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## Communication

Introduction   
Among the various aspects through which interaction effectively takes place between two parties, communication is one of the tools that effectively enhance the relationships and interactions, and effective communication is a very essential ingredient in achieving the same. Communication, by definition, is the conveying and sending of message from a sender to the recipient, in an understandable, reactive and a discernable manner. There are various ways through which communication is conducted between the sender and the recipient, and the mode of communication that the communicator adopts is dependent on its effectiveness in portraying the message to the desired recipient, and in a way and a manner through which the recipient will accordingly react to it (Backer 243). For communication to be effective there must be a message to be conveyed, the sender, the recipient and the mode of communication through which the two will use to communicate. Having these four elements put into consideration, it is necessary to note that effective communication is necessary, especially in the academic, as well as the professional fields of one’s career, especially, in written communication (Fitzgerald, 2000).

In order to understand the impact that communication has in achieving success, it is necessary to start by understanding success itself. In this case, for example, this context, the goal of the communicator is to pass message to the recipient, who will guide the recipient in understanding the concerned concept, or act and respond accordingly. In this case, therefore, success is reflected by how effectively the message sender communicates with the message recipient. For instance, how effective the a student communicates with the lecturer or tutor determines how effectively his desired message id communicated, which will guide the lecturer in deciding whether or not the student answer is right or wrong. Succeeding in this case, therefore, is achieved when the message sender effectively communicates with the message recipient.

## Communication in academics

It is necessary for an effective mode of communication to be used, in every case of communication. This is due to the fact that different methods and modes of message conveyance might be differently applicable in different areas, and due to the setting of the environment in which the message is being conveyed, communication might not be effective in cases whereby a given mode of communication is used. There are various challenges that affect communication in academics, and these challenges related to communication are some of the factors and aspects that limit one’s effective expression, as well as effective portrayal of the desired message. Below are some of the challenges that face communication, particularly in academic and professional platforms.   
In order for information to be delivered effectively from the sender to the receiver, the proper channel of communication must be used. In this case, for example, one should use a language that both parties are comfortable in communicating, efficiently. In some cases, however, there might be poor communication, especially, in cases whereby there is no well distinguished language that both parties can use to communicate. In such cases, lingual ability might be severely affected, whereby one of the parties might be compelled to communicate in a language that it is not well conversant with. This compromises effective communication, whereby self-expression is highly affected (Hipwood 56).   
When answering questions in a test, for example, failure to present the information in a systematic manner may make the person reading the information (the tutor) fail to understand what the message student seeks and hopes to communicate. At the same time, excessively wordy presentation, too small or excessively large and unorganized handwriting, as well as vague presentation of point might confuse the information recipient, or discourage them from reading the hand-written information.   
Communicating well is based on how effectively a person is able to express his understanding of any given idea. In this case, therefore, the only way a person will be in a good position to convince his audience or listeners concerning any given idea that he seeks to put across is through effective communication. Bearing this in mind, therefore, any communicator should use a medium of communication that effectively brings out his idea and this will go a long way in not only effectively expressing the communicator’s view point, but also in convincing the message recipient on why he stands with his view point. In this case, therefore, selecting the best medium of communication is key in effective message delivery.   
In conclusion, effective communication, especially written communication, is achieved when the student finds a common point from which he will effectively convey a message to the message recipient, for instance, in class presentation or when answering a test to the lecturer. This is one of the factors that many students to not establish, and which lead to poor communication between them and their information receiver. Lastly, neatness in written communication is also necessary because it encouraged the message recipient to read, without difficulties (Maxwell 89).

## Communication in professions

In professional fields, written communication is mainly used, both manually (by the use of pens and paper and digitally, for example, through the sending of electronic mails and faxes, among other modes of digital communication. Poor communication or ineffective communication, particularly in written communication, might have various impacts on both the recipients, as well as the sender of the message. In such a case, for example, there might be communication breakdown or poor and ineffective communication, which might alter or affect the desired outcome. This has been evident, especially in academics and professional areas such as careers (Hipwood 178).   
In business platforms, ambiguity is the communication challenge whereby the use of different or similar terms might affect the meaning of the information being communicated. For example, the information being communicated can end up being confusing, bring out a different meaning or fail to make sense. This is normally seen in cases whereby effective explanation does not take place. Ambiguity can take place in both electronic and manual communication. At the same time, it might also take places in professional, as well as academic fields. In the United States and other countries, for example, ambiguity has been severally recorded and seen in the constitution, which leads to the affected acts or clauses failing to make sense, and consequently, requiring review (Becker 93).   
In a business proposal, poor expression of information is one of the aspects that affect effective communication between two parties. For example, when a person seeks to present so much information through one avenue, one of the aspects that should be considered is the fact that the presentation should be presented in a systematic manner.   
In conclusion, it is necessary to note that communication is not successful, if all the elements of communication; which include the presence of the sender, the recipient, the message and the mode or method of communication are not present. In written communication, clarity, avoidance of ambiguity, effective expression (for example, through illustrative communication), effective lingual ability and avoidance of communication barriers should be put into consideration, in order to make sure that the conveyed message is effectively delivered.

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