

The Importance of Business Communication to the Students of Humanities and Science in Arts and Science Colleges – A Study

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Abstract: The study on business Communication Skills to the Humanities and science students in the colleges proposes to examine the skills of listening, speaking, reading and writing is rightly termed as LSRW techniques in language learning. It is also proposed to learn the communication skills which could be enriched the knowledge and ability by regular and continuous practice by the students. The significant point is that the learners should acquire listening and speaking skills in direct and indirect methods. The different types of reading methods would be adopted to improve reading skills. The writing skills would be acquired by using e-materials and laboratory instruments.

Methods: For the purpose of the present analysis a class consisting of 50 students was identified. A pre-test was conducted to assess the levels of the students in understanding of vocabulary, spelling, pronunciation and grammatical structures of the students. After the completion of their assignment or work, a test was conducted again to know the result and improvements in the language learning and the process and development of communication skills among the learners.

Findings: A Pre-test and post-test was conducted and examined the levels of listening, speaking, reading and writing skills of the learners which led to the process and development of communication and further it paved way for the innovative use of LSRW techniques by them.

Application: The method of teaching communication skills could be used in our class room where English is taught as a second language in schools, colleges and universities and the use of innovative methods and its relevance which was also useful to non-native language learners.

Keywords: Excerpts, English-Second Language, Innovative LSRW techniques – Listening, Non-Native Learners, Pre-Test, Post-Test, Reading and Writing, Speaking skills.

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I. Introduction:

Business Communication skills [1] are not just synonymous [1] with fluency in a language. It involves both spoken and written skills, revealing the personality of the Communicator. Mastery in business communication could be gained by the developing the four skills [2] – Listening, Speaking, Reading and Writing [2].

Different Levels of Communication skills:

Extra-personal communication refers to the Communication between a human and non-human. It is a method of communication refers to the domestic animals or birds. Intrapersonal communication is a communication within the individual. Self-motivation, self-confidence are the result of intrapersonal Communication. Interpersonal communication is a common and the important level of communication. This could take place in direct and indirect methods of learning. Organizational communication takes place at various level. It needs a proper networking system to facilitate communication. Organizational Communication could be further classified into International Operational, External Operational and Personal. Mass communication refers to newspapers, television and radio. Usually advertisement for a product, press interviews come under this category.

English as a Universal Medium of Communication:

English is considered as a medium of language which is necessary for a global means of communication. It is a universal [3] medium of language in which we convey everything by means of communication. It is also considered a link language [4] and has become the language of the common man. A

little effort should be made to learn and improve the language with effort and endeavour. Hence English is considered and rightly termed as the universal language in the right perspective.

Stages of the Recent Study of communicative and language learning skills:

Listening is the basic and the toughest skill to developed. It is an active process which requires sensitivity, alertness, mental concentration and involvement. One should be open minded and objective to develop the challenging skills. In brief the listener would be an effective communicator and this skill should be essentially cultivated by everyone. Speaking is an important effect in one's professional and private life. An effective speaker could easily influence others and achieve prominence in public life. The audience are the factors which decide the pitch, modulation, pace, pause and rhythm of speech. Body language, clarity of voice enables one to become a good speaker. Reading is a complex process. It enables a person to learn and improve the language of others. The effective and efficient reading consists of (a) Previewing the text (b) Skimming (c) Scanning (d) reviewing (e) Note-making.

Relevance of Business Communicative skills in the Recent Day Situation:

Business Communication is a process of passing information and understanding form one person to another. It is a process of meaningful interaction among human beings. It brings previous experiences, feelings, thoughts, attitudes and an ongoing activity [7]. It is always changing, always in motion. It grows and develops. It is dynamic and systematic. Sometimes it is intentional and unintentional. It is both interaction and transaction in reality and nature. It is pleasant and comfortable to listen, speak, read and write. It helps learners to acquire competence and skills in Communication.

The study of Communication and efforts [6] to develop skills of communication is important and essential because communication is absolutely necessary for business in life. Persons in all profession need to cultivate communication skills. Doctors, Engineers, Chartered Accountants, Actors and others in the business industry, managers for all kinds of organizations, educators, besides persons engaged in business enterprises have to engage daily in some kind of business Communication[7]. Multinational companies are established all over the world. They want to appoint talented persons who are able to communicate well. Information and ideas could be gathered and passed to the officials in an organization at any time but they expect good persons who are at commands in language. The important skill for anyone in the world of work is ability to communicate. This means being able to express ideas effectively in writing and in speech.

Employers have always emphasized the importance and relevance of Communication skills and the current trends in the business environment to advance in our career. Effective communication[7] skill are essential. Communication brings more confidence. There are four aspects that would help the learners to communicate effectively. Secondly, when we intend to say something, we have to pick up the right words to express ourselves exactly. Thirdly, we depend on what we say. The fourth point is listening. So, effective Communication is based on both listening and speaking. Effective Communication would help us to express ourselves better and change our environment towards our own thoughts and beliefs. In brief, Communication is a significant part of our life and important and relevant in the present day scenario [8].

A Proposal to Improve Communicative Skills:

Students and learners should improve language by means of listening, speaking, reading and writing skills. It requires constant practice. They have more chances to learn and improve from colleges to place of work. In general the performance of the students would be evaluated by means of conducting Interviews, Group Discussion, Presentation Skill and other performance.

The Objectives and Relevance of Language Learning Skills:

The objectives of communications skills associated with students with effective speaking and listening skills in English and make a chance from college to workplace smoother and help them to excel in their job or work. Lastly the performance of the students at placement level would be considered by their performance interviews, Group Discussion, Presentation Skills and other activities.

The Relevance of Business Communicative Skills for Students of humanities and science:

For language learning vocabulary building/word power is essential for the primary leaners to improve language and correct pronunciation of a particular word, common errors and Functional Grammar. The learners slowly and steadily learn the art of reading and answering questions properly.

Analysis of the Learners of Business Communication Skills:

The questions are based on ideas and perspectives presented by the students to learn and acquire skills of writing and organizing materials into paragraphs with required and acceptable sentence structure. Discussions

are made by student's main and supporting ideas, themes and details. Communication skills help the students to acquire their all-round ability [8] for their overall effort and endeavour in life.

II. Conclusion:

Practice sessions are conducted to inculcate language learning to the students and to prepare their own Resume and Report, Presentations on given topics, Group Discussions and Mock Interviews made them to reveal their skills in their academic career.

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