

ROLE OF EFFECTIVE COMMUNICATION FOR ENHANCING EMPLOYABILITY IN STUDENTS

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ABSTRACT

Employability does not simply means finding a job. It is about making connections between personal development and other associated skills that influence individuals' ability to find, gain and be successful in their chosen employment. . A broad definition of employability that supports this aim is, "the set of achievements, understandings and personal attributes that support individuals in managing their careers".

Employability can be enhanced if the knowledge is gained for the personal development by being aware of the capabilities, one can make the most of their opportunities at work and career plans.

There is a growing need to develop the communication skills to enhance the employability. The paper attempts to highlight effective communication as an essential factors to know the how it contribute to a wider range of outcomes, such as increased confidence and recognition of personal achievement, that enhance the claims in a competitive job market but also ongoing development as individuals and lifelong learners.

Keywords : Employability , Communication Skills, Personal Attributes, Job Market

In today's competitive world, a communication skill is the most sought after quality of an educated person. Communication is a complex activity involving words, body language, voice tone and volume, the topic under discussion, the prejudgments that people bring to the topic. Communication is effective when the recipient of a message understands its meaning and can express that meaning back to the speaker or sender of the message. Ineffective communication occurs when the meaning is not understood.

Good communication skills not only give an edge in getting the desired jobs but also help to be more successful in the job. Communication is one of the basic features of management. It serves as a foundation for planning as it helps in performing jobs and responsibilities effectively, organizing and controlling is not possible without written and oral communication to accomplish the task. The most important effects that good communication can bestow upon an organization is primarily the fact that there will be clarity in terms of what is expected and what is accepted as part of the mission of the organization and as part of their common vision of a goal.

To attain growth in career one must know how to use one or several modes of communication to get their ideas across, to advance their missions, to engage others, and to enlist people support to be effective in their work and personal relationship. The success in job is measured by the collaboration between coworkers and team members, to achieve the desired goal it is essential to possess the effective communication skills.

Communication is about more than just exchanging information. It's about understanding the emotion and intentions behind the information. Effective communication is also a two-way street. It's not only how you convey a message so that it is received and understood by someone in exactly the way you intended, it's also how you listen to gain the full meaning of what's being said and to make the other person feel heard and understood. Effective communication combines a set of skills including nonverbal communication, engaged listening, managing stress in the moment, the ability to communicate assertively, and the capacity to recognize and understand your own emotions and those of the person being communicated with. It helps in deepening the connections with others and improves teamwork, decision making, and problem solving. It enables to communicate even negative or difficult messages without creating conflict or destroying trust.

Communication is a vital life skill, developing your communication skills can benefit student in all aspects of their life, from professional life to social gatherings, in business communicating effectively with clients and colleagues is one of the most essential skills a candidate can have. It is an essential element of leadership. Scholars have known for a long time that effective leaders excel at communicating purpose, ideas, and direction to others. Effective communication adds to the following skills that are important in organization and enhance the employability

- Listening attentively to others and showing interest in everything they say
- Dealing during interpersonal conversations in an appropriate manner
- Encouraging interest and interaction from others in your team
- Expressing an opinion or asking a question clearly and concisely
- Being able to persuade others of your line of reasoning

Good communication galvanizes teams, inspires high performance and enhances the workplace culture. Communication skills help in all aspects of life, from professional life to social gatherings and everything in between. The ability to communicate information accurately, clearly and as intended, is a vital life skill and something that should not be overlooked. Professionally, for applying jobs it is important to demonstrate good communication skills. Communication skills are needed to speak appropriately with a wide variety of people whilst maintaining good eye contact, demonstrate a varied vocabulary and tailor the language to the audience, listen effectively, presenting ideas appropriately, write clearly and concisely, and work well in a group. The words that are chosen to speak can make a big difference to whether other people understands or not, the ability to communicate effectively with clients, colleagues and managers is essential, to be inculcated in students.

Effective communication boosts *self-esteem and decision-making*. It helps in expressing the thoughts, feelings, and needs in an open and honest way, while standing up for self and respecting others it is always about understanding the other person.

Interpersonal communication skills are important in a wide range of circumstances and environments: probably, in fact, anywhere where we may meet and interact with other people. Effective communication can support in handling the situation in stress such as a job interview, business presentation, high-pressure meeting, or introduction to a loved one's family, it is important to manage the emotions, think on your feet, and effectively communicate under pressure.

Communication skills are not limited to direct interaction with other people and the spoken word. The *ability to write* clearly and effectively is key to communication, and this set of skills should not be limited to journalists or professional authors. Poor written communication can be frustrating for the reader. It is important that the students must be able to write the projects, proposals applications that are the prerequisites for working in a corporate culture.

Listening is a vital interpersonal communication skill. 45% of the time is spent in listening so it cannot be taken for granted. It is essential that the students must possess the effective listening skill so that according to the situation the content can be analyzed, appreciated and evaluated. *Listening skill* is supported by the questioning skills often used in clarification, but also to extract more information, and as a way to maintain a conversation.

Studies suggest over 90% communication is through *non-verbal manner* or body language, that includes facial expressions, body movement and gestures, eye contact, posture, the tone of your voice, and even your muscle tension and breathing. Body language should reinforce what is being said, not contradict it. If the spoken content is not supported by the body language of the speaker it will be confusing for the listener to understand and interpret the exact meaning. It is essential that the students must be made learn not to read too much into a single gesture or nonverbal cue rather consider all of the nonverbal signals received, from eye contact to tone of voice to body language. Developing the ability to understand and use nonverbal communication can help in connecting with others, express the intention of the speaker, navigate challenging situations, and build better relationships at home and work.

Effective communication is the DNA of employability. Every recruiter looks for effective communication skill in students which approximately 30 % fail to communicate. However, when you get it right, effective communication can deepen your network and aid teamwork, leadership, and problem solving. Each recruiter will have their own ideas as to their desired skills in communication. In terms of the communication skills expected of best graduates, the competencies embrace attentive listening, keeping self stress free, and being honest and brave enough to understand self, colleagues and the customers.

Effective communication skills are fundamental to success in many aspects of life. While effective communication is a learned skill, it is more effective when it's spontaneous rather than formulaic. A speech that is read, for example, rarely has the same impact as a speech that's delivered (or appears to be delivered) spontaneously. Communication skill is not restricted to the spoken ability rather there are many other associated skills required to enhance the employability is students.

Students must be trained in the following skills to enhance their employability:

Focus on the meaning of what is to be communicated.

Students must be made aware of the messages send via non-verbal channels: make eye contact and avoid defensive body language. Information must be presented in a way that its meaning can be clearly understood. Particular attention must be given to differences in culture, past experiences, attitudes and abilities before conveying your message. Avoid jargon and over-complicated language.

Good Listener:

Students must be made to put in different situation where they can develop their listening skills without assuming on the content to be spoken rather clear your mind and focus on the message being received.

Understand Emotions:

Consider the emotional effect of what is being said and communicate within the norms of behavior acceptable to the other person. Understanding of emotions makes the communication more effective. Students must learn to effectively use the body language along with the spoken content. It is important to stay in tune with the emotions of the self for understanding the emotions of the other person.

Empathy:

Students must be made learn to be empathize, where they need not to be judgmental biased by preconceived ideas or beliefs - instead view situations and responses from the other person's perspective.

Maintain a Positive Attitude and Smile

To give and take positive attitude to self and others it is important to smile often and stay cheerful, people are more likely to respond positively

Write things down. It is important to make students learn to take notes while talking to another person or in a meeting.

Be brief, yet specific. For written and verbal communication, it is important to practice being brief yet specific enough, so that enough information can be provided to the other person to understand

Think before you speak.

Always pause before you speak, not saying the first thing that comes to mind. Take a moment and pay close attention to what you say and how you say it.

Communicating effectively is essential to meet the requirement of the globalized world. It differs in situations and person. By communicating clearly, one can help avoid misunderstandings and potential conflict with others. Communicating effectively is a teachable skill, therefore following a few of the tips are outlined above. Of course, it takes time and effort to develop these skills and become an effective communicator. The more effort and practice, the more instinctive and spontaneous communication skills will become.