EFFECTIVE COMMUNICATION

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Abstract

"Effective communication is 20% what you know and 80% how you feel about what you know."- Jim Rohn

Effective communication is an interpersonal process in which verbal symbols (e.g. words, sentences) and non verbal symbols (e.g. body postures, facial gestures) are shared and understood by people. It combines various set of skills as attentive listening, nonverbal communication, the ability to deal with stress in the present situation, and the capability to identify and understand your own emotions and those of the person you're communicating with.

Communication can be made effective by using technology which acts as a source of power to enhance the communication style. The use of technology as a communication tool has evolved over the years. Technology in communication can include email, texting, social media and many more. Thinking and feeling are required for effective communication. The goal of effective communication is to find a healthy balance between one's intellect and emotions.

Communication:

The word Communication is originated from the Latin word 'Communicare' which means, to share. Information can be conveyed and understood through the process of communication. It is an interpersonal process in which verbal symbols (e.g. words, sentences) and non verbal symbols (e.g. body postures, facial gestures) are shared and understood by people.

Types of communication

Verbal & Non-Verbal Communication

There are various types of communications i.e. verbal, non-verbal, formal and informal. Speech is used in verbal communication which is understood by all parties in the course of communication. In non-verbal communication; a message is send to transmit meaning without using words. It may include; Vocal cues (as, tone, pitch, volume, intonation, speed of the speech, non-word sounds, pronunciation, and even silence), facial expressions, body movement and gestures. Space can also be considered as a type of non-verbal communication which includes the conception of territoriality and personal space. Territoriality is making others aware about our own territory. A hedge, boundary or barricade is the example of territoriality.

On the other hand, personal space is a space surrounding us and we don't want people to cross that. If they get nearer, we get uncomfortable. Touch is habitually considered as reinforcing and positive such as patting someone on the back for a work well done. Attire and artifacts can also send a message, together with status, conformity or rebellion.

Formal & Informal Communication

Formal communication is an essential part of an education system. Administrators must be capable to communicate effectively. Formal communication can go vertically as well as horizontally. In vertical communication, information is gathered and flows up to the top levels of management for appraisal and decision making, whereas orders flow down from the top to the place where it will be implemented. When communication takes place between two parts of the organization at the same level, known as horizontal communication. For example, the management of a school may hold a periodical meeting to discuss the forthcoming month.

Communication: A Process

In order to achieve a successful communication it is important to understand the steps we follow in the process of communication. The communication process is the sequence of understanding that integrates the members of an organization. Through communication a person conveys his ideas, thoughts, values etc to other person. The communication process

consists of various components: A sender and a receiver. A sender encodes information. The channel of communication is selected by sender to send the message.

The receiver receives and decodes the message. The sender receives feedback by the receiver. The sender should take care of how his emotions, attitudes, knowledge and integrity with the receiver might hinder or modify the message. Body language of the sender should also be considered important while communicating.

Effective Communication

Effective communication is a combination of a set of skills which include attentive listening, nonverbal communication, the ability to deal with stress in the present situation, and the capability to identify and understand one's own emotions and those of the person one is communicating with. Communication skill depends on the capability of an individual to communicate ideas and thoughts to others to develop a desired response.

Principles of Communication:

Clarity and Concreteness--The message conveyed should be clear, simple, meaningful, easy, unambiguous and commonly understood. Concreteness refers to clarity in content rather than being vague and general. It also enhances the confidence of the sender.

Completeness- Communication should express all the facts required by the audience.

Conciseness- It provides short and necessary message in limited words to the audience.

Consideration-Audience must be kept in to consideration in an effective communication as it implies "stepping into the shoes of others."

Courtesy- The message should be conveyed by the sender in a sincerely polite, sensible, insightful and fervent manner.

Correctness- The communication should be grammatically correct.

Consistency- There should be consistency in the plans, policies, programs and objectives of

the enterprise while communicating.

Adequacy- Communication should be adequate and complete to avoid delay in action.

Proper Time- information should be communicated at the proper time. Wrong choice of time may not have the desired impact on the recipient.

Integration- Communication is a way to attain the objectives of the enterprise so it should be based on the policy of integration of efforts to avoid confusion and to achieve a genuine spirit of cooperation.

Attention- The recipient's attention to the communicated message must be drawn to make the communication effective

Feedback- Feedback is message set by the receiver back to the sender.

Skills required for Effective Communication
- To be an Active Listener
- To be attuned to body Language (Own & Others)
- To build a team culture
- To use technology effectively
- To Empathize
- To manage stress
- To be emotionally aware
- To encourage
- To maintain a positive attitude and smile
- Only Complain when Absolutely Necessary

Developing Effective Communication Skills

Communication can be made effective by using technology which acts as a source of power to enhance the communication style.

The use of technology as a communication tool has evolved over the years. Technology in communication can include email, social media, texting and many more. In the era of 21st century, rapid changes are taking place and administrators are expected to play many roles and put into practice numerous tasks and responsibilities related to teaching, curriculum development, educational improvement, students' learning experiences, lifelong professional growth and interactions with parents and community.

Educational administrators are also responsible to guide and execute programs that nurture and develop the high performance of their teachers and students. Most administrators are likely to give direction instead of guidance. They need to encourage faculty members to come up with their own ideas and solutions. Administrators need to solicit opinions and be willing to listen to them, to promote effective communication.

Administrators can boost communication by using the most effective and efficient line of communication, depending on the situation at hand. Such proficient communication may involve the use of the latest technologies and educational administrators should effectively use these technologies to strengthen communication. They should be aware of the various communication channels within and outside the organization along with the different methods of communicating. Administrators should be able to communicate any concerns, thoughts, or information within and between the two realms effectively, as the success or failure of an organization highly depends on the communication skills of its administrator.

Common Barriers of Effective Communication:

- Semantics
- Poor choice and use of channels
- Physical distractions and Noise
- Difference in status
- Perceptions and emotions
- Evaluating the source
- Absence of feedback

- Poor listening

Conclusion: An individual or a situation along with the emotions can be understood well with the help of effective communication. It enables us to resolve conflicts, build trust and respect, and inculcate creativity, problem solving attitude, and the feeling of sharing and caring.

It helps us to communicate trustworthy and conflict free messages and improve relationships at home, work, and in social situations by strengthening our connections with others. It also contributes in improving decision-making, teamwork and problem solving ability. Effective communication makes use of both cognitive and affective domain of an individual and its goal is to find a healthy balance between our intellect and emotions.

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