



NEW TRENDS IN PROFESSIONAL COMMUNICATION

Dr. V. B. Chithra

Asst. Professor

JNTU College of Engineering

Anantapur – 515 002, A.P.

Abstract

Every profession has acquired a different dimension today with increasing competition and globalization. Means of traditional communication are being disappeared and new forms of communications are taking shapes. Professional communication is also one of the new forms emerged in this new era of modernization. Effective communication is an essential requirement of leadership. The process of exchange of thoughts may be called communication. In fact no aspect of human life is untouched by communication. The entire modern business activity in the world is totally based on effective communication. The modern media of communication like computer (Internet, E-mail), phone, mobile, fax etc., have brought distant persons too close and have provided fastest means of contact. It is given life energy not only to the individuals but even to the business and nations. This paper throws light on the need of professional communication skills for people to become successful in their careers.

Introduction

Language is a means of communication. It is defined as ‘the activity or process of expressing ideas and feelings or of giving people information.’ Keith Davis defines communication as “the transfer of information from one person to another person. It is a way of reaching others with facts, ideas, thoughts and values.” Every profession has acquired a different dimension today with increasing competition and globalization. Means of traditional communication are being disappeared and new forms of communications are taking shapes. Professional communication is also one of the new forms emerged in this new era of modernization. People who are working in different fields like corporate sector, field of technology, medical or education have acquainted the importance of professional communication. In fact it is essential for every office, organization, hospital, schools and colleges without which it will not be possible to conduct the organization successfully.





Today with increasing competition and globalization, every profession has acquired different dimensions. Professional communication is an essential requirement of leadership, for professionals. We often require communicating our views to others. The art of sharing our thoughts feelings and perception with other people, influencing them for thinking and subsequently the actions of those who listen and preparing them to bent at the will of the speaker is the only success of professional communication.

Need of Professional Communication Skills

In this era of globalization and neck to neck competition, the urgent need for the professionals is to develop their communication skills in English language. People with good communication skills in English will fulfill the demands and requirements of the ever growing international market and they can survive happily and comfortably in this competitive world. English is such a language in the entire globe which brings revolutionary change at international level. The success of an endeavor hinges on the ability to communicate effectively. In today's fast faced life everyone is asked to do more with less. In such a scenario, effective communication holds the key to a settled career. . The entire modern business activity in the world is totally based on effective communication. The modern media of communication like computer (Internet, E-mail), phone, mobile, fax etc., have brought distant persons too close and have provided fastest means of contact. It is given life energy not only to the individuals but even to the business and nations. A recent newspaper report said that out of every hundred interviews only ten percent qualifies for the employability. The reason behind is that they lack communication skills. For getting a job in any profession, business or trade, effective communication is the need of the hour.

Importance of English language in Professional Communication

Social advancement has to be matched with the development of efficient techniques of communication in order to sustain the tempo of growth. Research has shown that 70 to 80% of total working time of professional is spent on communication. In our country, other languages are also used for this purpose. Out of the total time spent on communication, around 65% is on communication in English as against 28% in Hindi and 6% in regional languages. In this way, the role of English language in the professional world is still dominant and we have therefore, focused our attention on the convention of communication in English followed in India.

In countries like India where people of different cultures and languages live, English can be used as the only link language as people in each place will not be able to learn all the other languages to communicate with the people. English bridges this gap and connects the people.





The presence of English as a universal language assumes importance in the fact that more and more people leave their countries not only for the sake of business and pleasure, but also for studying. Education has increased the role of English. People who go to other countries to study can only have English as their medium of study. This is because the individual will not be able to learn a subject in the local language of the country. Many professional courses are taught in English language. This again reinforces the fact that English language is very important.

Internet and English Language

All correspondences between offices in different countries and also between political leaders of various countries are in English. This linking factor also tells of the importance of English language. In spite of the growth of Internet in various languages, English is the mainstay of the Internet users. This is the language in which most of the information and websites are available. It is very difficult to translate each and every relevant webpage into the language of various countries. With Internet becoming very important in education, English language is bound to grow. Thus the importance of English as a language is emphasized.

Studying Professional Communication

Professional communication involves verbal and non-verbal, written, oral, visual and digital communication or technical written communication. In the information age, professional communication requires technical writing to usability, visual communication and digital media design. Communication in modern society is a rapidly changing area. Skilled communicators have tremendous scope, but such communicators are less than required. For developing professional communication skill, following points should be studied by the students pursuing professional courses.

Oral and Written Communication

Whether one is a business man, an executive, an engineer, a doctor, a lawyer, software professional, a journalist, or a politician, he cannot be successful without knowing how to speak. To be a good speaker you need to be a good listener. Knowledge, confidence and delivery are the basic elements of an effective speech.

Teachers' utmost responsibility is to provide practical knowledge of English communication skills to students to cater to their requirements and prepare them to face new challenges in every strata of the society. Students should be compelled to write papers or essays on any chosen topics to train them to write notes, letters, resumes, applications for job and narratives





etc. It is quite essential to adopt oral communication for imparting our thoughts, feelings and emotions in a very refined and organized manner to the listeners and receivers. Therefore, the students must acquire the skill of speaking English fluently. A candidate well-versed in oral communication can easily find job in the country and abroad. The teachers should encourage the students to use English for debates, group discussions, role plays, JAM activities and for day-to-day conversations in order to enhance their oral skills.

The study of technical writing

Good technical writing always creates a different identity. Technical writing is different from general writing. An engineer, technologist, scientist are dealt with precise information. Technical writing requires precision of expression and it is restraint in style. It demands factual use of language and does not care for figurative impressions. It must be objective because personal feeling is not included in technical writing.

E-Mail communication

Today we are living in an era of cyber space. The main purpose of internet is to share information and resources among employees and related personnel. Written communication in the form of memos, letters, newsletters, reports, leaflets, brochures, manuals etc. were written on paper. But now all these technical writing are written online. To walk along with this changing world, one must go online and learn the things related to online.

Many E-mail messages are sent throughout the world today. E-mail messages are very convenient tool of communication online. These messages are free and take very short time to convey message. This paperless communication is the cheapest and convenient than any other way of communication.

Active Listening

Active Listening plays a vital role in professional communication. Effective listening involves receiving, introspecting and responding to the messages sent by the communicator. Professional communication is a complicated process of give and take with innumerable intricacies and dimensions. For communication, more than language, what is needed is an attitude, willingness to give and take, to open up to others and accept others; to have empathy and a capacity to look at situation from varied perspectives. Effective listening includes literal and critical comprehension of ideas and information in oral language. Team aspirations can be met only by proper listening. This gives a chance to think of better ideas both at individual and team levels.





Reading Skill

To be successful in any business/profession, a person requires reading skill also. It is required to have a better grip over communication and language skills. Many people have poor word power of the English language because of insufficient reading. One should make a habit of reading newspapers, magazines, books at least an hour a day. Not only does reading allow one to build one's vocabulary, but it also allows one to become more informed, learning things around us. Reading skill mainly comprises comprehension and vocabulary development. This skill is very important in collecting information, increasing knowledge, classifying data, and carrying out research.

Word Power for effective professional communication

Many linguists are not content to treat vocabulary on equal footing with grammar; they argue that vocabulary is the key elements of language learning, and attribute to it the central place in the theory and practice of learning a language. McCarthy (1990:viii) says the importance of words as,

“No matter how well the student learns grammar, no matter how successfully the sounds of L2 are mastered, without words to express a wider range of meanings, communication in an L2 just cannot happen in any meaningful way.”

Vermeer (1992:147) too expresses a similar view in these words.

“Knowing words is the key to understanding and being understood. The bulk of learning a new language consists of learning new words. Grammatical knowledge does not make for great proficiency in a language.”

While reading, one can develop vocabulary. English language has an enormous number of words. Words can create strong impressions, powerful images, and elevated expectations. Word power can be used to build ideas and connections in one's mind and in the minds of others. “The power of words, chosen carefully and accurately, is fascinating.” Words influence your thoughts, and your thoughts influence your action. Efficient use of words can enhance your results, in your professional and personal lives.

The study of Rhetoric

Rhetoric is one of the important aspects of professional communication skill. It is a skill of using language in speech or writing in a special way that influences people. Skilled communicator





needs better rhetorical knowledge. Eloquent communicator can impress all the people. Hence, study of rhetoric is essential for creating effective professional communication.

Visual communication uses rhetoric as a theoretical basis for various aspects of creating visuals. In visual communication, a picture, map, chart or a piece of film etc may be used to make a talk easier to understand and to make it more interesting.

Non-verbal communication

Baird Jr. E John defines communication as: “the process involving the transmission and reception of symbols eliciting meaning in the minds of the participants by making common their life experience”

Verbal communication includes oral orders, face to face discussions, telephonic skills, lectures, interviews, counselling, public speeches, meetings, seminars/workshops/conferences etc. Non-verbal communication implies wordless messages. The message can be communicated through gestures, body language, postures, facial expressions, eye contact, appropriate dress, tone of voice, attitude, movements etc. The pictorial symbols, graphs and charts, signs and signals, maps, figures, tables and any pictorial presentation fall in this type of communication. Non-verbal communication is as important as verbal communication. In fact, non-verbal communication is more important than verbal communication.

Interpersonal and Mass communication

Inter personal communication is communication between persons. It is direct and sometimes intimate conversation in the home, train, workplace and the class-room are examples of interpersonal communication. Mass communication is communication by one individual or group to a large number of people. Radio, television, films and newspapers are instruments of mass communication. Professional communication is different from inter personal and mass communication because its objectives are different. In professional communication we make use of both inter personal and mass communication. Its main aim is to achieve the objectives of the business organization.

7 C's for effective communication

For effective professional communication one must keep in mind 7 C's of communication, viz., completeness, conciseness, clarity, correctness, concreteness, consideration and courtesy. So one must know the implication of language, which is essential for effective communication. If





one gets mastery in English communication skills then he can easily find employment and move ahead in the career expansion.

Conclusion

Professional communication is sum of all such activities one person does to create an understanding in the mind of another. Professional communication is of paramount importance at professional level. In the changed circumstances of the world, technical communication has emerged as a crucial factor. In this knowledge society, technocrats, engineers, technicians in different field have to face some new challenges in professional communication. So always they have to keep pace with new trends.

References

1. McCarthy, M. *Discourse Analysis for Language Teachers*, Cambridge: CUP, 1991.
2. Downing June, *Teaching Communication Skills*, London: PHB Publishing House, 2005.
3. Dr. P. C. Pardeshi, *Communication Skills*, Nirali Prakashan, Pune, 2007.
4. Jacobson, Susan K. *Communication Skills for Professionals*, Washington: Island Press, 2009.
5. Mohan, Krishna and Meera Banerji, *Developing Communication Skills*, Macmillan India Ltd. New Delhi, 2005.
6. Rizvi, Ashraf M, *Effective Technical Communication*, Tata McGraw-Hill, New Delhi, 2005.
7. Bachman L. *Fundamental Consideration in Language Testing*, OUP, Oxford, 1990.
8. V. K. Jain, Omprakash Biyani, *Business Communication*, S Chand & Company, New Delhi, 2001.

