



RELEVANCE OF COMMUNICATION SKILL

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Abstract: *The article is about communication process and its significance. Communication is an important process which play significant role in any kind of an organization. Director, Manager and employees are the main figure of an organization. It is very necessary to be balance among these figures. For this situation, effective and efficient communications play important part to make balance among these figures in an organization. Every organization requires a person with good communicative skill (Verbally or none verbally) and confident. Different kinds of communication are done according situation in an organization. In business, in Education, in Vocational field, Medical field, in foreign language etc where the communication have important place to grow the quality and productivity of an organization. Verbal and non- verbal communication play role in an organization according circumstances. Lack of effective communication of employees cause the downfall of an organization. We cannot imagine the development of an organization without effective and skilled communication. For success of an organization it is very necessary to train employees and manager. It is too much need of any kind of an organization.*

Keywords: *Communication Competency, Communication skills, Non Verbal Communication, Verbal Communicative Skill.*

Introduction:

We generally know that communication plays main role in development of thoughts. Without communication human is not able to transmit their ideas and thoughts. The things which are happening on the earth are only result of communication. Will of work, interest in work, attitude towards work, attempts of knowing unknown secrets, these all are the result of these basic nature. We know that usually transfer the knowledge from one generation to another. As the result of it the life of human has been chased in the field of social, educational, economical, political, religious, culture and etc. communication is form in which information, orders, permission, and prohibition are sent to employs by higher authorities. Today the communication has become multiple sided.

In vocational field communication plays important role for development of any kind of business and educational achievement. It is foundation of growth of any kind of organization. We generally read in newspapers regarding advertisements of organization. They require a

person with of fluent English and with skill of communication efficiency. Generally the question arise in our mind that why this advertisements company requires this type of person? Because we know that an organization can grow only due to a good communication. In other words we can say that he/she speak nice or not nice. It means that we indirectly mention good/skill or not good/not skilled communication. Absence of effective communication no any organization or company cannot achieve its desired goals and objective. It is very necessary for any organization. The members of organization transfer their thoughts to each other. Communication process makes adjustment among the different units of organization and fulfills the goal of organization. No one can move the step without communication in any kind of organization. In foreign country it is very necessary to have knowledge of foreign languages with proper communication efficiency and fluency verbally or none verbally.

Communication types:

It is a vital skill for manager and business owner as well as employee. It is classified generally verbal or non verbal communication verbal communication skills are very important particularly in a job with employee deals with his audience. Clear communication requires straight forward language when he is dealing with others. It is very essential to be capable to impart the words to get paying across simple. This skill is very necessary at management level or dealing with public or students. We take an example of education field. In education field the director, the principle, employees and students play their roles according their position. To have proper balance among these persons, there should be proper and effective communication.

Non verbal communication also play important role in the special field. It is very difficult for people because it consist body language. Body language consist different types of jesters for ex. I contact smile, moving part of body. This type of communication is too useful in teaching learning process where a teacher teach pupils using I contact moving his heads, moving hands walking in the classroom, having smiles according to classroom situation. This kind of activity of teacher in the classroom makes his teaching very joyful and disciplined. We also can take other example. In media the news reader speaks the news without making noise and he uses non verbal communication for def audience.

In written communication is also play important role in the field of education, medical, vocational courses, in writing and in many other fields. Written competency is also necessary for employees in any kind of organization. For the growth of organization the owner always requires a good writing skilled person. This type of communication is also very necessary for a writer who writes book, novel and article. Because this communication skills makes his writing very effective and full of encouragement. It is also very necessary for a researcher who investigates any problem. He requires a good writing communication because he

has to investigate each and every corner of problem. Finally he has to record these all activity in writing form called thesis. Each company requires an employee with making no spelling error, good vocabulary and using proper grammar. The people judge others by the way they write. In foreign countries the knowledge of foreign language in writing is also very necessary. A person who knows different type of foreign language in written he can achieve a good profession in foreign countries.

Needs of communication:

Communication process helps employee and higher authorities to make good relation. Employees and authorities always ready to fulfill the goal of organization. As a result of it, work is done on large scale in minimum time. Due to good communication maximum work is done and organization gives expected results. It also makes employees and authorities psychologically and mentally strong. Person always gives good and socially well results. Employees are emotionally attached to organization. In institution large work is divided into different departments. These all departments are free to do their activities. The goal of these all departments is the fulfillment of objective of organization.

A good communication management develops the feelings of democracy of their employees. And these feelings of democracy develop the capacity of organization because the result good communication between manager and employees, employees take part in management of organization. a good communication always help the organization to take right and quick decision which helps to solve the problem quickly. Effective communication develops the leadership quality of employees. It develops the motivation and confident of employee. Effective communication always makes social relation between organization and guardians. If organization gives the information about the situation and status of the activity then guardian also helps the organization by giving their feedback.

Conclusion:

Thus it shows that how much the effective communication is very necessary. Without good

communication we cannot imagine the success of an organization. There is too much need of effective and efficient communication in each and every department. For example Educational, vocational, medical, agriculture and etc. where it is needed too much. This is the time of technology. For the

development of any organization it is very necessary to train employees and manager. In education department principal and employees have to be trained. So that this personality would be able give their proper contribution in the development of our nation.

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