

# Awareness on influence of communication skills in career

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## ABSTRACT

**Aim:** This study aims to create awareness among people on influence of communication skills in career. **Introduction:** Effective communication skills are extremely important for the successful career of present engineering students. Candidly speaking, effective communication skills are equally essential for everyone in today's ultracompetitive business world. Soft skills, which are also identified as essential skills, are the critical skills that demonstrate interpersonal competence and organizational communication effectiveness which are essential for managerial or administrative success. **Materials and Methods:** The questionnaire on awareness of the influence of communication skills in career was prepared. The questionnaire was sent to 100 students through SurveyPlanet link and the data were statistically analyzed. **Results:** This study analyzed the knowledge and awareness on influence of communication skills in career. It is clear that many students are not fluent in English and feel uncomfortable in communicating with others. Students have to focus on communication skills so as to become dynamic and efficient communicator which is a very urgent need in the present corporate world. **Conclusion:** Hence, communication plays an important role in influencing a person's career.

**KEY WORDS:** Anxiety, Career, Communication, Fluency, Professionalism

## INTRODUCTION

Effective communication is a remarkable tool to achieve the desired purpose. We need communication, verbally or non-verbally on a daily basis to convey our ideas, thoughts, emotions, etc. It is a never-ending process which begins with the cradle and goes until the grave. Neither an individual nor an organization can survive without good communication skills. The development of every organization is also based on its communication channels.<sup>[1]</sup> Business communication involves any kind of communication that foster strong partnerships, promote products or services, as well as relay information within a particular organization. It is the capacity to build solid relationships based on the effective and efficient exchange of information between two or more parties.<sup>[2]</sup> It is crucial that communications should be done clearly, efficiently, and accurately because it can have a great impact on a person or a company's reputation and credibility, and will definitely say a lot about its level of professionalism.<sup>[3]</sup>

Communication is the key to success in business. Listening, speaking, reading, and writing are these four

techniques extremely useful to boost communication.<sup>[4]</sup> Effective communication skills play a facilitating role within the human relations, whereas having a healthy communication ensures it to be purposeful and satisfying and handling the problems met throughout the life, and any state of affairs. This case reveals the standing of being triple crown/unsuccessful within the relations that the people establish with different people.<sup>[5]</sup>

The success of a student depends on the power to communicate effectively in today's high-speed world. The success of Indian technologists within the last one decade is attributed to the fruitful mixture of their robust information within the core technology and English skills.<sup>[6]</sup> Surveys have shown that out of an oversized variety of execs being created each year solely 100% square measure employable in numerous industries. The scholars of all the streams ought to bear one issue clearly in their minds, i.e., having essential arduous skills do not seem to be solely adequate for his or her approaching career; however, additionally, effective communication skills measure utmost vital.<sup>[7]</sup>

English speaking skills are of utmost importance in the upcoming generations. Effective speaking skills

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are incredibly important to the students and graduates. CEOs of top companies stated that the primary things they look for when hiring new employees is how well they are able to communicate with others.<sup>[8]</sup> Students must possess good speaking skills to face and attend interviews, group discussions, and oral examinations, and make technical presentations, etc. Hence, a student should consciously practice and develop his speaking skills without wasting his precious time any more.<sup>[9]</sup> Effective communicators are the people who listen to what other people say and continuously give and receive wordless signals. All of our non-verbal behaviors – the gestures we tend to create, the approach we tend to sit, how briskly or however loud we tend to speak, however shut we tend to stand, what proportion eye contact we tend to make – send sturdy messages. Words account for only 7% of the message you convey. The remaining 93% is non-verbal. Hence, the students must pay attention to the non-verbal cues and signals they send and receive and with this effort their ability to communicate will improve.

The following survey is conducted to analyze the awareness of influence of good communication skills in career among the students. Keeping in mind, the significance of communication, leadership, and entrepreneurial skills which are focusing all four skills and their integration with each other, this study reveals how communication, leadership, and entrepreneurial skills cannot be separated from each other if we wish to develop the full potentials of an individual so that he is successful in his academic and professional life.<sup>[10]</sup>

## MATERIALS AND METHODS

The questionnaire on awareness of the influence of communication skills in career was prepared. The questionnaire was sent to 100 students through SurveyPlanet link and the data were statistically analyzed.

## RESULTS

The data was collected, statistically analyzed and results were discussed in detail.

## DISCUSSION

The data obtained were statistically analyzed using pie charts. The study has shown that around 63% of the participants are fluent in English while the rest have some difficulties in conversing in English [Figure 1]. 29% of the participants do not feel confident in communicating with others [Figure 2]. The main obstacles to communicate between people are the tendency of judging, evaluating, and approving/disapproving other people. The real communication occurs when we avoid the

tendency of evaluation and when we listen trying to understand others.<sup>[11]</sup>

About 85% of participants feel that communication skills can influence a person’s career, whereas 15% of them think that communication skills do not have

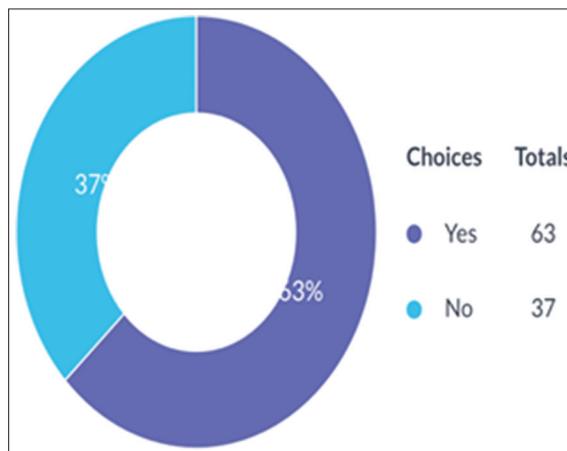


Figure 1: Are you fluent in English?

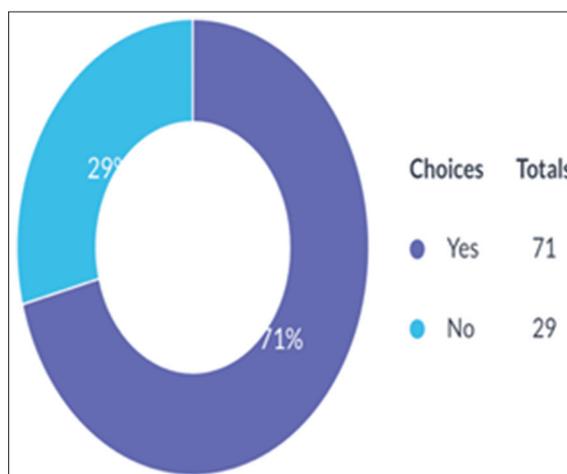


Figure 2: Do you feel confident in communicating with others?

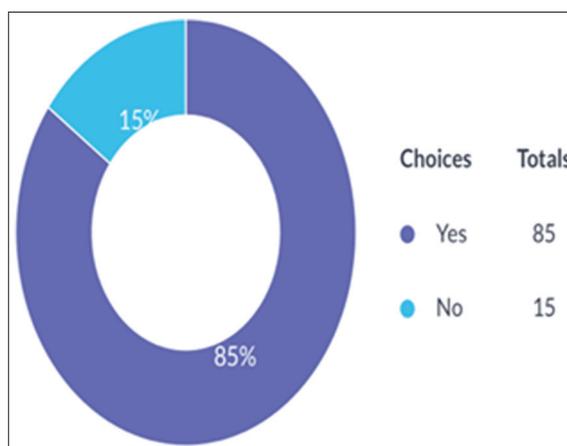


Figure 3: Do you think communication skills can influence your career?

much impact on career [Figure 3]. Communicative interactions in the workplace serve to create and maintain work relationships among the team and organizational members.<sup>[12]</sup> However, around 77% of the participants have stage fear during presentations [Figure 4]. The fear of public speaking or performance, often called stage fright, exacts a huge toll on self-confidence and self-esteem which needs attention.<sup>[13]</sup>

About 88% of them are aware of group discussions and its impact on improving communication skills

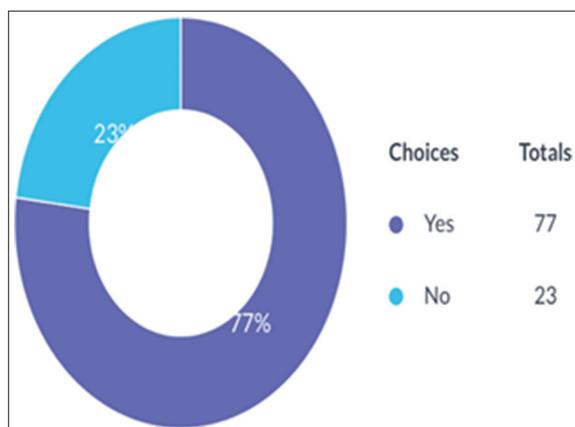


Figure 4: Do you have stage fear during presentations?

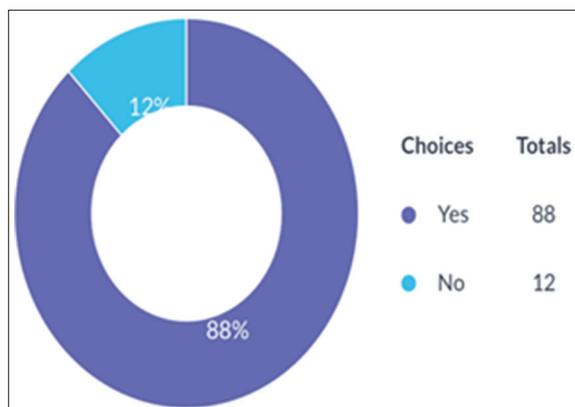


Figure 5: Are you aware that participating in group discussions improves communication skills?

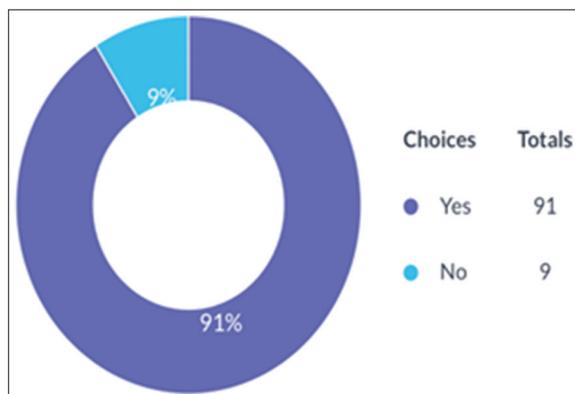


Figure 6: Is communication skills essential for placement in core companies?

[Figure 5]. Research has demonstrated that group discussion promotes greater synthesis and retention of information.<sup>[14]</sup> 91% of participants said that communication skills are an essential factor for placement in core companies [Figure 6]. About 31% of participants are attending/have attended English or communication skill classes [Figure 7]. A good English speaking course enables you to achieve better results in your life – professional as well as personal.<sup>[15]</sup>

According to 55% of participants, getting over discomfort with speaking to others in a professional setting can be achieved by attending spoken English

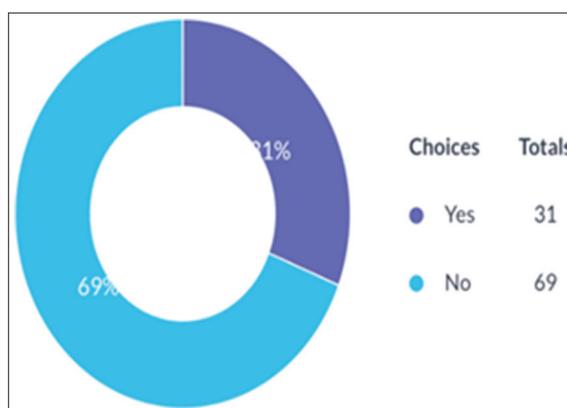


Figure 7: Are you attending any spoken English classes/communication skill classes to improve your fluency?

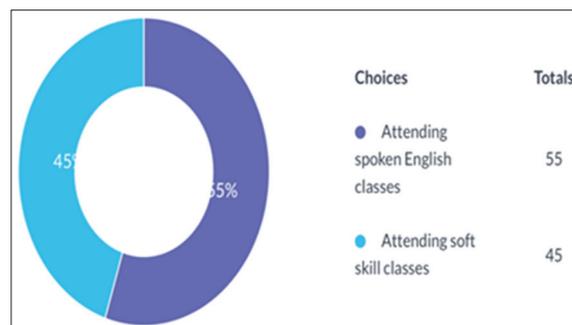


Figure 8: How can you get over your discomfort with speaking to others in a professional setting?

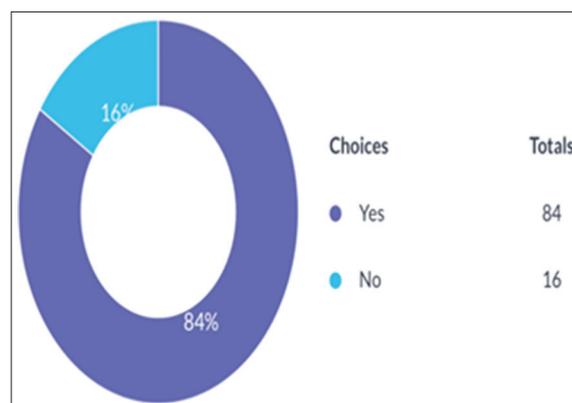
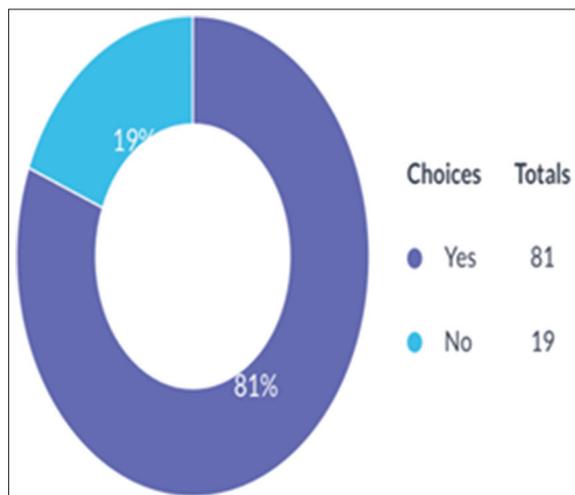
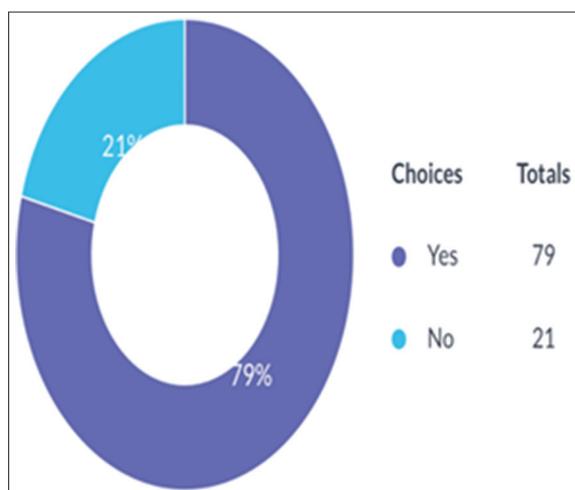


Figure 9: Are you aware that taking leadership responsibilities also improve communication skills?

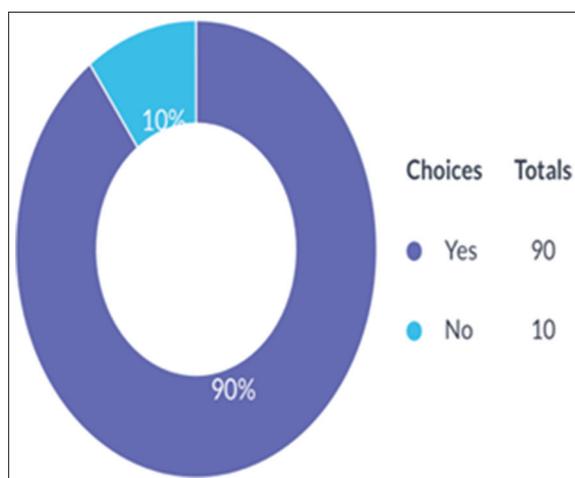
classes, whereas the rest of them prefer attending soft skill classes [Figure 8]. 84% of them are aware that taking leadership responsibilities improve a person's



**Figure 10:** Are you aware that good listening skills are essential for good communication?



**Figure 11:** Are you aware that reading books and newspapers also increase your communication skills?



**Figure 12:** Is your awareness on communication skills have really helped you to improve your language fluency?

communication skills [Figure 9]. Effective leaders are well aware that productive communication is not a one-way process; rather, there are two key factors which complete communication process: Speaking and listening with understanding.<sup>[16]</sup>

According to 81% of participants, good listening skills are equally important as speaking skills and play a major role in shaping our career [Figure 10]. Our ability to listen effectively is based on the degree to perceive and understand the information.<sup>[17,18]</sup> 90% of participants feel that reading books and newspapers can increase our vocabulary and communication skills [Figure 11]. This habit will not only enhance our knowledge about general information, but it also improves our language skills and vocabulary.<sup>[19]</sup>

About 79% of them reported that their awareness on communication skills has helped them to improve their language frequency [Figure 12]. Effective communication among individuals encourages effective teamwork and promotes continuity and clarity within the colleagues.<sup>[20]</sup>

## CONCLUSION

This study analyzed the knowledge and awareness on influence of communication skills in career. It is clear that many students are not fluent in English and feel uncomfortable in communicating with others. Students have to focus on communication skills so as to become dynamic and efficient communicator which is a very urgent need in the present corporate world. The use of effective and formal communication skills training is required in all fields of profession. Hence, communication plays an important role in influencing a person's career.

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