

Effective Communication: A Key to Enhance the Educational Productivity

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Abstract— Effective communication is a key to be happy in personal and professional life. It is also an important element for the institute, employee and student to be successful. The success or failure of any organization or an individual is mostly depends upon the communication. Effective communication is the superglue to deepen your relations with others to improve teamwork, decision making, and problem solving. It can be used to create conducive environment to enhance the educational productivity in the era of Science and Technology. It is high time for the developing countries like India to understand the importance of effective communication in the field of education. This paper aims to explore and explain the importance of effective communication to enhance the educational productivity.

Key words: Effective Communication, Educational Productivity

I. INTRODUCTION

Education is the driving force of economic and social development in any country (Cholin, 2005; Mehta and Kalra, 2006). In today's competitive world in the field of science and technology education is essential for every human being after food, clothing, and shelter. It is the solution to every problem. Education promotes good habits, values and awareness towards anything like terrorism, corruption and much more. It plays a vital role in developing personal and professional growth. It also shapes the character of every individual to be successful in life to serve the society. Well educated people in any field are aware of the socio-economic scenario of the country and can contribute for development of the nation. Oxford Advanced learner's dictionary defines education as "The process of receiving or giving systematic instruction, especially at a school or university: a course of education." Communication is the mode to transmit the knowledge, information, facts, etc to one person to another. These days effective communication has become a prerequisite to meet aims and objectives in the field of education. Communication is the key factor in the success of every individual and organization. It is said that knowledge is power and to apply knowledge is required effective communication. In present era effective communication is very essential to learn, to teach, to understand, to make relationships and to maintain them for better life. One can be effective communicator being a true student of language and knowing the art of communication using interpersonal skills in personal and professional life. "Today's challenging economic situation means that it is no longer sufficient for a new graduate to have knowledge of an academic subject; increasingly it is necessary for students to gain those skills which will enhance their prospects of employment" (Fallows & Steven, 2000).

The prominent employment skills such as Presentation Skills, Assertive Communication, Negotiation, Time management and Team Building can be useful along with the digital communication to enhance the educational productivity in the age of science and technology.

II. EFFECTIVE COMMUNICATION

The word communication has been derived from the Latin word "communis" which means to share or to impart knowledge. Communication is a sum of all the things a person does when he wants to create understanding in the mind of another. It can be defined as an exchange of information, between individuals or groups. It is a two-way process that result in a common understanding between sender and receiver. Effective communication is a complex activity involving words, body language and paralanguage to transmit the desired knowledge, information, facts, etc in the mind of receiver to get positive expected response. Communication is effective when receiver understands the meaning to give positive feedback. Effective communication is more than just exchange of information. It is more about to understand the intention behind the information.

III. IMPORTANCE OF EFFECTIVE COMMUNICATION

Technical competency is a core of success for everyone but effective communication is fundamental to executive your plans and concepts to others effectively. Hence, the top scholars from any field need to be competent communicator for the career development. Career is much related with effective communication. The skill to communicate effectively is a key to success in life. Also our society relies on communication for social relations and connections. Miscommunication can lead to very serious and permanent consequences in life. The damage occurred due to miscommunication can be devastating to the young minds learning in any field and can hamper the productivity and morale. Effective communication plays cardinal role to enhance the educational productivity. Class room environment basically depends upon the communication styles a teacher. The art of

communication involves listening, speaking, reading and writing (LSRW). Proficient communicators receive information, understand and amalgamate it and express. Teachers need to communicate effectively to transmit their ideas effectively in the mind of students with the help of audio visual aids or other required material to make their teaching effective as per the expectations of the learners. Students also should focus on effective communication with the help of teachers or parents so they will prepare themselves fully to face the campus recruitment and later to shoulder future professional responsibilities with great efficiency. In the developing countries like India unfortunately communication skills are not being focused in the professional courses like engineering, science, and medical fields. It has been observed that content was given importance and not delivery of the content. In the present scenario soft skills such as presentation skills, team building, motivation, negotiation, and assertive communication are given top priority in most of companies during campus recruitment. We find many students prepared with good technical knowledge are not able to success at personal interview and group discussions due to poor communication skills. We come across most of students ignoring the key aspects of effective communication. They focus on technical subjects to success at university examinations. It is necessary to every student who secured admission to any professional or traditional courses to be well versed in communication so they can be effective employee to serve the society. Effective communication is a prerequisite for the purpose of teaching, learning, recruitment, business, job and maintaining social relations and connections. In today's era of science and technology the world has become global village and English is the global language so everyone should be effective communicator in English with all technical aspects of business correspondence to be a good business man or employee

IV. NEED OF EFFECTIVE COMMUNICATION

In any educational institute communication is at the center for any type of communication among principal, teachers and students. Generally teachers communicate orally with students for giving instructions, during lectures and practical hours. Teacher's language, style of communication and presentation matters a lot to transmit the desired knowledge. How you deliver something is more important than what you deliver. Some experts say that in a verbal exchange the content has seven percent importance and the tone of our voice and non-verbal cues have ninety-three percent.

V. OVERCOMING BARRIERS TO COMMUNICATION

There are many challenges on the way of effective communication which block the flow of communication between teachers and students. They can be psychological barriers, physical barriers, language barriers, cultural barriers, gender and interpersonal barriers. It is required to understand the barriers to communication and work on it to pass your message as per the expectation. Some common strategies can help to overcome the barriers to communication as follows.

- Never stop learning a language
- Listen; don't hear
- Be attentive always
- Understand what is being said
- Always ask for clarity
- Respond; don't react
- Once you understand follow it
- Don't assume
- Learn to choose words carefully
- Respect people
- Decide the mode of communication
- Use technology

VI. TECHNIQUES TO BE EFFECTIVE COMMUNICATOR

Today's engineers, businessmen and managers have an abundance of technical knowledge but most of them lack the effective communication skills. We will focus on the interpersonal skills to be effective communicator. They may help to be proficient in personal and professional growth.

A. Assertive Communication

Assertive communication is being balanced between aggressive and passive. Assertive communicator doesn't violate the rights of others. To be assertive one must know the styles of communication to be assertive speaker. It is the right way to say 'No' or 'Yes' without apologizing. The profiles of assertive, passive and aggressive persons are as given below.

Assertive Person	
Profile & Communication Pattern	Respectful, firm, relaxed, well balanced, logical, stays calm and respectful in negotiation, logical and calm thinker, good listener, direct eye contact, direct communication, clear speech, uses language tactfully, complains without insulting others, says what has to be said without fear of criticism and says 'no' without causing offence.
Aggressive Person	
Profile & Communication Pattern	Self-importance, don't think of others, low respect for others, staring eye contact, sarcastic style, superior thinking and authoritarian.

	Sounds accusing, states feelings directly but violates the receiver's feelings, high pitched, rude tone etc.
Passive Person	
Profile & Communication Pattern	Fearful, doesn't want to be considered aggressive, hesitates to mention discomfort, down cast eyes, pleading body language, looking for support always, weak hesitant and soft voice, takes matters to heart and always thinks to be in the good book of everybody.

Table 1: Assertive communication

It is very important to be assertive in personal and professional life in this age. One should avoid getting angry easily for that one should understand the pattern of communication and try to adopt assertive pattern of communication. People may make fun of you if you crave for sympathy again and again. It is better to avoid doing too many things at once. You should know about your rights such as to be treated with respect, asking for what you want, expressing your feelings, saying 'No' and to be listened seriously.

B. Presentation Skills

Presentation skill plays a vital role to enhance the educational productivity in the age of science and technology. For good written and oral presentation skills require proper planning, structuring presentation, knowing the audience, command over language and confidence to present without fear of failure. We should focus on presentation skill which is a key for teachers and students to excel in teaching and learning process for educational productivity. An effective teacher is an excellent communicator who knows how to deal with young minds and always tries to improve his/her presentation style. It is the moral responsibility of teachers to shape and mould the character of students to be tomorrow's best citizens of a nation. Students also need to be passionate to work on presentation skill. "Students can gain knowledge not only from the research they and other students perform, but also by observing the other presenters' strengths and weaknesses to develop better communication and presentation skills" (Girard & Trapp, 2011)

C. Tips To Improve Presentation Skills

It is the need of time to work on verbal and non-verbal communication to excel in effective communication to enhance the educational productivity for all those who are involved along with teachers and students. Following are some tips to improve the presentation skills.

- Prepare and plan your presentation
- Do practice
- Be well groomed
- Slides should be clear and effective
- Be confident to present
- Think about the words
- Be present before time
- Know your audience
- Kick off your hesitation
- Take deep breaths before going to present
- Smile; don't be serious
- Self and topic introduction
- Be open and admit that you don't have all answers
- Talk; don't read
- Know when to stop
- Feel free to ask if you want anything
- Use a power stance
- Don't fight the fear
- Transform nervous energy into enthusiasm
- Be interactive with audience
- Make audience comfortable and attentive by telling relevant short stories, quotation and idioms
- Focus on positive body language
- Know your feedback
- Observe others presentations

VII. CONCLUSION

It is possible to enhance educational productivity with the help of effective communication as it is at the heart of education. As Wentz (1998, pg. 113) puts it, "The effective principal is to be a communication center for the educational hub of the future. "The success of any educational institute is mostly depends upon the effective communication. Recent research studies indicate that business and industry are looking for the employability skills and effective communication is one of the major among it. It has been found that many students are not equipped with appropriate communication skills to succeed at interview and workplace.

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