International Journal of Engineering & Technology, 7 (4.36) (2018) 866-867

International Journal of Engineering & Technology

Website: www.sciencepubco.com/index.php/IJET

Research paper

Ways of Effective Communication: How to connect efficiently

G. V. Chinmai Sai[1] and G. V. Praveen[2]

[1]B.Tech (III Year CSE), S R International Institute of Technology, Hyderabad.
[2]Professor in Civil Engineering, S R Engineering College, Warangal.
**Corresponding author E-mail:*

Abstract

Effective Communication is significant for managers in the organizations so as to perform the basic functions of management, i.e., Planning, Organizing, Leading and Controlling. Statistics point to the fact that approximately 85% percent of student's success in life is directly attributable to communication skills. That means that no matter how ambitious, how committed, or how highly educated someone is, they still have a low probability of success unless student develop the right communication skills. Communication is a two way process, so improving communication involves both how students send and receive messages.

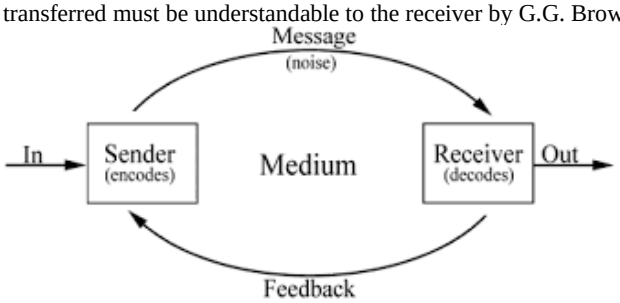
Keywords: *Communication; Planning; Organizing; Leading; Controlling.*

1. Introduction

Imagine a day without internet, social media, print and electronic media! It will be a day of blackout. These things have become so important in today's scenario. They are just like water, food and electricity now. Everyone has become so habitual of it that one can't imagine life without it. Though it is the virtual world but it exits in reality now.

The core reason for this is *Communication*. It is playing a pivotal role in our life. The sharing of information between two or more individuals or groups to reach a common understanding (but not necessarily agreement) is known as communication.

"Communication is transfer of information from one person to another, whether or not it elicits confidence. But the information transferred must be understandable to the receiver by G.G. Brown.



While flipping the newspaper being a management student it does happen that students tend to see the business page where corporate news are waiting for young minds to read and evaluate their career and their aspiration.

With the changing times, the face of the corporate world is also changing, wherein the need-of-the-hour is to have state-of-the-art professionals who are agile enough to meet the growing demands of the industry.

It is rightly said by Peggy Klaus 'Soft skills get little respect but will make or break your career'.

2. Types of Communication

Communicationis of different types

- Verbal Communication and Non-verbal Communication
- Formal and informal communication
- Business Communication

These are the different categories of communication and business revolves around it. However there are some hidden tips to make it effective. It is very important to understand that one use all these types of communication in day to day life because that enhances the effectiveness of our expressions.

3. 7 C's of Communication

Effectiveness can be measured only when the message has 7 C's of communication and they are

1. Clear: The message should be clear and easily understandable to the recipient i.e. one should be aware of the intend of writing or speaking. As George Berneard Shaw says, "The major mistake in communication is to believe that it happens". Therefore one should make all possible efforts to understand and express the intend of communication i.e. what why and how of message should be clear.
2. Correct: The message should be correct, i.e. a correct language should be used, and the sender must ensure that there are no grammatical and spelling mistakes while writing. Also, the message should be exact and well-timed.
3. Complete: The message should be complete, i.e. it must include all the relevant information as required by the intended audience. The communicator must furnish all relevant facts and figures. The complete information gives answers to all the questions of the receivers and helps in better decision-making by the recipient. It also helps in receiving good feedback from the receiver.
4. Concrete: The communication should be concrete, which means the message should be clear and particularly such that

Copyright © 2018 Authors. This is an open access article distributed under the Creative Commons Attribution License, which permits unrestricted use, distribution, and reproduction in any medium, provided the original work is properly cited.

no room for misinterpretation is left. All the facts and figures should be clearly mentioned in a message so as to substantiate to whatever the sender is saying.

5. Concise: The message should be precise and to the point. Lengthy sentences should be avoided as it cannot catch receiver's attention to 100%%The short and brief message is more comprehensive and helps in retaining the receiver's attention.The effective message is short and crisp which includes all relevant information.
6. Consideration: The sender must understand the audience i.e. one must understand receiver's opinions, knowledge, mindset, background, etc. in order to have an effective communication. In order to communicate, the sender must relate to the target recipient and be involved.
7. Courteous: It implies that the sender must take into consideration both the feelings and viewpoints of the receiver such that the message is positive and focused at the audience. The message should not be biased and must include the terms that

show respect for the recipient.



4. Different Ways of Becoming Effective Communicator

The pillars of good communicator are as follows:

- An Active Listener
- An Effective Presenter
- A Quick Thinker
- A Win-Win Negotiator

5. Communication=Update+Appreciatet+Encourage

Below are some measures and tips which can enhance communication and can make it more effective also.

- Use open ended questions
- Active listening
- Visualize a cocoon
- Engage the person through body language
- Don't assume
- Identify agreements and disagreements
- Define I statement clearly
- Understand from your experiences
- Make the message clear, brief and attractive
- Avoid communication in extreme emotional states
- Message should be framed according to the capability of the receiver
- Use concrete than abstract words wherever possible
- Understand the audience
- Statements should be a proper blend of verbal and non-verbal communication
- Encourage listening and feedback

Apart from these tips 'Pause' plays a vital role in any conversation. The biggest communication problem is people do not listen to understand. People listen to reply. Therefore always pause for three to four seconds before replying. The benefits of pause in conversation give excellent results.

It gives better understanding of the subject

- Person gets time for thinking before responding
- Listening builds trust in both the parties
- It helps to relax and then one can answer
- It enhances disciplined

6. Conclusion

Learning to communicate in English is just one aspect of improving your business communication skills. Once a student master the entire range, there's no underestimating the thrust it can give your career. At the end it would be concluded that, "Think like the wise man but communicate in the Language of the people"

References

[1] Andrews Deborah C, AndrewsWilliam D.,Management Communication: A Guide; 1st Edition; ISBN-13: 978-0618214150
[2] Dessler Garry; Management: Leading People and Organizations in the 21st Century (2nd Edition) 2 Sub Edition; ISBN-13: 978-0130177803
[3] Munter Mary, Hamilton Lynn; Guide to Managerial Communication (10th Edition) 10th Edition; ISBN-13: 978-0132971331
[4] Mc Carney Kevin T; The Secrets of Successful Communication: A Simple Guide to Effective Encounters in Business (Big Brain vs. Little Brain Communication), 2011
[5] Harvard Business Review; Harvard Business Review on Communicating Effectively; 2011
[6] Maxwell John C; Everyone Communicates, Few Connect: What the Most Effective People Do Differently, 2010.
[7] Praveen, G.V., and Sripala, B. (2011). Soft Skills in Engineering Education: Industry Perspective." Journal of Language in India, Vol. 11, Issue 10.