

Communication Concepts

Dr. Swayamprabha Satpathy

Asst. Prof. (English), I.T.E.R.
S'O'A University

Abstract

As rightly said by A.C Baugh “English is the easiest language to speak badly. It is the most difficult language to speak correctly.” Communication has gained greater significance in the era of globalization and I.T revolution. Communication means to share. 'Share' with whom 'The People', where each one has P- Personality, with E-empathy, and an O- openness to be Pragmatic with L-liberty to be E-effective speakers.

There have been many interesting developments in the study of language over the past two decades, but it is still a fact that any individual speaker of a language has a more comprehensive unconscious knowledge of how language works than any linguist has yet been able to describe.

Most of us take language for granted. We use it every day in spoken, written, auditory and electronic forms-while forgetting that it is what makes human communication possible. Undoubtedly, our ability to communicate personally or professionally is basically based on the existence of language. Success in today's life has become correlative to acquisitions of good communicative skills. Of course, language being a part of literature. Literature forms the nucleus in the language acquisition and communication is the outcome of it. As literature not only helps one to gain knowledge but also to learn the language skilfully. Even with the advent of technology and knowledge revolution, literature paves the way to learn a language.

Learning a language is though an important aspect but application of it cannot be ignored. Communication with the medium of the language “English” is the glue that holds organizations together. It helps the people to accomplish both individual and organizational goals, implement and respond to change, coordinate day to day activities and engage virtually in relevant behaviours. Yet, as important as this process is breakdown in communication is pervasive. The anonymous wit who said, “I know you believe you understand what you think I said,

but I am not sure you realize that what you heard is not what not I meant, though sounds humorous but it is described about the fact that what each one of us have experienced, a communication failure”

Methodology tells us how to impart the language skills effectively to the students. According to Mr.W.F. Makey “a method determines what and how much is taught (selection) the order in which it is taught(grading) and how much the meaning and form is conveyed(presentation) and what is done to make the use of the language (unconscious repetition).

In order to undergo a research into communication concepts especially in the Indian context, is difficult as HRD managers of the corporate sectors want their technical employees to quickly acquire the communication skills they need for the workplace. In order to explore into this area one has to collect samples of their interactions both written and spoken. The study should also confine in itself the differences a approach between academic teaching/learning and workplace training. The exact nature and content of corporate transactions and the linguistic support that would be required to carry it out.

The research tools that could be used would be;

Observations- The observation of in service language training sessions helps to understand the problems of the speakers to analyse and understand them.

Case Analysis- A contextual analysis of a particular situation. How it works, what are the solutions and how to come to a certain convincing conclusion which may not be absolute.

Interviews and Questionnaires- This would help to generate information in response to specific questions so that the predictive capabilities of scholars get enhanced.

Meaning of Research

Research in common parlance refers to search for knowledge. Research Methodology is a way to systematically solve the research problem. When we talk of research methodology we not only talk of the research methods but also consider the logic behind the contexts of our research study and explain why we are using a particular

technique and why we are not using others. The 5W's and 1H concept of research:

1. Why the research- To define the purpose
2. What is the way?
3. What data have been collected?
4. What is the method adopted?
5. Why a particular technique is adopted in analysing the data?
6. How it is represented?

Research is the enrichment of knowledge. For example the 'The Taj Mahal' which we have known that it is built in the memory of Mumtaz Mahal by Shah Jahan but it is been researched and many researchers say that it is not a Muslim edifice but a hindu temple. Was Buddha born in Kapilavastu or in Orissa.

Thus, the research serves two fold purposes:

1. It is an eternal quest for knowledge to unfold the truth to inquisitive person.
2. Secondly, a researcher feels that things have not been answered and you try to answer.

It's basically a search in a particular subject. If we analyse the word RESEARCH perhaps we might know what does research emphasis on.

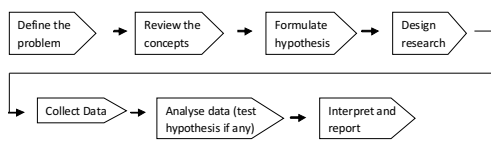
Read, Enhance, Solve, Execute, Assertive, and Resolve to Challenge the Hypothesis drawn.

Thus, method to research depends on different ways

1. It relies on empirical evidence.
2. It utilises relevant concepts.
3. It is committed to only objective considerations.
4. It aims at nothing but making only adequate and correct statements about population of objects.
5. It aims at formulating most general axioms or what can be termed scientific theories.

Conclusion:

The research process may be represented in the following flow chart:



With this methodology various activities/incidents/opinions can be analysed/interpreted from individual or team point of view. This would enhance and enable individuals in order to achieve communication goal through proper analysis and interpretations. As 3A's makes an effective communicator (A-Assertiveness A- Analysis A- Accuracy)

Activity 1

You are working in a factory for two years. Another person has joined the factory two months ago, and has become your friend. One day, as the two of you are having tea together, the other person says to you, "My boss, Mr. Raghavan, is a real tyrant. I have to work daily from 6 am to 9 pm. I am not able to pay any attention to my children. I am sick and tired of working in this factory."

Activity 2

OMPVR Theatres, a Northern India movie theatre operator, is preparing to launch a new chain called Bright Light Cinemas. The company wants to present Bright Light as a more enjoyable, upscale movie going experience, something clearly differentiated from the run of the mill theatres across the country. Yesterday, O & M team met with PVR Theatre's management to discuss the possibility of creating a compelling image for Bright Light. Today, they selected you and three others to form the account team and asked that the group start developing ideas. From their meeting notes, it's clear the client envisions a typical presentations about logos, marketing slogans and colour schemes- the usual stuff in a traditional agency path. Not the O & M way, for sure.

Individual Challenge

Two weeks have passed and true to the O & M mentality, you and your team mates have a strong vision for Bright Light. Your concept centres on the notion of recapturing the old time glamour and excitement of going to the movies back when going to the movies was a special event. Now it's time to outline your sales presentations from introduction to body to close. How will you grab and hold the audience's attention? How can you make audience members excited and inspire the big "A-ha!" that O & M aims for?

Prepare a one page outline.

Team Challenge

In a small group, brainstorm ways to describe the glamour of old time Bollywood to younger audiences who may have grown up on teen comedies and horror movies. Assume you're going to speak to a group of young managers at PVR Theatres and outline a short presentation that would help them get a sense of what Bollywood was like in the days of Dilip Kumar, Raj Kapoor, Nargis, Madhubala.