

COMMUNICATION SKILLS THE MOST CRUCIAL SOFT-SKILLS FOR EMPLOYABILITY

Author: Yusuf Mehdi¹, Co-Author: Dr. Rakhi Sameer²

¹Research Scholar, ²Assistant Professor
Amity University, Noida (INDIA)

ABSTRACT

Soft-Skills are the intangibles that are required to get a job. Soft-skills are a combination of interpersonal people skills, social skills, communication skills, character traits, attitudes, career attributes, and emotional intelligence quotient among others that enable people to effectively navigate their environment, work well with others, perform well, and achieve their goals with complementing hard skills. Though it is very difficult to find out which particular soft-skill is the most important, yet it can be said with authority that Communication skills top the list. Effective communication skills are very critical in acquiring good jobs especially in the corporate sector. A Candidate may have a lot of knowledge, may be a perfect leader, may be able to manage time and stress very well, may be emotionally very stable, but all these abilities cant be put across unless he/she is also good at communicating. Communication skills are the basis of transferring the messages to the other person. And if one is weak at this, he/she might not be able to even demonstrate other capabilities. As such communication has got nothing to do with any particular language. It is only a medium to share information and messages, but the fact is that in the Indian context today, when we talk about communication skills, we have to consider English language as the basis. The compoanies these days look for two major aspects while hiring; communication skills and positive attitude. Further, positive attitude too is displyed, most of time, through communication. Communication plays a vital role in the process of selection in every field. The efficient speakers often get through the selection process relatively in a easier way. Communication skills always are the fundamental requirements of a person. Good communication skills do not come naturally, these are to acquired through rigorous practice and extensive exposure. The efficient communication skills often determine the stature of a professional in the world of competition.

Keywords: Communication Skills, Soft-Skills, Placement, Employability, language.

The literal definition of Soft Skills, according to Collins English Dictionary:

“Desirable qualities for certain forms of employment that do not depend on acquired knowledge: they include common sense, the ability to deal with people, and a positive flexible attitude.”

Employability, in simple terms is one’s ability to get initial employment, maintain employment, and obtain a new employment if required. “A set of achievements - skills, understandings and personal attributes - that make graduates more likely to gain employment and be successful in their chosen occupations, which benefits themselves, the workforce, the community and the economy.”

Professor Mantz Yorke (2004), ‘Employability in Higher Education: what it is - what it is not,’ Higher Education Academy/ESECT

In the past, Businesses and Academic Institutions focussed on Hard Skills. Hard Skills: Specific teachable abilities that can be measured - job specific e.g. math skills, accounting abilities, etc. These technical skills are important but what really separates a superstar employee from an ordinary one are the intangibles. Intangibles: things like motivation, showing up on time (punctuality), being dependable, working hard, and getting along with co-workers - even when they don't agree. These intangibles are the Soft - Skills, the Employability Skills. The companies are making hiring decisions on the basis of soft - skills.

Communication Skills: *Putting across your message effectively*. Most important aspect of Communication Skills is Language. On basis of a lot of research papers and articles written in this area, it may be inferred, very categorically, that Most rejections in interviews are because of poor communication skills. "Communication is a process of transferring information from a sender to a receiver, and attaining a clear understanding between them". (Mandal, 158)

Dr. Mandal defines communication as a two-way process. This process requires at least a speaker and a receiver. When the speaker conveys his message, the receiver is expected to reply. Communication exercises a significant responsibility. It enables its capable users to outstand in their different streams. In fact, the communication skills hold responsible for one's achievements. A command over it can bring about dynamic changes in one's life. The success of a person relies on his communication skills. When communication's role is talked about, employability intervenes. Sumantra Ghoshal states:

"Employability can be defined as "doing value creating work, getting paid for it and learning at the same time, enhancing the ability to get work in the future". (Ghoshal, 629)

The creditably communication bags a nice employment. In today's world, the competition is alarming. Having all the essential degrees doesn't confirm your job. The employer hires someone exceptional. How can a person be incomparable? His communication skills provide him with the certified impudence. The organizations are a social system. Society demands interaction with its people. Similarly, the professional world has to interact with other organizations. They have to perform various tasks like planning, organizing, executing, staffing, and controlling. All the tasks need communication. The more focus should be on improving communication. Any ambiguous communication can lead to further arguments and problems. Hence, the various tasks of the industries demand perfection in expressing one's self. The professional communication has talked about its 7Cs. They read as: correct, concise, coherent, clear, complete, courteous, and concrete communication. The 7Cs are the essentials of professional communication. The recruited person must be the pride of the industry. In any case, communication skills cannot be disregarded. It can't be acquired like a piece of cake. The tenses, vocabulary, and expressions, altogether contribute to the appreciable communication.

The paper concentrates on the communication's effective role in employability. Communication is a part of one's life. In every field, one has to communicate to express his feelings. Even a child cries to communicate his needs to his mother. How can the educated class lag behind in the same process of communication skills? It is every body's birth right. It should not be wasted. Payal Mehra states communication in an elaborate way. She believes:

"Communication is the sharing of information through the use of signs and symbols. It involves sending, receiving, coding, and interpreting meanings. It permeates all levels of human interactions". (Mehra, 30)

Communication skills convey messages by writing or speaking. Either of the two ways exchanges ideas. The present paper aims at enhancing communication skills by various trends of learning language. Communication can be learnt by different methods. Before a person starts communicating, he should have command over the language. A lack of knowledge and vocabulary result in uncalled complications. The acquaintance with the usage of words is essential. Effective communication cops up with the problems of Intonation, Voice modulation, Chronimics, Proximics. Chronimics refers to the Time Management. It means a person has to go for concise and correct communication within a limited time period. Proximics is also essential in communication. It refers to the gap between the speaker and the listeners. A proper space is extremely appreciated. The voice modulation, pitch, and volume depend on the proximics. The ability to convey message properly with accurate gestures and expressions make a mark in the receiver's mind. Everybody communicates to enter into further communication. It is only possible if the essentials of communication skills are religiously followed.

Barun K. Mitra feels the same. He realizes:

“Leaders who differentiate themselves from rest of the pack and get the crucial second break know that consistency of communication is vital in any organization”. (Mitra, 6)

To achieve the target of speaking affluently, a number of scholars worked hard. Resultantly, many different trends have emerged. The Grammar Translation Method, direct learning, learning through newspapers, and English movies are some of the trends people generally go for. The result varies from person to person. Once the language gets thumbs up, communication skills are the next step to go for. The competency of knowing language remains contrasting to the communication skills. The communication is based on language and confidence. Today's generation accepts the monopoly of the communication skills. But find it hard to be acquired. The learners must cut the crop of disappointment. The learning should be welcomed like a dawn that breaks in with lots of hopes. Sanjay Kumar points out the need of communication in professional world.

He elaborates:

“It is so because in a professional world, what professionals do most of the time is to communicate. The necessity and importance of communication skills can be gauged from the fact that professionals spend nearly three-fourths of their working time in communicating their ideas, views, and plans to others. Communication in the professional world occupies such a pivotal position that there hardly exists an activity in the business and industry that does not require communication to play any role”. (Sharma, 2)

Communication in employability introduces a person to numerous confrontations. The challenges are the iron hands of oppression. Communication deals with verbal and non-verbal talks. Verbal communication requires speaking, while non-verbal reconciles with gestures, expressions, and body movements. Verbal communication deals with spoken and written language. Both spoken and non-verbal communication at the same time produces acknowledged response. Language is worked upon, and the Kinesis should also be attained. Non-verbal communication supports oral one. If non-verbal communication betrays the words, a person is hardly understood. Antoine de Saint places non-verbal communication a step ahead of oral communication. He was a French writer, poet, aristocrat, journalist, and pioneering aviator. He became a [laureate](#) of several of

France's highest [literary awards](#) and was honored with the U.S. [National Book Award](#). He believes words might express wrong emotions. He states:

“I shall look at you at the corner of my eye, and you will say nothing. Words are the source of misunderstanding”. (Saint, Online)

Many IT companies, different industries, management institutions, Union Public Service Commission, State Public Service Commission select the right candidate with the appropriate defined targets. Every industry organizes Group Discussions and panel interviews. Had communication skills not be of great value, the selection would have been on the basis of the percentage secured in the highest qualification? But it is not at all appreciated. The employer intends to hire the best available in the market. The role of communication in the working place cannot be ignored. The staff of the industry goes for various communications like inter-personal, upward, downward, diagonal, and grapevine communication. These levels of communication enhance the skills further. Each and every step sans communication is beyond reality.

‘A recent newspaper report said that out of every hundred interviews, only five qualified for the employability. It is not that they were not technically sound but they lacked in communication skills’. (Malhotra, online)

The Modern World has got transformed. It highlights the need of overall development of the people. Many professional institutions strictly familiarize its students to the dynamics of communication. Many trends assist in the brushing up of the skills. The emerging trends propose different activities. The trainers pave a path for the learners. It benefits them in the long run. The exposure to various situations provides people ample of opportunities to grow professionally. This trend is named as ‘Role to Play’. The trend results in delivering excellent outcomes. The learners try hard to put their feet in someone else’s shoes. This activity enables them to be imaginative. In fact, communication believes in the flight of imagination. Communication requires intelligence as well. It is not technical at all. The tedious task of starting the communication is an effort for the people. Understanding this situation, the session of ‘breaking the ice’ has been introduced. This session aims at providing a slight imaginative interactive exposure. Every trend in the learning of communication skills try to brush up the artistic intelligence in a learner. Communication can never be only technical. It revolves around the surroundings. The communication gets started with some usual talks. So, it is essential to learn to express our ideas. The expression comes through exposure to various activities. Impromptu has a great role to play in helping people to learn to react and share their feelings. Communication skills are equally important for a person as technical skills are. Most of the times, an average student with excellent communication skills beat the brilliant one. The professional world prefers to see one’s external excellence. Truly said, one’s presentation reveals one’s inner confidence. The same world does not welcome anyone with poor communication skills, low confidence, and unimpressive body language. The recruited person has to be capable enough to deal with the stern and clever intensions of the world. ‘Communication’ acts as a link between the two organizations. The better the communication, the better chances to get expected results. A competent skilled employee is a boon to an organization. Communication makes and breaks the relationship if it is ambiguous. A very clear and concise communication is a key to success in the professional world. It is essential to express as it let the negative capabilities vanish out from the life. Shannon L. Alder is an inspirational author who has written the most

inspirational quotes on Good reads. Till date, she has written 1,200 quotes. Shannan L. Alder feels the same and advises:

“When you give yourself permission to communicate what matters to you in every situation you will have peace despite rejection or disapproval. Putting a voice to your soul helps you to let go of the negative energy of fear and regret.”(Alder, Online)

Once the person determines to acquire the language perfectly, there can never be looking back. His anticipations paint the world in rose. The learner has always got positive energies or else he will fall flat. Zeba Mehdi in her article stresses the importance of speaking skills by saying:

“Speaking skills is a major part of improving vocabulary. It is the productive skills in the oral mode. Speaking situations are partially interactive. It gives us time to express ourselves and at the same time listen to others”. (Mehdi, 237)

It is time to motivate the students to work for their communication skills. A slight effort and courage surely bring a bright future for those who suffer still do not deter themselves. The world is moving at a fast pace. Communication skills can enable them to walk and talk with the professional world.

WORKS CITED

1. Mandal, S.K. *How to succeed in Group Discussions and Personal Interviews*. Jaico Publishing House, Mumbai, 2006.
2. Ghoshal, Sumantra. “The Individualized Corporation: An Interview with Sumantra Ghoshal”. *European Management Journal*. December 1997. 625-632.
3. Kumar, Sanjay. Pushp Lata. *Communication Skills*. New Delhi: OUP, 2011.
4. Mitra, Barun K. *Personality Development and Soft Skills*. New Delhi: OUP, 2011.
5. Mehra, Payal. *Business Communication for Managers*. New Delhi: Pearson, 2012.
6. Malhotra, Vivek. www.publishyourarticles.net
7. Alder, Shanan L. www.goodreads.com
8. Saint, Antoine de. www.goodreads.com
9. Mehdi, Zeba. “Strong Vocabulary, Elegant Body Language: A Key to Success”. *Journal of Social Science and Linguistics*. A Refereed International Journal for Research in Social Science & Linguistics. VL Media Solutions. 2012/Vol-2/No-1