

## Art of Effective Communication for Professional Growth and Achievement

**J. Kavithanjali, Ph.D. Scholar (P.T.)**

Department of Library and Information Science

Madurai Kamaraj University

Madurai-625 021

[shivakavitha1111@gmail.com](mailto:shivakavitha1111@gmail.com)

### Abstract

This paper focuses on the art of effective communication as an essential factor to promote for promoting integration and professing professional growth and achievement in a business organization and beautifully analyses the methods through which the effective communication promotes integration and facilitates professional achievement of an organization or business enterprise. This paper proves communication as the backbone of any organization by stepping on various modes and methods. Thus, commenting on the merits and demerits of written communication this paper affirms that success of any business organization is unimaginable without communication.

**Keywords:** communication, business, competence, profession, integration, facilitation.

Communication arises when someone or a group of people needs to emote, to interact and to express one's ideas and thoughts and the need to relate and connect. The need or desire to communicate, however, varies from person to person, depending on time and context. In our syllabus, use of communication is usually limited only to learning and teaching and it has confined to only to aural and oral exercises which include presentations, group discussions, writing of letters, reports, etc. Its use has been extended to the students who have opted for professional courses. It moved one step further to document writing or project writing. Experiments on experiences show that "a good communicator has more than just these skill sets. It is primarily an attitude, a willingness to communicate, share one's ideas and information that makes one a good communicator. Language and the knowledge of the various formalities associated with speaking and writing do matter. However, given the right attitudinal input, communication becomes much easier and one emerges as an effective communicator" (Mishra 7).

Communication is not only related to speaking, it also comprises several other ways such as listening, reading and writing. However, in earlier days communication was the term used only for spoken medium. The revolutionary invention of printing press paved the way to the process of communication through reading and writing. Actually, the influence of new media introduced new dimensions to the arena of written communication. "Effective communication is the cornerstone of success in the ever-quickening pace of business life" (Ramesh 11).

The attributes of a successful businessperson are that he can think well, express his ideas clearly, speak them out directly and expressively to his audience. Because of this ability, these individuals are often called upon to write, to report or to speak either in company or at a meeting and on all such occasions. The success of a businessperson is determined on how effectively, persuasively and convincingly they write, report or speak to their audience.

On many instances, communication could be a complicated process of give-and-take with a number of difficult intricacies and multi-dimensions. Though it is a complicated process, it takes place all around us every time. It is shocking that we all spend around 70% of our entire time for receiving or sending messages or for precisely communicating.

Communication essentially involves the sender of messages or the communicator and the receiver of messages. Most often it is sent in a certain medium, particularly through encoded messages. After receiving the encoded messages, the receiver decodes the message and sends back the reactions to the sender as a feedback.

The ultimate beauty of the whole process lies in the nature of communication in itself. Every language, in any form, has the potential to mean many things at the same time, and so modulation matters a lot. Dr. C. Muralikrishna writes aptly thus:

“Language embodies and conveys thought.  
It is an important means that we rely  
on to convey our thoughts and feelings.  
In its spoken and written forms, language  
is the commonest and most important means  
of communication in all social activities among  
human beings” (P. 3).

To be precise, human communication is nothing else but “a dynamic and active process” (Mishra 3). The communication process is complicated to a great extent that it involves various processes comprising many essential elements such as initiation, feedback, medium, instance, intension, body-language, expression of ideas, language delivering ability and intellectualism, observation, facial expression, attitude, emotional aptitudes and mental states, personal experience, fluency and clarity in conveying ideas and intelligibility of expression.

Undoubtedly to achieve effective communication, it is important to acquire a good knowledge of interpersonal relations and the ability to achieve the delicate balance that communication always requires.

Communication is generally based on the five categories, namely, the nature, scope and depth of interaction as passing communication, factual communication, interpersonal communication, feeling level of communication and peak communication. D.E. McFarland says it rightly thus, “Communication may be broadly defined as the process of meaningful interaction among human beings. More specifically it is the process by which meanings are perceived and understanding is reached among human beings” (Kumar 2).

Louis A. Allen emphatically says thus:

---

**Language in India** [www.languageinindia.com](http://www.languageinindia.com) ISSN 1930-2940 20:3 March 2020

J. Kavithanjali, Ph.D. Scholar (P.T.)

Art of Effective Communication for Professional Growth and Achievement

100

“Communication is the sum total of all the things that a person does, when he wants to create an understanding in the mind of another. It involves a systematic and continuous process of telling, listening and understanding”.

Communication skill is enhanced through effective practice and strong discipline. Communication in short, is “both science and art” says Varinder Kumar. It is science in a way that it delivers a body of useful and universal principles, which manages to bridge the understanding among different minds with enlarged use of advanced information technology. In other way round, communication is an art as it involves individualistic approach and skill in handling situations. Every new situation and every new system always crave for new approaches to deal with the problems. Communication should be an objective art so as to make it more effective. Each individual has a unique impulse that makes an effective and desirable effect.

All these make it clear that communication is inevitable to business as blood is to the human body. Thus, communication is an irreplaceable tool for the success of any enterprise. Communication is very much needed for the process of leading, directing and motivating. Peter Senge rightly says thus: “The essence of leadership – what we do with, 98 percent of our time, is communication” (P 7).

Another important aspect of communication is Writing, and this is probably the most important language skill required for any professional purpose. The ideas, facts, thoughts and decisions of the author are grouped and put together on a paper in a sequential order in an easy and understandable way. The effectiveness of a person’s word usage is enhanced through writing.

A survey conducted among 64 companies in America made it clear that half of the workers pay their attention to writing rather than speaking. Writing generally is used in making reports, giving feedbacks officially, giving project reviews and so on. However, it also creates some chaos, especially in business enterprise: bad writing skills create misunderstanding, disturb company reputation and goals. Language ability is so much important to attain competence in written communication. It is to be noted that writing is concrete than verbal communication, as there is less chance for errors. The written communication creates problems due to spelling, grammar, punctuation, style and actual wording. This in a way reveals the fact that the simplicity, clarity and lucidity develop effectiveness to business correspondence and written communication. Thus, writing is considered as the effective means of communication within or outside a company or organization.

Man being a social animal, he starts communicating with people as soon as he gets a chance. For this, he takes in hand the spoken and written languages. Language plays a predominant role in human development. Communication skills is the only thing that separates human being from other beings of the animal kingdom. Human beings make use of language to transfer their ideas and thoughts; use it emotionally to grow friendship and to develop cultural, economic and social relationships. Words are subjected to some significant impact on the way someone respects it. So, language is obviously considered as a great tool

in the hands of human beings. Language is a potential weapon and is a way to progress and ultimately a platform to success.

Ashraff Rizvi in his *Effective Communication Skills* says thus:

“Communication is a word originated from Latin word “communico” which means “to share”. Communicate is the transfer of information from one person to another person in order to exchange ideas, express feelings and understand each other” (P 69).

Communication actually gives meaning to human life. Communication is the only means which helps in building up relationships and give ears to different views and perspectives, thereby helps to enrich our knowledge of the universe and make life comfortable. Globalization made English language more prominent. Making the students good in communication skills allows them to get placed in multi-national companies. The world has become so much competitive and thus those people who have effective communication skills survive. C. Griffiths and Judy rightly claims that:

“Communication is possible when we get hold of language learning. All appropriate language learning strategies are oriented towards the broad goal of communicative competence” (P 19).

Wise men, especially in business, concentrate only on significant information and avoids arguments. The experts in every field filter the information so that they could remove unimportant and unwanted matter. Shiv Khera says that, “The Professional as an expert provides the answers to problems, not an exposition of past and present knowledge; we use our knowledge to focus upon the important points” (46).

The only bond that keeps people united both functionally and geographically is the effective communication. Among all other forms of communication, Writing is considered as the major means of communication particularly within an organization and the professionals gain much respect in their usage of paper. According to S.R. Inthira and V. Saraswathi:

“Large business organizations have different business units, departments and territorial divisions. Each of them pursues different goals, sub-goals and target sections. Communication provides the means for an integrated approach in pursuing organizational goals”.

Writings are actually evolved from stones and palm leaves. Only after the invention of printing press, the human civilization has seen a greater revolution. Worldwide business communication started only after the invention of various technologies and those inventions made it easier to communicate with each other. The communication became further easier after the invention of a new mass media called television and that added new dimensions to

the business world. The retrieval of oral and written records in an effective mode is made possible only through the advancement of technology.

There is a beautiful saying, 'Language is an important tool for business.' From this saying it is made clear how language was given importance in business. It is really incredible that the language continues to gain more respect and continues to remain the most powerful tool even in this technological era. Communication plays a great role in influencing the creation of wealth and shaping professional careers. In short, communication is "the life blood of business" (Pal 4). An effective internal and external communication could be built only through proper communication in any business. Effective communication helps the employers in their placement as well as promotions. A well-knitted spirit of understanding and co-operation is promoted through effective communication. Communication is both internal and external. Internal communication is communication within a particular organization, whereas External communication is also an imperative form and it is used for the communication with external agencies, both government and private sectors.

Thus, it is made clear that communication serves as the backbone of any organization and success is obviously unimaginable without effective communication. In short, communication helps to promote organizational integration and facilitates the achievement of any organization or business enterprise.

---

#### Works Cited

1. Bhatia, H.S. *Art of Communication in English*.  
New Delhi: Jyotika offset, 2003.
2. Griffiths, C and M. Parr Judy. *Language Learning Strategies: Theory and Perception*.  
*ELT, Journal* 55/3, 2001.
3. Inthira, S.R. & V. Saraswathi. *Enrich your English – Communication skills Book*.  
New Delhi: Oxford Univ. Press, 1996.
4. Khera, Shiv. *You Can Win*.  
New Delhi: Macmillan, 2003.
5. Kumar, Varinder and Bodh Raj.  
*Business Communication*.  
New Delhi: Kalyani Publishers, 2001.
6. Mishra, Sunita. *Communication Skills for Engineers*.  
Chennai: Pearson, 2011.
7. Pal, Rajendra. *Essentials of Business Communication*.  
New Delhi: Sultan Chand & Sons, 2004.
8. Ramesh, M.S. *Effective Business English and Correspondence*.  
New Delhi: R. Chand & Co Publishers, 1977.
9. Rizvi. M. Ashraf. *Effective Technical Communication*.  
New Delhi: Tata McGrawHill, 2005.