

AN EMPIRICAL STUDY ON STUDENTS' PROFESSIONAL COMMUNICATION SKILLS

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Abstract

Professional communication is given much importance in these days in all the professional colleges and universities. This gained momentum because of the rapid growth of employment in voice-based and non-voice-based. Communication skills are not learned in a day or two, it is imbibed through a long run with continuous practice. Speaking skills can be learned easily through continuous hearing or speaking to a group of people who are not aware of their mother tongue. Globalization is being spread far & wide soon. The study is carried out to know the soft skills program implemented in the colleges.

Keywords: Professionals, momentum, globalization, basic language skills

Introduction

The professional communications skills are the most demandable subject in the field of the corporate sector which helps the employees to enhance their skills in presentations, seminars, and conferences in their professional career. Professional communication is given much importance in these days in all the professional colleges and universities. This gained momentum because of the rapid growth of employment in voice-based and nonvoice based. Many Indians work for outsourcing jobs which changed their living style and their basic needs. Parents also pay much attention to these professional institutes where there is much importance for their children carrier growth. Students who come from their mother tongue media face many problems at times. Regional languages are mother tongues which is the first language for many of the students. As a result of this bridge, the course is developed initially to get acquainted with the speaking skills when they join in the colleges.

Communication skills are not learned in a day or two, it is imbibed through a long run with continuous practice. Speaking skills can be learned easily through continuous hearing or speaking to a group of people who are not aware of their mother tongue. Globalization is being spread far & wide soon. These Professional communication skills are mainly helpful to express their ideas very effectively which can be pleased by one in the industry. They mainly help us to express our ideas to others for the process of putting thoughts into spoken form enables us to help clarify them further. These skills help to learn more about the subject area and become more comfortable with the language of your subject area. It develops a wide range of skills that will enable a student to get a good degree and make a more employable in the corporate industry.

Professional communication skills help in different aspects of our work such as written communication, Oral Communication, Visual communication and Technology based communication. Written communication helps us in writing memos, resume, letters and more. Grammar and punctuation are imperative in written communication. When coming to Oral communication helps us in leading meetings, giving presentations and daily conversation with co-workers in the organization. Visual communication helps in using visual aids like powerpoint presentations or a sign posted in the break room. Finally, the technological skills help in sending messages mail and have a thorough knowledge with the social media like using telegram, messenger, facebook, twitter, etc., which helps in maintaining interpersonal relations with the colleagues in the company.

Research Objectives

To test the Speaking, writing, reading and soft skills designed in the four competencies of professional communication skills.

Area of Study

Speaking skills: Just a minute, Debate, Group Discussion, Body language

Writing Skills: Journal Writing, Project writing

Reading skills: Reading comprehension

Soft skills: Role plays, simulated presentations

To present the above skills effectively we need a good body language. It is highly helpful for us to attract the audience in an effective way.

Body language and its importance:-Body language is a kind of non-verbal communication. It includes gestures, facial expressions, Eye contact, Posture and tone of the voice.

Gestures:- It includes nodding of the head, Crossed and open hands, hands in pockets, etc.,

Facial Expressions:- Smiling face, eye contact, Positioning and Orientation.

The tone of the Voice:- The tone of the speaker should be audible, clear and able to understand by the audience. He/She could able to change the pitch of the tone as per the contexts in the presentations.

Hypotheses

H1 = Speaking, writing, reading skills and soft skills has an impact after training

Methodology

A sampling of 75 students was taken to study . A total number of classes designed are 50 per semester, duration of time 100 minutes per session. Each and every competency is given assessment divided into the internal and external assessment. Competency1 is soft skills in which it is designed into seminars, presentations, case studies in role plays and simulated presentations. competency 2 is reading skills, in this skimming and scanning, word perception tests reading speed development, searching for keywords, reasoning skills-analytical reasoning, critical reasoning, language-specific reasoning.Competency3 is speaking skills, in this group discussions-format of GD as used in national level recruitment boards are given, Rules, normal practices, dos and don'ts in group discussions. This competency aims to develop confidence, improve content and clarity. Practicing skills like initiating, developing and concluding discussions. Competency 4 structures and written expression deals with sentence completion, Analogies, one-word substitution, mechanics of grammar: correction of sentences-error in grammar and usage jumbled sentences, rephrasing. There are different parameters to check this competencies weight age is given 15 marks for 4 competencies. Reviews are conducted after every two competencies.20 marks are given. Academic journal writing every day to improve writing skills this carries 10 marks. Attendance also made mandatory because this process is continuous evaluation and carries 5 marks.

Findings

Engineering students of CSE and mechanical are taken for study to analyze the four competencies of speaking, writing, reading and soft skills. Computer science engineering students showed better performance when compared to mechanical engineering students. This course is designed for one semester in the second year of a deemed university. Every year English course is designed in such a way right from the first year there is continuous evaluation of the above four skills throughout the four years. Two credits were given to this course. A percentage analysis is analyzed for the four competencies.

Communication Skills Respondents	Total %					
		Very poor	Poor	Fair	Good	Excellent
Speaking	75	19	15	18	17	6
	100 %	25.3 %	20%	24%	22.7%	8%
Reading	75	08	10	24	20	13
	100 %	10.7%	13.3%	32%	26.7%	17.3%
Writing	75	23	17	20	10	05
	100 %	30.7%	22.7%	26.7%	13.3%	6.6%
Soft skills	75	27	17	12	15	4
	100 %	36%	22.7%	16%	20%	5.3%

Findings

Most of the students are good at reading skills as they had training right from the schooling they did comprehension passages well. This helps to develop critical thinking and analyzing skills. Students lack the writing skills much of the focus should be levied to improve their writing skills. Speaking skills are improved by peer initiation and there was a gradual improvement. Soft skills, other skills such as time management, teamwork, leadership skills, Positive thinking, and ethics are also developed.

Suggestions

- The present study reveals that students' lacks in communications skills and results in failure to get better placements. The institutions should assist the students to overcome the communication barriers by giving orientation to the students, Assignments on listening and writing the concepts designed for communication development helps in reaching the goal.
- The institutions should strictly inculcate the soft skill training program to the students in their academic activities.

Conclusion

The study is carried out to know the soft skills program implemented in the colleges. Hence the study discloses that many students lack in soft skills such as communication, critical thinking, interpersonal skills and so on and based on soft skills assessment of the students, few methods are suggested to acquire certain soft skills, helps them for better placements in the reputed companies.

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