

## COMMUNICATION: VITAL TO THE SURVIVAL

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Communication is as old as man himself since time immemorial; it has been an integral part of man's life. The word communication is derived from the Latin word 'communicare' and the French word 'communis', and both the word mean 'to give to another'. It plays a fundamental role in balancing individual and organizational objectives. It is the exchange of ideas feelings or attitudes between two or more people. We communicate continuously in many complex ways. We speak, scowl, write, preach, touch, smile, sit, stand, cry and stare; all of these behaviors communicate an idea.

It is proved that we communicate 55 per cent by body language, 38 per cent by tone of voice and 7 per cent verbally. While speaking we often resort to physical gestures. We wave our hands, shrug our shoulders, smile and nod to reinforce what we say. Besides, these are several other means of communication available to us. We use non-linguistic symbols such as traffic light, road signs, railway signals to convey information relating to the movement of vehicles and trains.

Working in a team in an organization has become the need of the hour. While working in a team, all members have to communicate effectively so that they can work efficiently, solve problems quickly, make decisions and above all interact with culturally and linguistically diverse groups. In the wake of globalization, the interpersonal interaction which generally takes place in English has become indispensable. Moreover, proficiency in oral and written communication is essential for fulfilling one's own professional aspirations.

The nature of communication is social, collective, extrovert, dynamic and multidimensional. It involves the impression as well as expression. If it is used competently, communication can be very productive and delightful; if it is used awkwardly, it can spoil the whole business. Communication can be enlightening as well as misleading depending upon one's skill and proficiency. There must be trust among ourselves to have good communication.

Living a life of integrity is the best guarantee of maintaining the climate of effective communication. As with all natural processes, there are no shortcuts and no quick fixes. When trust is high, communication is easy, effortless, instantaneous and accurate. When trust is low, communication is extremely difficult, exhausting, and ineffective.

Thus, communication in any form or any medium is an interaction between individuals. This interaction at times may be for resolving a crisis, setting a deal, asking a question, or having a conversation not only for a specific purpose, but also for fun. As human beings, we have to communicate with various people and in different environments. Sometimes we converse with our friends and yet other times we communicate with our superiors or subordinates. These are also occasions when we have to address a group, participate in a meeting and deliver a talk to a large gathering. All these occasions necessitate human communication to be of different natures. When one person communicates with another person using words or symbols, it is called interpersonal communication. The success of this form of communication depends on the familiarity of knowledge, background and experience of the individuals involved. People with similar background, beliefs and experiences

communicate better. Their fields of experience often overlap, such a process is called homophily. In an environment of better and greater homophily, interpersonal communication becomes meaningful. John Steward says that interpersonal communication is concerned with what might be called relationship communication. Now I want discuss about interpersonal communication. There are times when human beings actively communicate with themselves without any visible companion. In this type of communication, a person talks to his own self.

Human beings also communicate with animals, inanimate objects and their surroundings. This is termed as extra personal communication. This is most often a communication with less chances of exchange in terms of words between the sender and the receiver. The sender in such a case may use words but may receive a response in the form of gestures as in the case of animals. In the case of inanimate objects the senders depends solely on his sense perceptions and makes this communication a medium to express his sense of joy, sorrow or frustration.

When we have to communicate with large groups that is known as mass and media communication. In such a communication, the sender uses electrical/mechanical device to send his message. The channel could be journals, books, newspapers, radio, TV, video or some other medium. Thus in this type of communication, though it involves two parties, yet the receiver has less chances to participate activity. The receiver acts as a listener, and the sender too has the limitation of not making a personal rapport with him or her. Feedback and response are difficult to be sought or expected through this medium of communication.

The aim of this research paper is to explain the importance of communication in vivid ways. Oral communication, also known as verbal communication is the interchange of verbal messages between sender and receiver. It is more immediate than written communication. It is also more natural and informal.

In human development speech precedes writing. We first learn to speak, then much later, develop the ability to read and write. The ability to speak/articulate single words and later on speak groups of words in meaningful sequence comes to us in due course of our growth as a child. We develop this ability from listening to verbal sounds (words).

The study of human behavior shows that 70 per cent of our waking life is spent communicating, out of the total time spent in communicating, normally, 45 per cent relates to listening, 30 per cent to speaking, 16 per cent to reading and 9 per cent to writing. Thus 75 per cent of our time, we spend in listening and speaking. It is therefore, necessary that people in business learn to use this time to their best advantage for creating and sustaining good relationship through their ability to listen and speak effectively.

In face-to-face encounters, non verbal communication is often just as important as verbal communication. When we are speaking, information can be conveyed non-verbally as well as verbally. The non-verbal signals of listeners will provide instant feedback. Non-verbal communication techniques are often used unconsciously, for instance, while speaking we may throw our arms around or while listening, a sudden sock may result in a sharp intake of breath. Such non-verbal signals add impact to a meaning, and they combine to provide an instant impression in a way that written communication or telephone phone calls cannot. Actions of this sort are an important part of the communication process. In non-verbal communication, we will discuss all those forms of communication that fall in neither oral nor written communication. These include body movements such as facial expressions, eye contact, gestures, posture, appearance, touch and so on. Apart from that space, time, colors, layout etc.

Our ancestors communicated by their bodies such as they gritted their teeth to express their anger, they smiled to show their happiness; they slapped to show their annoyance and

touched one another to indicate affection. Today we have been civilized yet non verbal cues are used to express dislike, anger, hate, respect, love and other feelings. Just as eyes are regarded as the windows to the soul the face is considered an index of our mind. If there are unpleasant, sad and gloomy expressions on our face, we are likely to create a very negative impact on our listeners. In the entire communication process, it is the person's face that we get to see most of the time therefore if a face reflects negativity of any type and expresses dejection, irritation, indifference, fear, confusion, inhibition, vulnerability or doubt, it is likely to severely affect the effectiveness of communication.

Communication is a dynamic interactive process. It consists of five steps, that is ideation, encoding, transmission, decoding and response. It is an exchange of meaning and understanding. Meaning is central to communication, and transmission of meaning is the central objective of communication. Communication begins with the sender sending out message cues, which is perceived by the receiver who assign meaning to them and responds to them accordingly.

Communication is essential for the internal functioning of any organization. By integrating the managerial functions and serving to influence the behavior and attitudes of people through persuasion, it encourages them to perform in order to achieve organizational objectives. The interaction between the different individuals working in a company or organization takes place through different channels. These channels could be both informal and formal.

Informal channels transmit official news through unofficial communicative interactions known as grapevine. This informal communication network includes tea time gossip, casual gatherings, lunch time meeting and so on.

Communication is vital and survival due to its growth, complexity, competitiveness, harmony, understanding, co-operation, advising, counseling, giving orders, providing instructions, marketing, persuading, giving warnings, raising morals, staffing, projecting image, preparing advertisements, making decisions and giving feedback.

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