

MISCONCEPTIONS OF COMMUNICATIONS SKILLS

Author: Darshna Alocieus*

SNS Institutions, Coimbatore.

Abstract:

Language & Communication are two different skills; here the research is on development of communication skill and its myth or misconceptions. In recent years the concept of communication has evolved all over the world due to high demand for human resources. The 68.84% population of India resides in 6, 38, 000 villages and overall growth of economy has resulted in substantial increase in the need to learn the worldwide used language English. As an effect of globalization, the people of rural areas are also learning and increasing their chances of better job employment as there are large quantities of industries in the rural areas. In this way rural areas offer job opportunities and help to increase the opportunity, which in turn increase in literacy level and large scope for penetration. The development of these skills comes hand in hand with technical skill learning and development. Only technical skills or only communication skills will not help a candidate but both are essential.

Key Words: Training, Design thinking, Communication development, English training, skill development, soft skill training,

Introduction:

Living in a country where English is not your native, but a business language, this problem can be very common. People think that when they are asked about communication skills, they are in fact being asked about their level of English proficiency. Training is the most easy and effective way of promoting communication skill. The use of online/offline has become the first priority of the learners when it comes to skill development. Awareness towards communication is booming and many institutes offer language courses in different techniques or methods. One such

Method is Design thinking. Design thinking is a holistic human centered approach towards problem solving.

Myth about the English language:

English is a hard or troublesome dialect. It isn't effectively suitable and consequently a few think it is better not to attempt to become familiar with the language. This is the misconception towards the learning of the language. How to develop communication skills, there are many ways to improve or develop oneself through online/offline mode of learning.

To take the full advantage of this scenario companies are investing a lot of their resources in training their candidates towards communication development. This paper focuses on the misconception of communication and importance towards English.

Objective of the study:

1. The need for Communication skills is rapidly growing and the solution is Skill development.
2. Understand why people are not taking serious initiative towards learning, breaking their barriers.
3. Empathizing the fact that they have an emotional backlog or misconception towards the language.
4. Establishing Design thinking methods towards closing those barriers.

Modes of Communication:

There are many methods of communication such as Listening, Speaking, and Reading & Writing also shortly and famously known as LSRW. Each skill contributes towards Communication skill development. The very start is the Listening skill. The more one listens tentatively is the one who learns faster. Then comes speaking, the more the practise the faster you can express and speak fluently. Reading is a habit that one has to inculcate the more one reads the more vocabulary development can be

obtained and further enhancing your communications skill. The next is writing skill with writing skill comes in creativity towards what we know and how to produce our ideas into paper. All these four skills contribute towards language development.

Design thinking:

Here the problem in research is Communication and its misconceptions, now looking at it with a Design thinking concept. Design thinking helps people to understand, think and test & resolve from the beginning of the problem. The first stage in design thinking is Empathy where we have to see how the user is having a difficulty in communicating. Whether he is from a rural or urban background, or he studied in a school with regional background, etc., Then comes the define stage where you have to define all the problems faced towards the shyness or nervousness towards communicating in English. Once defining is done the next stage is Ideate, where new ideas can be brought in to help with coming out of their comfort zone and making English an easy language to learn and speak. Then we have to look into the prototype & test stage where new methods of teaching can be experimented, for example Group activities towards learning or group discussions to help them come out of their comfort zone. The last stage is Evolve. Here the result is visible. If the prototype is successful, if yes then we can

continue with the same training methodology. If it is not successful the training techniques have to be revised and the same first stage has to be looked into and follow the remaining stages until success is achieved.

Increase in Communication Skill:

Literacy rate is increasing and so is skill development. Increase in training and techniques: Projects from private companies and the rural employment initiatives by the Government like (Skill development for rural children and government schools) schemes have given the rural population an opportunity to enhance their communications skills.

Understanding the need and attending towards its solution:

It has been observed that companies which cater both urban and rural manpower tackle skill development in a better way. The demands of such training in the urban market are often followed by continuous and up-scaling of language skills... So companies can safeguard themselves from the hard to understand skill to an easy and accepting knowledge which is accepted worldwide.

In the United States a survey was conducted in 2016 in LinkedIn and communication topped the list of the most looked for skill in candidates. Communication skill got the maximum

percentage by 57.9 followed by the rest of the soft skill. The list had other skills needed to work smoothly in an organisation such as Team work, Punctuality, social skill, Interpersonal skill, friendly personality, organised quality, critical thinking, adaptability and creativity. Increase in manpower has led to continuous growth in the communication sector. Everyone whether a job seeker or a student or a professional has to be updated in what is happening and that can be achieved only by updating oneself in communication and technical skill.

Conclusion:

Every problem has a solution, so does communication development. The first attempt is to close the gap between the language misconceptions and make it interesting to learn through Design thinking methodology and its different techniques. Skill development is the answer to most of the questions faced by corporates in their selection and training process. With the support of the Government and many such institutes this issue can also be solved.

Reference:

1. Santosh Vijayan blog on Importance of communication in Design thinking September 25, 2015.
2. Josh Tong blog on bringing design thinking to communication strategies on June 22, 2014.
3. Overlap associates 8 Critical benefits of Design thinking benefits on December 1, 2021
4. CFI team blog on Communication Skill on March 21, 2023
5. Dr. Kanna Muthiah from Tirunelveli, Research paper presented to International Journal of Applied Research Studies on Global Importance of Communication skills.
6. Zuraidah Binti Ali (corresponding author), Noor Hafiza Binti Nor Azmi, Alicia a/p Phillip, Mohd Zin bin Mokhtar, Universiti Tenaga Nasional in their paper presentation on Communication Boot camp: Discover the speaker in you in Advances in Language and Literary Studies on July 2013
7. Gaudart, H. (1992). Persuading students to speak English. In Wijasuriya, B. and Gaudart, H. (eds.), Teaching and Learning English in Challenging Situations. Proceedings for the first Malaysian English Language Teaching association International Conference.