be mastered.

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