

## **Importance of communication skills in teaching and business**

**R Vinayagadurga, D Arunadevi**

Nadar Sarawathi College of Arts and Science, Theni, Tamil Nadu, India

### **Abstract**

There is no doubt that all fields of the world, they need to develop oral and written communication skills during their studies in order to satisfy the expectations of the profession and employers. The development of communication skills must be part of any curriculum. These cross-disciplinary skills should be integrated throughout the curriculum in order to create links between technical and communication skills. Project-based design courses provide real-world contexts for the development of communication skills. This paper presents a chart structured around four communication skills. The concept was full of about the types of communication skills: LSRW (Listening, Speaking, Reading and Writing) and its importance.

**Keywords:** communication skills, profession, employers, listening, speaking, reading and writing

### **Introduction**

Communication skills are ranked first among a job candidate's "must have" skills and qualities, according to a 2010 survey conducted by the "National Association of Colleges and Employers". Communication is a most important skill. Communication skills are not only needed in daily personal life, but also required in the profession, workplace and in business. Important on the nature of all professions. In working a team or interact with customers or other people. Find the certain situations which are challenging to handling, this is where having best communication skills become handy.

### **Examples of communication skills**

- You share quality time, chit-chatting with your family before you leave for work;
- You use an app to call a cab as your car is in the garage;
- Catch the news on your tablet in the cab while also sneaking a peek at your Facebook timeline;
- Then you attend a slew of meetings at the office;
- Reply to a flood of emails;
- Video-conference with clients on another continent;
- Let your smart phone order you lunch;
- Spit some unprintable words at the moody coffee-maker in the pantry;
- Finally share some much-needed banter with your colleagues as you car-pool on the way back home.

### **Types of communication skill**

There are four types of communication skills. They are,

- Listening skill
- Speaking skill
- Reading skill
- Writing skill

### **Listening Skill**

Listening is the language skill that is used most frequently in day today life. It is estimate that adults spend almost half of their communication time in

listening. It has been ballpark figure that students receive 90% of their in school information through listening to the teacher. These things were followed by all the categories.

### **Listening involves**

- A sender (a person, television, radio)
- A message (information, contents, facts)
- A receiver (the learner)

In schools communicative approach to language teaching, the teacher should give enough listening carry out to students in realistic and authentic situations. The reason of giving listening practice is to help students comprehend what they hear, identify relevant and non-relevant information. Perhaps the most difficult communication skill to practice, listening implies that you not only hear what someone is saying but also understand the content, decode all the non-verbal signals and filter the message without bias or prejudice. Effective listening is a winning tool in every profession toolkit, for it implies the ability to put oneself in someone else's shoes, something every employee craves – an empathetic ear.

### **Speaking Skill**

Speaking or verbal communication is perhaps the most frequently used way to get a message across at the workplace, and it includes meetings, presentations, workshops, in-person interviews, and telephonic and video conferencing. It's direct, it costs nothing, and it's instant. It is also effective because it allows the receiver to pick up on critical non-verbal cues such as facial expressions, tone, pitch and body language. This communication skill is best used in situations where establishing a personal connection is important, such as conflict-resolution scenarios, team-building exercises and while selling a product. But as more and more businesses go global and they work with partners, clients and customers all over the world, verbal communication is losing out to digital platforms.

Many language learners regard speaking ability as a measure of knowing a language. In other words, if a listener speaks English fluently they considered that they know English. Speaking is regarded as the most important skill that every learner must acquire.

Speaking involves:

- Mechanics (pronunciation, grammar, and vocabulary)
- Functions (transaction and interaction)
- Social and cultural rules and norms

### **Reading Skill**

This is tough to master simply because more and more people, especially young people, are spending less and less time reading. Many limit their 'reading' to social networking sites and instant messaging, while reading only when absolutely necessary. Yet, to be a successful employee, executive, manager or CEO, you need to master the art of reading simply because at least half your communication is in written format. The traditional purpose of learning to read in a language has been to read the literature written in that language. Reading materials, therefore, have been selected traditionally from literary texts for language teaching. The approach assumes that students learn to read a language by studying its vocabulary, grammar, and a sentence structure.

### **Writing Skill**

This is another powerful communication skill, which embraces the gamut from email, internal business memos, formal letters, bulletin boards, posters, flyers, PPTs etc. Effective writing requires careful choice of words that send out a message cogently and accurately. This form of communication is reliable; it can be used to reach multiple individuals all at once; and is the best way to convey technical information. Since it is precise and explicit, written communication is an effective tool to explain complex concepts and to issue instructions. It is unambiguous, and when the writer is articulate, he or she leaves no room for misinterpretation. Written communication also creates a paper trail for future reference and it also helps the legal teams of large companies do their job.

The traditional purpose of teaching writing and grammar has been to develop the writing ability to express the ideas without any errors by connecting the grammar points. Today, the communicative approach to language teaching puts emphasis on grammar for communication's sake.

### **References**

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