

- Communication is "a systemic process in which individuals interact with and through symbols to create and interpret meanings." (Julia Wood)
- "Communication is the exchange and flow of information and ideas from one person to another; it involves a sender transmitting an idea, information, or feeling to a receiver." (U.S. Army)
- "Effective communication is 20% what you know and 80% how you feel about what you know." (Jim Rhone)

Thus, Communication skills are the ability to use language and express information. Communication skills are the set of skills that enables a person to convey information so that it is received and understood. Communication skills refer to the behaviors that serve to convey information. Communication skills are the ability an individual displays in consistently to effectively communicate with clients, colleagues, subordinates, and supervisors in both the professional and personal world.

Effective and Non effective communication skills:

1. **Effective communication skill:**

Communication is effective if everything in the communication process goes as planned: the receiver understands the message in the way you intended. Professionally, this allows proper procedures to be executed correctly and on time, increasing productivity and saving money. Personally, it prevents misunderstandings and can enrich relationships. Understanding strategies for effective communication such as listening, focusing on the others in the process, and asking questions for clarification all improve your chances for effective communication.

2. **Non Effective communication skills:**

Communication is a skill. If you fail at it, you risk losing your audience -- whether it's one person or a room full of people. Things such as your tone of voice, facial expression,

choice of words and phrasing as well as listening skills all play a part in whether you are an ineffective communicator. A communicator who fails to acknowledge an opposing point of view or alternatives to his ideas is close-minded. He speaks as if his ideas are the only ideas worth consideration. He brushes aside other people's ideas and opinions in favor of his own, and he makes his listeners feel inferior. If you don't believe in what you are saying, don't expect others to do so. Communicating without enthusiasm for what you are saying is ineffective. Talking in a monotone voice with a neutral facial expression does nothing to convince others of your message.

Process of Communication Skills

The communication process refers to the steps through which communication takes place between the sender and the receiver. This process starts with conceptualizing an idea or message by the sender and ends with the feedback from the receiver. In details, communication process consists of the following eight steps:

1. **Developing idea by the sender:** In the first step, the communicator develops or conceptualizes an idea to be sent. It is also known as the planning stage since in this stage the communicator plans the subject matter of communication.
2. **Encoding:** Encoding means converting or translating the idea into a perceivable form that can be communicated to others.
3. **Developing the message:** After encoding the sender gets a message that can be transmitted to the receiver. The message can be oral, written, symbolic or nonverbal. For example, when people talk, speech is the message; when people write a letter, the words and sentences are the message; when people cry, the crying is the message.
4. **Selecting the medium:** Medium is the channel or means of transmitting the message to the receiver. Once the sender has encoded his communication into a message, the next step is to select a suitable medium for transmitting it to the receiver. The

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medium of communication can be spoken, written, signals and gestures etc.

5. Transmission of message: In this step, the sender actually transmits the message through chosen medium. In the communication cycle, the tasks of the sender end with the transmission of the message.

6. Receiving the message by receiver: This stage simply involves the reception of sender's message by the receiver. The message can be received in the form of hearing, seeing, feeling and so on.

7. Decoding: Decoding is the receiver's interpretation of the sender's message. Here the receiver converts the message into thoughts and tries to analyze and understand it. Effective communication can occur only when both the sender and the receiver assign the same or similar meanings to the message.

8. Feedback: The final step of communication process is feedback. Feedback means receiver's response to sender's message. It increases the effectiveness of communication. It ensures that the receiver has correctly understood the message. Feedback is the essence of two-way communication

The Need for Effective Communication Skills

Communication is one of the essential bases of human existence, yet most people overlook the need to enhance their communication skills. Effective communication skills are a must whether it is individual or a group. But how can we effectively communicate? We can communicate effectively when we understand the stages of interpersonal communication: The first is the Aphetic Stage. This is the initial stage, which determines the course of the conversation. This begins with the greetings and accompanying gestures such as eye contact, the smile, etc. There is usually no intention, but it's just the setting for the next level of the conversation. Next is the Personal Stage. This is the second stage in which the individuals bring more personal things into the conversation. Here, we are ready to let the others involve in the conversation more about themselves and the hesitation decreases. The third

stage is the **Intimate Stage**. This stage is mainly meant for conversations between friends, family and relatives, where those involved in the conversation share a higher level of intimacy with each other. This stage of communicating usually takes opening one's heart and sharing rather intimate details, which is not a part of professional conversations. Professional Conversation doesn't usually reach this stage.

Types of Communication Skills

There are different types of communication skills which are discussed below.

1. Verbal communication
2. Non-verbal communication
3. Inter personal communication
4. Para communication
5. Business communication

1. Verbal communication skill:

Verbal communication is the use of sounds and words to express you, especially in contrast to using gestures or mannerisms (**non-verbal communication**). An example of **verbal communication** is saying "No" when someone asks you to do something you don't want to do. The sharing of information between individuals by using speech. Individuals working within a business need to effectively use **verbal communication** that employs readily understood spoken words, as well as ensuring that the enunciation, stress and tone of voice with which the words are expressed is appropriate. Objective of every communication is to have people understand what we are trying to convey. In verbal communication remember the acronym KISS (keep it short and simple).

2. Non-verbal communication skill

Nonverbal communication is the sending or receiving of wordless messages. We can say that communication other than oral and written, such as gesture, body language, posture, tone

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of voice or facial expressions, is called nonverbal communication. Nonverbal communication is all about the body language of speaker.

3. **Inter personal communication skill:**

This is direct, face-to-face communication that occurs between two persons. It is essentially a dialogue or a conversation between two or more people. This type of communication involves maximum interaction through words and gestures.

4. **Para communication skill:**

Para Communication Skills, This type of communication includes communicating with the divine and with spirits in the form incantations and rituals.

5. **Business communication skill:**

Communication is important in all aspects of business from management down through the chain of command. Proper training in business communication can play an integral role in improving company moral, higher production, increased sales, and improved customer satisfaction.

Importance of communication skills in life:

The importance of communication skills cannot be underestimated. Each study underscores how important communication skills are and highlights the surprising benefits of using communication skills effectively. Some of them are listed below.

1. Highly skilled communicators make more money
2. Good communicators have higher self-esteem
3. Build a Successful Family Unit
4. Most Important Skill for People Entering the Workforce
5. Effective Communication Skills Aid in Development of Leadership Skills
6. Helps People to Become More Critical of the Media
7. The Communicatory Ability to Speak Gives You the Tools to Participate in Society