

## (1) Communication to Individuals -

An individual might have an extremely pleasing personality, in depth knowledge of the subject, a good and a very strong network but if he doesn't have effective communication skills, he fails to prove his worth and his charm and talent go simply unnoticed.

A person without effective communication skills will never be able to carve his niche in this fierce competitive world.



Not every individual is born with good communication skills ; it is inherited in due course of time as the individual passes through the various stages of life. Communication skill is an art which has to be mastered to make one's presence feel, stand apart from the crowd and emerge as a strong leader in all facets of life.



Let us find out some easy steps which an individual can follow to improve communication skills -

- There is no magic stick which can improve the communication skills of an individual in a day or two. One has to follow the two Ps to improve one's communication skills. The two Ps are Practice and Patience. One has to be extremely patient and practice a lot to improve communication skills.
- Whenever a thought comes to your mind, always do your homework well in advance before communicating. Carefully prepare a content by choosing appropriate, sensible and relevant words.



- The pitch and tone should be taken good care of while interacting. Don't stammer or chew half of the words while speaking. Speak clearly and properly in a tone audible to all the listeners, even those sitting at the back.



- Don't stretch any conversation, presentation or meeting too long as it tends to become monotonous and the message never reaches the brains of the listeners, and hence resulting in an ineffective communication.
- In any communication, it is very important to understand the recipient. Remember the listeners are also an active part of the communication.
- Never communicate in a noisy background as noise acts a barrier to an effective communication. Busy streets, honking traffic, overcrowded buses and trains, market places, construction sites, railway stations should be avoided as the devil called "NOISE".



- Always cross check with the receiver whether he has downloaded the message in the correct form or not? Also ask questions from the receivers in between the conversation.
- Don't always depend on verbal communication at work place.



- The listeners after receiving the message must also give their valuable feedback whether they have received the correct information or not.
- Last but not the least the sender must make an eye contact with the recipient for the desired impact.

Remember effective communication is a necessity in today's challenging scenarios and the above tips definitely go a long way in improving one's communication skills.

(2) Communication to Organisations - Communication ( $(k\partial mju : n\text{I} 'k\epsilon\text{I} f(\partial) n)$ ) as dictionary described it is the imparting or exchanging of information by speaking, writing, or using some other medium.





Communication plays a fundamental role in all facets of business. It is therefore very important that both internal communication within your organisation as well as the communication skills of your employees are effective. Effective communication is important for the development of an organization. Effective communication is a basic prerequisite for the attainment of organisational goals. No organisation, no group can exist without communication.



It is through effective communication that an executive ultimately gets work done by others.

A lack of communication can lead to the collapse of any organisation. Whilst that is a bold statement - without proper marketing collateral and communication internally and externally, more organisations will struggle and it will become very difficult to survive. Communication can also lead to productivity.



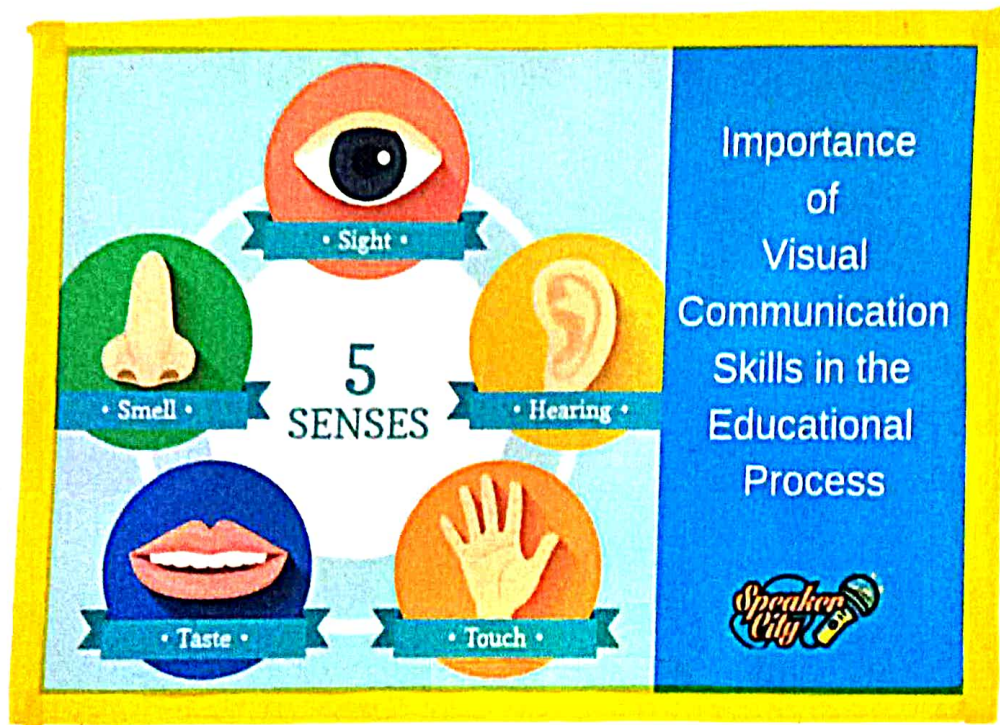
(3) Communication To Global Society -  
The rise of electronic communication, such as instant messaging and email, has led to an increase of global communication. The benefits of a global society include making the world a smaller place, increasing business opportunities and improving cultural education.  
Makes the World a Smaller Place.



Increases Business Opportunities - For businesses, an increase in global communication means new business opportunities. Effective international business communication requires an understanding of other cultures.



Improves Cultural Education - The increase of global communication has led to new tools for educating children about different cultures. For instance, children can learn about other cultures directly from kids who live in other countries through international pen pal programs.

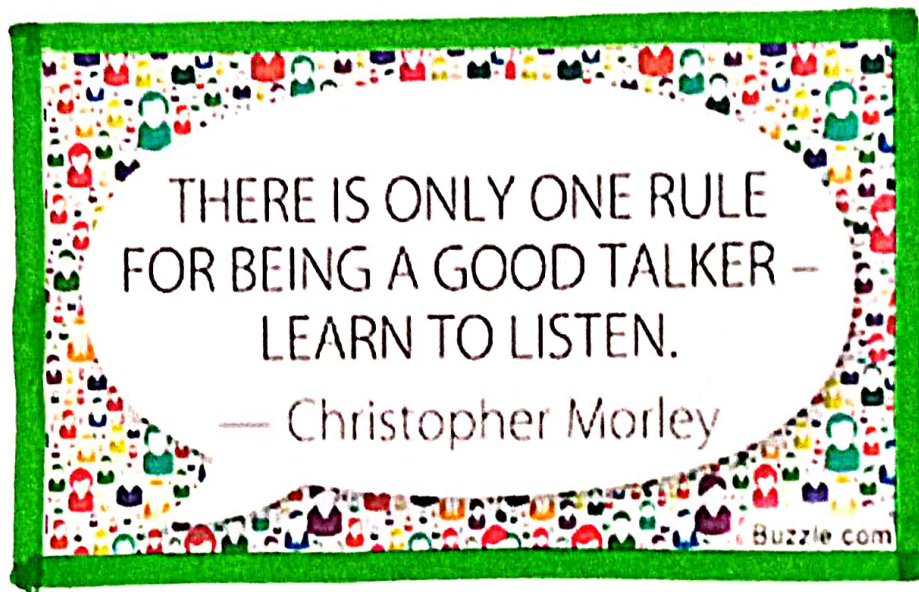


Individual Advantages of Computerization On Globalization - Computerization and the introduction of the Internet has made the world readily accessible to those in a position of power and influence. Computerization and globalization have enabled the highly skilled workforce in advanced countries to market themselves internationally.



## Individual Disadvantages of Computerization On

Globalization - Computerization and its accompanying globalization have had some surprising effects on local workforces. It is the production and middle-skilled, white collar workers that are impacted most. Their roles increasingly are being made obsolete by the advances in technology and computerization.



## Community Advantages of Computerization On

Globalization - The computerization of the world has enabled international business to prosper and increase, through the introduction of portable communication devices and the Internet, which have revolutionized the manner and speed in which people are able to communicate globally.