



# Communication Skills Important For University Students

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## **Abstract:**

Communication skills is one of the central elements for university students. Through their years in the university, students would have been exposed to position, in and out side, where they have to utilize their communication skills. Communication skills were including oral, written and social behaviour also. The corporate world always experts the well skilled candidate who satisfies their needs. Students should have the aim to expand all the talent and skills which required in world to make them successful. Indian Former Prime Minister Mr. Jawaharlal Nehru once said that, " The destiny of a nation is shaped in classrooms."

**Key Words:** Global world, Need, Skills, Professionalism

## **Introduction:**

We live in a world filled with other persons. We live cooperatively, work together, and play collectively. In our individual lives, we need each other for security, relieve, friendship, and love. In our working environment, we want each other in order to get our goals and objectives. None of these goals can be completed without communication. The university's role in producing graduates in different fields to fulfil the markets needs does not just focus on academic achievement, but also on soft skills necessary for them to compete in the global market. Kementerian Pengajian Tinggi Malaysia (2006) said that, "communication skills are components of generic skills that have been identified as a focus at the universities."

Communication skills are significant especially during the process of seeking job. The new graduate would be tested on their communication skill during their job interviews. Many employers really measure the competence of job application in many of these skills before making offers of employment. Companies naturally want to put their best face forward by using excellent communication. Therefore, universities and faculties have to ensure that students are equipped with the skill to communicate clearly and successfully, communication can be defined as a process of exchanging information, from the person giving the information through verbal and non verbal manners to the person receiving the information. Here i say that communication skills would not only be useful to students by enhancing their academic presentation but would be of huge help in the job market. The most ordinary method of communication is verbal, using a specific language where it is a two- way process. Communication also involves the exchange of ideas. Seiler and Bella, (2005) said that, "Communication has also been defined as sharing and giving meaning occurring at the same time through symbolic interactions."

## **Importance of Communication:**

Communication is a method by which message is conveyed to someone or a group of people. If the message is conveyed unmistakably and unambiguously, and is received by the receiver in the same way as intended by the sender, then communication is said to be effective. If the message reaches the receiver in a distorted form or somehow fails to make meaning or understanding, the communicator should understand that his/her communication has been affected by barriers. So we can say that communication becomes successful only if the receiver understands what the sender is trying to express. The feedback received by the sender from the receiver allows the sender to determine how the message was interpreted and, if necessary, whether there is an chance to modifying future messages. According to Sulaiman Masir, "Communication has been said to start when a message or

information transferred from the sender to the receiver through an instrument or channel and followed by the receiver giving feedback."

Communication helps us better understand a person or situation and enables us to resolve variation, build trust and respect where creative ideas, problem solving and affection. communication is about more than exchanging information and it is also about understanding the emotional following the information. Communication also develop relationships with others, improving teamwork, problem solving and decision making. This communicate allows to communicate even in negative or difficult messages without creating difference or destroying faith. In effective communication combines a set of skills including nonverbal communication, identify with own emotions .

People in society typically spend a major part of their time in interacting with people. Thus it is no surprise to find that at the root of a large number of managerial problems is poor communications. Communication is an important competent of organizational success whether it is at the organizational, interpersonal or external levels. Appropriate communication skills helps people in understanding each other's and work together towards goal. According to Sikitic," Communication is a purposeful process of expressing , receiving and understanding message containing factual information, feelings, ideas and needs by two or more individuals through common symbols."

### **Elements of communication skills:**

Communication skills are those skills which are required to speak and write correctly. A person who is able to speak properly whilst maintaining eye contact with the audience, uses different vocabulary and articulate speech to suit the need of the audience is usually said to be an effectual speaker. In the same way, an effective writer should be able to use written words in different styles and techniques to communicate his/her message and ideas to the readers. One should have the skill to listen carefully and write and speak undoubtedly in any situation. Therefore good reading, writing, speaking and listening skills are important for effective communication. As a student, you may study any language, but it is central that you are able to read, write, speak and listen well in order to communicate correctly.

- **The art of listening skills:**

Listening is an talent to decode the sender's message effectively and understand it clearly. Hear with ears but listen with the mind. Without effective listening message may misunderstood and communication may be unsuccessful.

- **The art of reading skills:**

Possessing reading skills can help us to take hold of the middle idea and content faster. It saves time and create good result. Skimming and scanning reading skills are important at different levels. Professionals have to read variety of texts, e-mails, books, reports every day to capture proper decisions.

- **The art of speaking skills :**

Wherever you work, whatever the situation but time and yet again you need to give oral presentation or speech. You may be asked to converse with your colleagues, suppliers, or general public. One requirements to be efficient in meetings, group discussions, seminars, workshops and presentations. The ability to speak effectively and powerfully is very main in public to get several advantages.

- **The art of writing skills:**

Effective writing is must for all professional to write business reports, letters, proposals, notices, e-mails, research papers etc. True words, logically, grammatically correctness, proper construction, clarity, precision, coherence between sentences, completeness, consideration all these factors are important while arranging any quality writing.

### **Many practical reasons behind the important of communication skills for students:**

There are different reasons why communication skills are important for students. Communication skills help students in many way like, their study, job interviews, career development, social networking and workplace.

- **Communication skills help to learn from teachers:**

Students' require practical and deeper knowledge about the subject they are learning in college. For well learning from teacher, they need to ask the question and they have to talk about their subjective and objective doubts. At that time teachers understand where they are confused about the subject then they can teach in their style, it will help students get good result. Most of the students do not ask the question because of panic, hesitation and low confidence. Here communication skills help them to listen, understanding what teacher are speaking about student can ask better questions with self-confidence and it will help them to gain more knowledge. That's why teachers always give confidence and guide students to listen to the topic with full presence of mind in the class. That's how communication can help them to understand properly and study well.

- **Enhancement in teamwork and collaborative approach:**

Positive behaviours, the gratefulness of others, a collaborative effort in solving the problem with other team members are benefit of effective communication in the important place. Effective communication increase productivity in future life of students. With help of communication increase productivity in future life of students. With help of communication skills person get new chance from others and earn respect from others. That's how communication skills enhance teamwork and collaborative attitude and it gives long term many benefits in personal life.

In future students will communicate with others by text, audio and video conferencing in the different place. If students are not effective in tweets, emails and social engagement then it will negatively impact their career progress. In 21st century these all social media perform very vital role in one and another way. That's why listening, writing and verbal communication by using the internet of things play a huge positive and negative role in students' personal and career increase.

That's why students need to develop their communication skills while they are in college. So later in their profession and life communication will not become the wall in their achievement.

- **Communication skills increase professionalism in the students:**

Students in the future will on good position then they need to communicate effectively with others. They need empathy, friendliness, professionalism in their speaking and position while interacting with others. In future life effective communication perform main role in life of students. Many time in professional life students have to manage all things with properly and right way. If they have proper command on communication skills so he/she done everything very smoothly with passion.

As we know many of our famous persons' verbal and non verbal communication is not on proper way. At that time practice on communication is very important. Because such negative communication is never will be good for the progress practices of the country as well in personal life.

That's why it is actually main for all us to think, understand and analyze the situation then speak. Communication is an expression and freedom of expression is our right but expression should be on right path, with the right people, for the right reason and on the right stage.

Learning and practicing communication skills facilitates students in the future to handle such kind of professional and social tensions. All duties that we follow as a citizen and do effectively with quality will help in the development of our country. So, this is what i think, how develop in communication skills can be very useful for students.

- **Communication skills help in career improvement:**

Clear communication about the skills and knowledge, objective vocabulary in words while communicating with interviewers, sure physical expressions help students to get a job after the achievement of the degree. That's how effective communication create a difference in the personality of students. Many students feel communication problems in the interview that's why learning and improved communication help them to build a career in their own fields

- **Communication skills are important for students in social networking:**

Communication in group activities, debates and family function's help students to analyze their skill level and standard of communication skills. In conversation listen to other people's view is very important to reach new conclusion about the subject. And it is not possible without communicating successfully with positive expression.

It is truly important to learn that, while communicating, students have to respect the feelings of others. Many times we talk with parents, friends and meetings and with employers very rudely. It is actually important to communicate without causing distress to someone's feelings.

That's why communication skills are especially more important for students to learn because they are more active, passionate, enthusiastic and open-minded. It is not bad the overuse of such things can impact poorly their personality in society. Not only offline but online.

Healthier communication with parents, cousins, friends, classmates, colleges and anyone can build students more trustworthy in the society. It will build self esteem and enhance the confidence in students that will impact positively on their education.

- **Improvement in presence of mind and memory enhancement:**

When we communicate, express, listen and understand what we're talking about, it will develop our presence of mind. While communicating when we focus on listener not on the mobile phone then it will help to improve our brain power and memory.

Students need brain power and sharp memory to become winning in everything they want to do, to reach their dreams. The use of communication skills enlarge their focus and they are ready for an answer because of the presence of mind. Beside the presence of mind recovers their vocabulary, communication skills and enhance memory like a genius. All students wants to become a genius in their life but without use of effective communication, it is not possible.

So, these are reasons behind why communication skills are important for students to improve ,learn and use. There are various online communication courses in which they can get better their verbal and non verbal communication skills effectively. Students can learn communication skills from parents, teachers, good speakers and journalists.

- **The superiority of being friendly with others:**

It is important to be friendly with others in college. Controlled verbal communication and physical expression help them to make new friends and get new knowledge with them. Studying with superior friends relives stress. And it's actually important in a competitive environment and situation. Good communication skills build up strong friendships. It will present confidence. And students get interested in visiting college daily. But all s possible when someone respects others, communication when it is important and show constructive expression in a certain situation. That's how communication skills improve the ability to understand and share the feelings of each others. It will build a strong friendly connection and that can often be changed into business partnerships.

### **Conclusion:**

Students not only get to build up their communication skills through discussions and presentation in class, but also get to familiarize with communication situation in the real world. The corporate world always specialists the highly skilled candidate who satisfies their needs. Students should have the aim to develop all the ability and skills which required in professional world to create them success.

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