



EFFECTIVE COMMUNICATION SKILLS TO BUILD HUMAN CAPITAL

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Abstract:

Regular and practical practice of language skills certainly endowed with overall and complete command to the students over the language. It has its generous help for effective communication. It is clear that the five language skills are interrelated; all should be practiced with equal significance and fortitude. Then only it is possible for the students to be the best and effective human capital. These are the precious steps to reach the pinnacles of effective communication skills in English that will be the only weapon for success in the battle of entrepreneurship.

Key words: Communication, Skills, vocabulary

Introduction

It is fact that effective Communication Skills is vital for building human capital. It is crystal clear that communication skills in English are playing a key role in the present scenario. It is inevitable that management students should be sound in the three core areas, they are: Effective Communication skills, Personality and Hard skills. Communication is mutual sharing of information. Proper syntax and accent are essential for effective communication. Proper syntax is possible with perfect command over grammar and vocabulary, proper accent is possible with phonetics. Effective communication skills are needed instead of communication skills, it is necessary to identify the difference between the two.

Within a short period the budding entrepreneurs can mend themselves as the best communicators with a little bit of firm practice; that is integrating the practice of language skills (LSRW&T). At first the difference between the terms 'listening and hearing' should be identified to practice listening skill. Listening is a concentrated activity but hearing is not. Hence they should practice concentrated listening. They should concentrate on the expressions and vocabulary while listening which will offer immense helpful for effective expression. 'Speaking English' is the decisive solution for effective communication skills in English. 'A voracious reader can become an eloquent speaker'. So, colossal



practice of reading skills is necessary. 'Great leaders are great readers,' hence it essential to practice reading something English regularly. Writing skill plays a vital role in effective communication. 'Think in English' is the newly added skill to the LSRW, always thinking in English can do a better help than all other language skills. Regular and practical practice of language skills surely provides overall command over language; it has its generous help for effective communication. It is clear that the four language skills are interrelated; all should be practiced with equal importance and determination.

Human Capital: The True Capital: Capital refers to finance which has been playing an imperative role in the entrepreneurship. But in the present scenario it is identified that human capital is the real capital and it has been playing a vital role. The best human capital can create required finance. It is essential for the budding entrepreneurs to be effective communicators to prove themselves as human capital for successful entrepreneurship.

Communication and Effective Communication: Communication is sharing information, either receptive or distributive. If one

wants to share his ideas, one has to express them clearly. If he wants to express clearly, he needs proper syntax and accent. Proper syntax is possible with perfect command over grammar and vocabulary, proper accent is possible with phonetics. It is the open secret that communication skills are playing a vital role to succeed as entrepreneurs. If a management student wants to be successful in his career it is inevitable to be perfect with effective communication skills along with hard skills (subject knowledge) and personality. Hence it is clear that management students should excel in the three core areas they are: Effective Communication skills, Personality and Hard skills. It is necessary to identify the difference between communication and effective communication, as the present world demands effective communication but not mere communication. One can communicate an idea in different ways (either verbal or nonverbal). Now-a-days it is not enough just to speak English but it should be formal and pleasing. The English should be spoken with effective syntax, fluency and accuracy. It is possible to a learned person who is practically applying it. Fluency is possible only if one has zeal in phonetics and it should be learnt practically.

Need of Communication Skills in English: It is crystal clear that communication skills in English are playing a key role in the career of



any professional in the present scenario. It is necessary that each and every graduate in general and technical and management students in particular should have effective communication skills in English to be successful. There are many instances in which many students about 90% of marks in their subject were unsuccessful in their profession, it was only because of their poor communication skills. Whereas some other students with just 60% of marks in their subject were successful in their career; it was only with the weapon of effective communication skills.

Effective Communication Skills

- Winning Strategy: In the present scenario success of an entrepreneur lies in his effective and impressive communication. It is a general tendency that it is difficult to speak English in effective and impressive manner but in fact it is not so. Within a short period they can make themselves as the best communicators with a little bit of determined practice; that is the practice of language skills.

LSRW&T are the Language Skills:

L- Listening

S- Speaking

R- Reading

W- Writing

T - Thinking

Actually students are familiar with these LSRW&T theoretically but not practically. If they practice them with

practical determination, they can mend themselves as the best and effective communicators. Let us discuss how to practice them in detail.

(a) Listening skill: For effective results by practicing listening skill, the difference between the terms 'listening and hearing' should be identified. Sometimes the students don't find the difference between hearing and listening. Listening is a concentrated activity but hearing is not. While they listen to a lecture with an intention to listen, they may hear some other sounds from outside the class room which distract them. If they got distracted, it is not effective listening. Hence they should practice concentrated listening and they should not be deviated their concentration to each and everything they hear. Here I would like to suggest that it is better to practice concentrated listening particularly in English. If they listen something English on each and every day for at least 15 minutes, it is sure that they can develop their effectiveness in communication. Here they may be doubtful what to listen? Where to listen? And how to listen? They can utilize these to listen to English.

➤ Television sets to watch some English channels like Discovery, Animal Planet, National Geographic channel and the like. Particularly at the first level it is better to go for such channels as the narration



in these channels will be slow and clear to understand.

➤ DVDs, CDs, cassettes etc. for listening. (ample of DVDs, CDs & Cassettes are available in the market)

➤ Radio - to listen to the news bulletins, programmes of current affairs etc.

They should concentrate on the expressions and vocabulary while listening which will be exceptionally helpful for effective expression. Here students can grasp syntax and accent for the best communication.

(b) Speaking Skill: *'Practically speaking English'* is an ultimate solution for effective communication skills. The quoted words of Francis Bacon: *"Conference maketh a ready man"*, specifies the vital role of speaking for communication. Students have to practice speaking English regularly. It requires a determined practice, they have to try to speak English for at least 15 minutes every day and there won't be any limit for maximum time. As much time they speak English that much enrichment will be there in their English. Here also they get the same doubts like what, where, when and how to speak English? No more doubt, their day has to be started with English by saying good morning to their family members or whoever is available and the day should be completed by saying good night. In between they have numerous situations to speak English. Wherever they may be,

they have to try to speak English. They need not worry about mistakes, first they have to speak out the simple English they knew. If there are mistakes, they should try to rectify them with available guidance. If they do it practically no doubt they can develop their communication.

(c) Reading Skill: *'Great leaders are great readers'* exposes the eminent persons' secret of success. The quoted words of Francis Bacon: *"Reading maketh a full man"*, specifies the role of reading for communication. *'A voracious reader can become an eloquent speaker'*, yes, it is a fact. Hence it is necessary to practice reading skill with determination. Students have to practice reading something in English regularly. The same question when, what, where, how and why to read may arise. It is better to cultivate the habit of reading English newspaper, at first attempt, it seems to be difficult to understand but it should not be stopped, it should be continued. After a few days they can feel the difference with them practically. They have to go for a small article at first, read it once, twice or thrice and identify the new or difficult words and try to get their meanings by consulting a dictionary, so that they can understand the content as well as they can develop their vocabulary. Vocabulary is the most significant tool for effective communication. If they read much, they can speak more. When they read much, they can be familiar



with innovative, impressive and eloquent expressions for effective communication.

(d) Writing Skill: *'Handwriting can change the fate of an individual'* is an apt statement but it doesn't mean simply script but the sentence structure and effective expressions. The quoted words of Francis Bacon: *"Writing maketh an exact man"*, specifies the vital role of writing for communication. It plays an imperative role in the effective communication. Students are well conscious of the importance of writing as they get marks or percentages depending upon what they write in the examinations. It needs firm and regular practice. Hence they have to practice writing something in English every day. Writing means not copying or taking dictation but the sentence structure should be their own, then they can learn effective expressions, which will be helpful while they need to speak. It is better to have the habit of writing diary or for the students it is better to write synopsis at the end of the day, about what they have understood in each and every class of the day. Here they have to identify one more point that speaking and writing have mutual relationship as they can write what they speak and they can speak what they write.

Conclusions

To develop effective communication skills among management students to mould

them as human capital it is recommended:

- English in M.B.A. is only for name sake in one semester as Business Communication, it is not much helpful or useful.
- English should be introduced throughout the four semesters of M.B.A, if not at least in the three semesters instead of only one in the first year.
- It's better to have functional grammar in the first semester.
- Comprehensive grammar in the second semester.
- Advanced English communication skills lab for fluency practice and mock interviews in the third semester.
- As the students are addicted to the method of by hearting in the schools and junior colleges, and in graduation they should be given the awareness that "Grammar should be learnt and practiced but not by hearted".
- Once again grammar has to be taught in a clear and systematic manner with practical approach, as it was theoretical at the lower levels.
- Then only the phonetics will be useful for communication and fluency.
- Then only we can expect the effective and full-fledged



communication from the make them successful human
upcoming entrepreneurs which capital.

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