
Enhanced Communication Skills for Better Opportunities

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ABSTRACT

Enhanced communication skills in English promises good social life and better job opportunities for future. In the professional world, communicational skills are very crucial. Clarity and effectiveness comes to the language with the foundation of enhanced communication skills only. As a matter of fact and following the terms and conditions of the MNCs, interviewers give great importance to those who have enhanced communication skills only. Poor communication skills offer small chances of landing a job. Enhanced communication skills leaves the good impression and gives the chances of good placing one is applying for. English is most commonly used language in the business world and most job interviews are being done in English only. One has to deal international business deals; he/she requires effective communication skills. Moreover, English has become the business language as it is an exact language. It gives the clarity to the people without having to argue about the meaning. However, usage of wrong tense, prepositions, and the like will make ones statement less accurate. Hence, in the globalised world, one should have enhanced communication skills for better opportunities. These days all the MNCs are conducting English language proficiency test for its employees to test their efficiency in English language. Not being skilled in English language doesn't mean that one cannot success professional world, but enhanced communication skills needed for ones job will definitely help ones

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Introduction:

Today the world and India in particular is witnessing a third industrial revolution known as communication revolution. It has its own impact on our business and work place. As far as international commercial sphere is concerned, English has been lingua-franca of the business world. English is going to be one of the six official languages of UNO. Previously, people used to be placed with their expertise in the respective field but these days it is given importance to specific skill that is complimented with communication skills. English communication development is the utmost important objective which is to be given emphasis, for making the job aspirants gainfully employed. This study highlights the need of English in the multiple sectors to cater the needs of employability.

In the last few years, as the world has become globalised, the importance of English is also increased. It has been a important medium of communication at the international and national levels. Its demand has been increased, as many of them are good at their subject and failing to communicate it in a right way. Therefore, the necessity of spoken English is quite essential. Where English is not a native language there it opens a number of opportunities for the aspirants. In the corporate world, the effective communication in English is being considered more than the technical knowledge of the students.

English has been the language of the corporate world. An employee can lead the management if he/she can speak English fluently. Though you have brilliant ideas for business, you will have to be languished at the bottom of management, if your communication skills are weak. If you find yourself weak in communication, it is useless though you have brilliant business ideas. People who are good at English use your ideas and take the credit for all the hard work you did. Hence, there is a huge demand for English language trainers to train the people for different purposes. English language trainers generally teach the grammar, Vocabulary, speaking fear, presentation skills etc. Here are a few skills that an English language trainer tends to teach.

Standard English:

The pronunciation of Indian English varies from state to state based on its vernacular influence. As such, the question rises among us that what is the standard form of English? Whether it is British English, American English or Indian English due to its strong influence of regional languages. By the time the globalization, British English was handled as a Standard English. But the development of American Economy, its development in science and technology, its command over the countries and the popularity of E-language, American English is also being followed by its independent countries.

As an Employability tool:

Indians contribution towards vocabulary is at large in the standard dictionaries. The private employees are kept on their toes, as the private sector is gaining its popularity, it is you who either develop your professional growth or perish it for not taking care of it. Those who can use effective English only remain employable in the present market. Employability is that the ability to remain employable has a result of the relevant skills. These days it's a much demand from MNCs that good communication skills are essential for ones professional growth. The demand is more for both the written as well as oral form of language for the career growth.

As it is the demand, English has been the most commonly used language in the MNCs; the acquaintance of English is the most important employability skills. Knowledge of English is gained a lot after joining in corporate world. A part from learning the grammatically structured sentences, it is also very important learning presentation skills, convincing and negotiation skills and inter personal skills using that language.

Effective communication skills in English:

Effective communication skills are the one which deals with the oral skills for public speaking, presentations, negotiating , conflict resolutions, knowledge sharing; writing skills are, preparing reports, proposals, instruction manuals, writing memos, notices, official correspondence etc. it also includes verbal and non verbal skills, effective articulation, appropriate pause, and voice modulation. If the communication medium is English, the huge amount of proficiency is also required in it. As it is known factor to all of us that English is not our mother tongue, is a second language, a constant practice is required for any one at the respective homes, followed by language lab sessions. The educational institutes who planned to get placed their students in MNCs and reputed companies, must give this an urgent thought. As it is understood, a well English trained trainer has a role to play. The knowledge of respective subject along with good communication skills will assure a quality job.

Impact of soft skills in effective communication:

It is identified factor that communication skills top in the employability parameter; hence, the other skills like intrapersonal and interpersonal skills also have their own importance. Different surveys show that only ten percentage of employability is only being provided in various industries from large pool of educational institutions; the candidates are unsuitable as they are lagging behind in soft skills very important for employment.

The traits of intrapersonal skills include the following:

-) Time management.
-) Attitude
-) Responsibility
-) Ethics and values
-) Integrity

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-) Self confidence and courage
 -) Consistency

The traits of interpersonal skills include the following:

-) Self awareness
-) Teamwork
-) Command networking
-) Empathy and listening skills
-) Problem solving and trouble shooting
-) Leadership

Non- verbal communication:

It is a general saying that silence speaks a lot. There should be connectivity between verbal and non verbal communication. It is ever known fact that 70 - 80 % of communication is being done with non verbal communication. Verbal communication with the help of non verbal communication only is highlighted as effective communication. The following are the some of the important aspects of non verbal communication.

-) Eye contact
-) Facial expressions
-) Gestures
-) Posture and body orientation

Now, it has been understood that personality traits and soft skills have a role that is central to ones career. In addition to hard skills and domain expertise, it plays an important role not only for interview preparation but also for development in the career.

Job Scenario in India shows the signs of improvement:

The overall job market in India looks optimistic in 2015 with companies gearing up for large scale recruitments. With India inc. planning to provide nearly 10 lakh new jobs and plans out performance linked pay hikes up to 40% in 2015, with an improving Economy, program's like make in India and plan of creating 100 smart cities are likely to further stimulate job growth.

The following are the areas where the sign of improvement is shown:

-) Increasing emphasis on social professional networking.
-) Calculated increase in placement budgets.
-) Large number of passive recruitments.

Language skills are to be acquired for business correspondence:

As far as English language speaking world is concerned large proficiency in the ability to listen, read, write and speak Standard English in a business like way.

-) Listening is a very important skill which is being neglected. Active listening is very important in getting things done effectively. Studies have revealed the information that business people spend 45% of their working time in listening.
-) In everyday business correspondence, it is required to read numerous texts ranging from journals, Emails, reports and books. It is very essential to grasp the meaning of what he/she reads and analyzing in details.
-) Written communication is a important skill which is being also neglected. But, it is an essential skill needs to be practiced for the effective maintenance of business correspondence. It maintains important

documentations which can be preserved and can be retrieved. Business letters, memos, proposals, brochure, manuals, notices, bulletins are required to be drafted in an organization.

-) There is a huge demand for speaking skills in the business houses. It is very essential quality that speaking skills have their own impact in keeping the company's reputation at higher rate. A candidate with good speaking skills will always be flourished anywhere in the job market. Now a day's company's look for people who can interact successfully and make significant contributions during group discussions, presentations and seminars.

Following is the list of employer rating from the job outlook 2015 report:

Skill/Quality

-) Ability to verbally communicate with persons inside and outside the organization.
-) Ability to work in the teams.
-) Ability to solve the problems and make decisions.
-) Ability to plan, organizes, and prioritizes the work.
-) Ability to obtain and process the information.
-) Ability to analyze quantitative data.
-) Technical knowledge related to the job.
-) Proficiency in computer software program's.
-) Ability to write reports.
-) Ability to sell or influence others.
-) Personal branding.
-) Flexibility.
-) Productivity improvement.

Conclusion:

English language plays an important role in shaping ones personality. From academics to industry the necessity of English is unavoidable. It is being noticed by the educationalists that some modifications in the education system will address the needs of the changing Economy and take suitable measures at providing compulsory training in communicative English with a view to place the youngsters gainfully employed. This will ultimately benefit all the stake holders, industry, government and Economy by increasing the productivity and resulting in a higher GDP of the nation. Thus it is the reflection that English communication skills will ensure very good professional life as well as the social life.

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