

THE NEED AND SIGNIFICANCE OF COMMUNICATION

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ABSTRACT

The main objective of this research paper is to acquire an efficient understanding in terms of need and significance of communication. It is comprehensively understood by the individuals, belonging to various age groups, categories and backgrounds that they need to need to pay attention towards the up-gradation of their communication skills on a continuous basis. As these are fundamental to their lives. This concept needs to be paid attention towards throughout one's lives. In order to achieve personal and professional goals and sustain one's living conditions in a well-organized manner, it is vital for the individuals to put into operation the communication processes in an efficient manner. Communication skills need to be put into operation in a polite and decent manner within as well as outside the homes. In order to understand the need and significance of communication, it is vital for the individuals to understand the factors, which highlight the need and significance of communication. Within homes as well as outside the homes in educational institutions, employment settings, offices, public places and so forth, the individuals are required to communicate with others in terms of carrying out various tasks and functions. The main areas that are taken into account in this research paper include, objectives of communication, and factors highlighting need and significance of communication.

Keywords: Business, Communication, Counselling, Need, Objectives, Personal Life, Significance

One is living in the world, which is completely networked with communication. The need and significance of communication is immeasurable in the world of business and personal life (Sanchez, n.d.). With the advent of modernization and globalization and usage of technologies, the individuals are communicating with each other through the usage of various forms of technologies on a comprehensive scale. Communication has become an integral part of the lives of the individuals. The individuals not only are required to communicate with others within their homes, but also when one is pursuing educational programs or are carrying out their own business or are in jobs in various forms of organizations or are participating in the organization of social, cultural, religious, economic, and political functions or in the implementation of other tasks and activities, the individuals need to communicate with each other. One cannot carry out various tasks and activities in different types of organizations in seclusion, it is vital for them to communicate with others in an effective manner. In the implementation of difficult tasks and provide solutions to various problems, the individuals need to take help, advice, suggestions and support from others. This is possible, when they will establish efficient communication terms with each other.

Counselling and guidance are important aspects that all individuals need at some point in their lives. These are provided by family members, instructors, supervisors, managers, employers, directors, and professional counsellors. When the individuals are overwhelmed due to various problems, which may be related to their family members, home, educational programs, employment opportunities, finances, psychological problems of stress, depression, trauma, anxiety, and so forth, they seek counselling and guidance services. When the individuals are providing counselling and

guidance in order to make provision of solutions to specific problems, then too the relevant outcomes will be generated, when the communication processes will be effective. Communication is significant from processes, systems, instructional base and structuring. Therefore, the individuals recognize the need and significance of communication in obtaining solutions to various problems, performing ones jobs and activities in a well-organized manner, maintaining amiable and pleasant terms and relationships with others and achieving personal and professional goals.

OBJECTIVES OF COMMUNICATION

When understanding the need and significance of communication, it is vital to generate information in terms of the objectives of communication. The primary objective of communication within the organizations is to ensure well-being and progression of its members as well as the organization as a whole. In order to achieve these objectives, it is vital for the members to communicate with each other in an effective manner. The main objectives, which highlight the need and significance of communication have been stated as follows: (Bodla, n.d.).

Information – Passing or receiving information in terms of a particular concept, factor or circumstance is regarded one of the important objectives of communication. This task can be put into operation in a verbal or written manner or through using signs or signals. When the individuals are passing information to others, they need to ensure that it is accurate, precise, consistent and beneficial to them. On the other hand, when the receivers are receiving information, they need to ensure, they implement it to generate the desired outcomes. When the individuals are performing their tasks and activities, they need information. It is comprehensively believed that one can acquire large amount of information in terms of various subjects and topics from the internet, communicating with instructors, supervisors, managers, colleagues, fellow students and so forth. This will help in augmenting knowledge in terms of various topics. Furthermore, the individuals make use of technologies and internet to augment their knowledge and understanding. Therefore, it is understood that giving and receiving of accurate information is one of the indispensable objectives of communication.

Education – Education is regarded as an instrument that not only imparts knowledge and understanding among the individuals in terms of lesson plans and academic concepts, but also makes provision of knowledge to them in terms of other factors that are necessary to emerge into productive human beings. In India, throughout the country, there have been establishment of schools, colleges, universities, training centres and adult education centres, which aim to make provision of good-quality education to the individuals. Through acquisition of education, the individuals are able to augment their competencies, which enable them to sustain their living conditions satisfactorily. The system of education can be successful, when the members, including, directors, principals, head mistresses, teachers, students and other staff members are well aware and skilled in terms of their job duties and communicate efficiently. The members need to work in co-ordination and integration with each other in order to enrich the system of education and generate the desired outcomes. Therefore, promoting enrichment of the system of education is one of the vital objectives of communication.

Advice – Advice is referred to guidance, information, instruction and assistance. It is apparent that problems and challenges are an integral part of the lives of the individuals. In some cases, the problems are major, whereas, in some cases, they are minor. When problems prove to be barriers within the course of implementation of tasks and activities and sustenance of one's living conditions appropriately, it is vital to bring about solutions to such problems. In order to obtain solutions to problems, either the individuals work on their own or they obtain advice from others. For instance, when students are experiencing setbacks within the course of academic learning, they may seek help and assistance from instructors or fellow students. In providing solutions to ones problems, the individuals give them advice. In giving advice, it is vital for the individuals to up-grade their communication skills. The information need to be factual and assistive to the receivers. Therefore, it can be stated, giving advice is also regarded as one of the crucial objectives of communication.

Warning – Warning is a form of communication that takes place in a verbal as well as in a written form. Normally, in educational institutions of all levels and various forms of organizations, the superiors give warning to their subordinates in terms of putting into operation appropriate ways to carry out various tasks and functions and refraining themselves from such acts, which may impose detrimental effects. For instance, in higher educational institutions, when students and researchers are writing research papers or are working on research projects, they are warned by their supervisors that they need to promote academic honesty and eliminate plagiarism. Whereas, in the implementation of job duties within organizations as well, the individuals are warned by their superiors to inculcate the traits of diligence, resourcefulness, conscientiousness, morality and ethics and refrain from any forms of misinterpretations. When the individuals understand the warnings given to them, they are able to carry out their tasks and activities in a well-organized manner and achieve desired goals and objectives. Therefore, warning is an important objective of communication.

Order – Order is regarded as an authoritative communication. It is a directive to somebody, all the time to the subordinates and they are directed towards the implementation of tasks and activities in a well-organized manner. It is the job of the superiors to ensure that the subordinates perform their job duties in a well-organized manner and render a significant contribution towards the achievement of organizational goals. When the individuals in leadership positions are wholeheartedly dedicated towards the achievement of desired goals and objectives and augmenting the structure of the organization, they give orders to their subordinates. The orders are given in a written and in a verbal form. The orders are of responsible nature to a major extent and require the job to be done on an immediate basis. If the orders are related to one specific activity, they are specific, whereas, when there are multiple activities having operational similarities, general orders may be issued to cover all of them. When communicating in terms of orders, certain factors need to be taken into account. These are, they should be complete and clear, and execution should be given in a friendly manner.

Raising Morale – The individuals need to enhance their communication skills, when raising morale. Morale is referred to comprising of several qualities, such as, courage, self-esteem, optimism, determination, fortitude, resolution and confidence. There is a direct correlation between high morale and efficient performance. When the individuals are pursuing educational programs and

carrying out their job duties within organizations, they need to increase all the factors that comprise the morale. When they will understand and lead to an increase in these factors, they will be able to carry out their job duties in an efficient manner. The factors that are conducive to the creation of morale are, providing rights and opportunities to the employees, creation of amiable working environment, providing promotional opportunities to the employees, providing infrastructure, amenities and other facilities, organizing effective training and development programs, providing solutions to the problems and challenges experienced by employees, the superiors should develop effective leadership skills, implement peaceful conflict resolution methods, possess a helpful nature and ensure employees feel comfortable within the working environment. When superiors communicate efficiently with their subordinates in leading to an increase in morale, they depict efficiency and are constructive in their attitude.

Suggestion – Suggestions are regarded as mild and subtle forms of communication. The suggestions are communicated by superiors to the subordinates, subordinates to the superiors as well as among the individuals, who are working at the same level. These are usually referred to ideas and recommendations. All the individuals within the organizations, should be provided with the opportunities to express their suggestions. When the individuals are carrying out various job duties, such as, preparing the project, document, presentation, report, making field-visits and so forth, then the supervisors are the ones, who are required to give suggestions. When the superiors give suggestions to the subordinates, they are required to follow them to generate the desired outcomes. Therefore, giving of suggestions is crucial in the preparation of good presentations and reports (Rasp, n.d.). Furthermore, in order to lead to effective functioning of the organizations as well, suggestions are regarded as indispensable. Therefore, it can be stated, to provide meaningful and beneficial suggestions to others, it is vital for the individuals to be aware and knowledgeable and augment ones communication skills.

Motivation – Motivation is regarded as one of the crucial aspects that renders a significant contribution in stimulating the mind-sets of the individuals and generating interest and enthusiasm among them towards the implementation of their job duties and other activities in an appropriate manner. Effective communication is the key to enhance motivation. Motivation energises and activates a person and channelizes his or her behaviour towards the attainment of desired goals and objectives. When the individuals are motivated towards the implementation of their job duties, they do not need much support and assistance from others. Within the workplace, in some cases, the individuals find their job duties monotonous and do not develop motivation. It is the job duty of the supervisors and employers to ensure that they are motivated towards their work and form constructive viewpoints. On the other hand, in educational institutions as well, the instructors motivate the students to acquire an efficient understanding of the lesson plans and academic concepts and achieve academic goals. Therefore, motivation is regarded as one of the central objectives of communication.

Persuasion – Persuasion is an important objective of communication. Persuasion skills can be learnt just like others and are regarded as crucial of being able to influence others to achieve the desired goals and objectives (Persuasion and Influencing Skills, 2020). It is defined as an effort to influence the attitudes, feelings and beliefs of others. Another aspect is, persuasion is also referred

to the influencing of the actions, based on the attitudes, feelings and beliefs. It is better to make use of persuasion as compared to compulsion. In order to be successful and attain the desired goals and objectives, the persuasion has to be indirect and suggestive. Persuasion needs conviction on the part of the individuals. When this objective is put into operation, the individuals are convinced in a genuine manner that an alternative course of action that has been suggested to them is in both interests, i.e. the interest of the organizations as well as the individuals. When persuading, there are four important aspects that need to be taken into account. These are, analysing the situation, preparing the receiver, delivering the message and prompting action.

Counselling – Counselling is an important factor that enables the individuals to augment their communication skills. When the individuals are employed in leadership positions in educational institutions and organizations, such as, heads, directors, principals, managers, supervisors and so forth, or when they are professionals, such as, doctors, researchers, academicians, psychologists or professional counsellors, they regard counselling as an integral part of their job duties. When the individuals are overwhelmed by various problems, related to academic learning, job duties, finances, home environment or personal relationships, they need to take counselling and guidance from other individuals. When the individuals are carrying out the job duties of counselling, they need to ensure, they understand the problems, provide effective solutions and hone their communication skills. The counsellors are regarded as the individuals, who possess adequate knowledge and competencies, in terms of specific field. For instance, career counsellors may provide assistance to individuals in terms of careers, psychologists provide counselling to provide solutions to psychological problems, supervisors counsel in terms of implementation of job duties in an appropriate manner and so forth. Therefore, counselling is regarded as an important objective of communication.

FACTORS HIGHLIGHTING NEED AND SIGNIFICANCE OF COMMUNICATION

The individuals need to communicate with other individuals throughout their lives. In some cases, it takes place, even with unknown individuals. Whereas, in most cases, it takes place with known individuals. The individuals, irrespective of their categories and backgrounds need to upgrade communication skills throughout their lives. Hence, in order to hone their communication skills, they need to understand the factors highlighting the need and significance of communication. The major factors highlighting the need and significance of communication have been stated as follows:

Promoting Learning and Understanding – Learning is a lifelong activity. Individuals learn throughout their lives. In order to enrich ones lives and sustain ones living conditions in an appropriate manner, it is indispensable to learn and generate awareness in terms of various factors. Family is regarded as the first and foremost institution from where learning takes place. The individuals get enrolled in educational institutions beginning from pre-schools to the universities to acquire educational qualifications, augment their skills and abilities and generate awareness in terms of various aspects. After the completion of education, when the individuals get engaged in employment opportunities, they augment their learning and understanding and develop competencies and abilities that are necessary in enhancing their lives. In order to promote learning

and understanding, it is vital for the individuals to communicate with others. These include, family members, instructors, supervisors, fellow students, managers, employers, colleagues and so forth. Therefore, promoting learning and understanding are regarded as indispensable in highlighting the need and significance of communication.

Healthy Environmental Conditions – All individuals, irrespective of their caste, creed, race, religion, ethnicity, gender, occupations and socio-economic backgrounds aspire to enrich their lives. In order to sustain one's living conditions in an efficient manner, achieve personal and professional goals and maintain amiable terms and relationships with others, it is vital for the individuals to create healthy environmental conditions within home as well as outside the homes in educational institutions, employment settings, neighbourhood and other public places. Healthy environmental conditions are created by promoting collaboration and integration with each other (What is a healthy Workplace? 2019). When the individuals work in co-ordination with each other, they are able to carry out their tasks and activities in an efficient manner and enhance productivity. One of the indispensable aspects through which healthy environmental conditions can be created is by encouraging effective communications. It is vital for the individuals to understand the meaning and significance of communication, when they aim to create healthy environmental conditions.

Maintenance of Amiable terms with others – It is of utmost significance for the individuals to maintain amiable terms and relationships with others within as well as outside the home. Maintenance of amiable terms with others prove to be beneficial to the individuals in number of ways. These include, obtaining support and assistance in the implementation of tasks and activities satisfactorily, sharing ideas and viewpoints with others, obtaining guidance in providing solutions to various problems and so forth. Within homes, when the individuals obtain support and assistance from others, they feel pleasurable and contented that they have good relationships with their family members. Whereas, in educational institutions and workplaces, when the individuals maintain amiable terms and relationships with others, they are able to implement their job duties efficiently and incur job satisfaction. Effective communication is regarded as the key aspect that is necessary in maintaining amiable terms and relationships with others.

The External and Internal Communication Network – This is comprehensively understood that individuals, from the initial stage communicate with their family members. When they get enrolled in pre-schools, they realise that outside their home also there are activities and functions, which they need to put into operation and for carrying out one's tasks and activities in a well-organized manner, they need to communicate with others. Therefore, it is vital for the individuals to develop external and internal communication network. When communicating externally with other individuals, particularly within the course of pursuance of education and within employment settings, the individuals need to ensure they are able to obtain adequate assistance, support and guidance from others in generating the desired outcomes. Therefore, it is vital to create external and internal communication network in enriching ones lives.

Functionalization – The division of work into various kinds of duties and responsibilities is called functionalization (Bodla, n.d.). When there are organization of functions, seminars or conferences within organizations, then the job duties are assigned to the individuals in accordance

to their skills and abilities. Functionalization naturally leads to specialization. When the individuals are knowledgeable and competent in terms of their job duties, only then, they are assigned. The reason being, work needs to be done well and individuals need to incur productivity and profitability. The individuals will recognize the need and significance of communication, when they will be able to obtain the opportunities to make use of their skills and abilities. Therefore, functionalization is also regarded as one of the factors, which enables the individuals to understand the need and significance of communication.

The Complications of Tasks and Activities – The individuals in some cases are engaged in the performance of tasks and activities, which are complicated. When the tasks are complicated, they need assistance and support from others. When the students in educational institutions are working on an assignment, which is complicated, they usually seek help from instructors, fellow students, family members and so forth. In employment settings, when the employees are carrying out job duties, which are complicated, they seek assistance from their supervisors, colleagues and so forth. When the individuals are to obtain support and assistance from others in providing solutions to problems and in putting into practice the tasks and activities in a well-organized manner, they need to communicate well with others. Therefore, the individuals, irrespective of their categories and backgrounds recognize the need and significance of communication in providing solutions to complications of tasks and activities.

Use of Common Language – Communication among individuals is not only related to the accomplishment of tasks and activities, but individuals get engaged in informal and friendly conversations as well with each other. Research has indicated, within organizations, the individuals are not only communicating with each other in terms of work, but get engaged into friendly and informal conversations as well. These are related to home, family, personal aspects etc. In some cases, when individuals are unable to speak the same language, then communication becomes difficult. Therefore, it is vital for the individuals to be well-equipped with the common language to be able to communicate effectively. In the present existence, English is the common language that is spoken by individuals in communicating with each other. The individuals, who are not fluent with English are getting enrolled in training centres to hone their English language skills. Therefore, common language is made use of in communicating.

Competitions – Competitions are regarded as factors that enable the individuals to recognize the need and significance of communication. Competitions are organized in schools and higher educational institutions in terms of various aspects. These include, academics, and extra-curricular and creative activities, such as, dancing, singing, drawing, painting, role playing, sports and so forth. When the students are participating in competitions, they need to communicate with others, primarily with the aim of honing their skills and abilities, so they can participate in an efficient manner and achieve success. All the students, who participate in competitions have the primary goal of being successful. In order to achieve this goal, it is essential for them to communicate with others. These include, instructors, friends, and family members. On the other hand, competitions are high, when the individuals are to clear written tests and seek enrolment in higher educational institutions. Therefore, communication with other individuals is regarded as indispensable to participate in competitions and achieve the desired outcomes.

Participation in Activities – The individuals, belonging to various categories, competitions and backgrounds participate in various activities. These include, social, cultural, religious, economic and political. When participating in various kinds of activities, it is essential for the individuals to generate information and augment their competencies. When the individuals are participating in various activities, they need to up-grade their communication skills. For instance, economic activities are related to generating a source of income and managing finances. When the individuals are conducting their own business, or are in services, or make investments in schemes to generate profitable returns, they need to communicate with others. On the other hand, when they are participating in social, cultural, religious and economic activities, then too, it is of utmost significance for them to communicate with others. Therefore, participation in activities also enables the individuals to recognize the need and significance of communication.

Identification of Limitations – Limitations do take place in tasks and activities. But it is vital for the individuals to identify the limitations and bring about improvements. In educational institutions, within the course of implementation of academic assignments or participating in extra-curricular and creative activities, within the course of performance of job duties in organizations and in putting into operation, the household chores as well, the individuals may encounter limitations. It is essential for them to identify the limitations and bring about improvements. In the identification of limitations, it is vital for them to communicate effectively with others. In promoting effective communication, they will be able to receive ideas and suggestions, which will help them in identifying the limitations and bringing about improvements. Therefore, the need and significance of communication is recognised in identification of limitations.

CONCLUSION

The need and significance of communication is recognized by the individuals, belonging to all age groups, categories and backgrounds. The individuals need to work towards up-gradation of their communication skills on a regular basis. In order to pursue educational programs, get engaged in employment opportunities, augment one's skills and abilities, generate awareness in terms of various factors, maintain sociable terms and relationships with others and enrich one's overall quality of lives, it is vital for the individuals to recognise the need and significance of communication. The main objectives, which highlight the need and significance of communication are, information, education, advice, warning, order, raising morale, suggestion, motivation, persuasion and counselling. The major factors highlighting the need and significance of communication are, promoting learning and understanding, healthy environmental conditions, maintenance of amiable terms with others, the external and internal communication network, functionalization, the complications of tasks and activities, use of common language, competitions, participation in activities and identification of limitations. Finally, it can be stated, when the individuals will acquire an efficient understanding of these factors, they will be able to up-grade their communication skills.

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