

INTRODUCTION TO COMMUNICATION SKILLS

Communication skills are those skills which are needed to speak and write properly. A person who is able to speak appropriately whilst maintaining eye contact with the audience, uses varied vocabulary and articulate speech to suit the need of the audience is generally said to be an effective speaker.

Similarly, an effective writer should be able to use written words in various styles and techniques to communicate his/her message and ideas to the readers. One should have the ability to listen carefully and write and speak clearly in any situation. Therefore good reading, writing, speaking and listening skills are essential for effective communication.

Importance of communication Your ability to communicate clearly and share thoughts, feelings and ideas will help you in all your relationships. For example, you can inform about something or you can also influence others through communication. Communication skills are needed to:

- **Inform:** You may be required to give facts or information to someone. For example, communicating the timetable of an exam to a friend.
- **Influence:** You may be required to influence or change someone in an indirect but usually important way. For example, negotiating with a shopkeeper to reduce the price or helping a friend to overcome stress due to exam or any other reason.