

Research and seminor

Sociology, Communication



The IT revolution and globalization of business have brought technical communication to the forefront of academia and industry. With the whole world becoming the global market and businesses becoming diverse and result-oriented, professionals and technocrats are facing new challenges in communications every day. A success in this competitive environment depends not just on acquiring knowledge and hard skills, but also on developing effective technical communication skills. Nobody can deny that our 21st century world is an ever changing globalization world. It is the fact that people move around everywhere as long as their lives go on. English, a very well-known language, is used effectively all over the world.

English is the most important language in the world. The spread of British Empire introduced English in India, Africa, south Asia, Australia, New Zealand and America. It came to these countries as the language of business, travel and exploration and then become the sole medium of instruction. Now it is the official language of international business, air traffic control, shipping, United Nations Diplomacy, world banking, science and technology, academic research, space travel and global computing. It is the major medium of education, publishing and international negotiation. It is perhaps the most flexible of all languages. Therefore, people belonging different parts of the world widely use English. It is the lingua franca of the world.

The world is developing in field of science and technology. Scientific inventions in Germany, France, and Russia cannot reach India through any language other than English. Therefore, a scientific invention in Germany or Russia will have become out dated and old by the time it reaches to Indian scientists through translation. Education has multiplied the role of English

language, because universities worldwide often use English as the common mode of learning and communication. English is an international language of the Constitute, the Supreme Court, the High Court, and official departments. English is firmly rooted in the soil of India. A person in Tamil does not speak Hindi, however he can understand English. Thus, English is a link language. Different people can communicate with one another with the help of English. English is a confidence builder language. It will get you anywhere. If you are good speaker in English means good in all. Therefore, engineers have to communicate in English.

The word communication in English is making a charisma in these days. It has the power to make the whole world revolve around it. It is central to all activities. Everybody has realized the importance of communication and therefore, they want to be a better communicator. It has left no field untouched: be it a medical, or engineering, Arts or Law, or even Sports or Music. In commerce or Business it has become a must. In academics if you ignore communication you will literally ruin.

If you want to earn bread and butter, you will have to learn communication. If you want to give voice to your requirements, you will have to learn communication. If you want to get a good job, learn to tell that you are fit and capable for it. If you want to get promotion, impress your boss with your effective communication. If you want your work get done learn to persuade and please others by talk. Gone are the days when work was got done under the force of power and pressure of authority. People were helpless and lacking self-respect.

The fast growing technology and spread of knowledge has made people aware of their rights and status. The relationships between subordinates and superiors are growing tensed. Personal opinions, attitudes and beliefs often act as strong barriers to effective communication. It is obviously difficult to communicate with the people effectively if they have quite rigid views, fixed opinions and strong prejudices. It disrupts the interrelationship and poses a challenge to management. Therefore, the organizations have changed master- servant relationship into partnership relationship. The changing scenario has given birth to a concept of team work. It shows us the necessity of developing team spirit, proceeding with joining hands. You have to respect other"s perspectives.

We have to stay in tune with our own emotions, as well as emotions of others. You have to offer your personal view point's clearly and honestly to avoid confusion. You have to encourage others, praise others, make people valued and appreciated in you communication. If you let others know that they are valued they are likely to give their best. Getting the work done in effective manner has become more important than having the most knowledge. Employers give considerable value to graduates acquiring a diverse set of skills in different work environment. Besides analytical and problem solving skills, subject specific knowledge, research and improved decision making ability, management skills, understanding of other culture, confidence and competence to work in international environment are considered the most essential qualities for engineers. However, at the bottom of these lies an effective communication skill.

If students fail to see the broader scenario of the corporate world and ignore the communication skills, it can endanger a shallow level of understanding. The growing importance placed on oral communication skills by employers has been echoed internationally in these two three decades. Knowledge and technical know-how are clearly important, but these require to be presented with excellence. Effective communication re-enforces positive impression of the engineer. Lack of serviceable communication skills contributes to the low profile of engineering in general public. A more proactive and accessible style of communication can be more engaging for the people. Indeed oral skills, presentation skills are considered one of the best career enhancers and to the single biggest factor in determining a student's career success or failure.