

JOB ORIENTED COMMUNICATION

Introduction to soft skills, Antiquity of soft skills, Classification of soft skills, Combating stage fright, Pre-presentation preparation, Guidance for effective delivery, Creating and designing Power point Slides, Presentation Delivery, Organizational group discussion, Group discussion as part of selection process, Conferences, Symposia and Seminars, Job interview, Objectives of job interviews, Types of interview, Ground work before interview, Internship and Campus placement.

Introduction to soft skills- Soft Skills are concerned with persuasion and motivation in a team work. Soft Skills is essential to survive and flourish in this age of intense global competition.

Definition: Soft Skills comprise personality traits, social grace, and facility with language, personal habits, friendliness and optimism that mark people to varying degree.

Characteristics of Soft Skills

- ❖ A buzz word all around the world.
- ❖ An umbrella term for various skills.
- ❖ Soft skills complement hard skills.
- ❖ Soft skills are people skills.

Soft Skills as behavioural Skills:

- 1) Self-awareness.
- 2) Self-confidence.
- 3) Flexibility.
- 4) Persistence.
- 5) Perseverance.

Soft Skills as people Skills:

- 1) Communication Skills.
- 2) Interpersonal Skills.
- 3) Management Skills.
- 4) Leadership.
- 5) Team Dynamics.

Hard Skills vs. Soft Skills:

1. Hard Skills are technical skills and Soft skills are performance skills.
2. Hard skills are a part of one's college/university curriculum and soft skills are a part of continuous learning.

Relevance of Soft Skills:

- ❖ Soft Skills ensures better employability.
- ❖ Percentage /CGPA alone not sufficient.
- ❖ Bridges the gap between academia and industry.
- ❖ Ensures more accountability.

Classification of Soft Skills:

- ❖ Effective Communication.
- ❖ Attitude.
- ❖ Adaptability.
- ❖ Team work.
- ❖ Conflict Management.
- ❖ Leadership.
- ❖ Time Management.
- ❖ Mannerism.
- ❖ Culture & Communication.

Combating stage fright: -Most of us are scared of a situation in which we stand up in front of our audience and say something. This fear is so widespread that as many as 70 percent of the university students regard it as a very big challenge and seeks to avoid the task of making a presentation as long as they can. However, just as most of our fears are baseless and can be overcome with some guidance and training.

What is a presentation: A presentation is a live mode of sharing information with selected audience. It is a form of oral communication in which a person shares factual information with a group of particular audience. Presentation is an oral activity that uses a visual medium to discuss new ideas and information with a specific audience in a persuasive and convincing manner.

Guidance for effective delivery:

To be effective, a presentation should have following characteristics:

1. A good presentation should have an introduction, discussion and conclusion.
2. Presenter should recognize and match the audience's need, interest and level of understanding at the time of his/her presentation.
3. Facts and figures should be represented in tables, graphs and charts and different colours should be used to make the presentation vivid and interesting.
4. Humour and anecdotes may be employed to create a good relationship and connection with the audience.

5. The presenter should speak clearly and logically and he/she should use body language effectively.

Creating and designing Power point Slides:

Besides taking into account of stage fear, it is also important for a professional to plan his/her presentation appropriately. Many a times it is seen that a good presentation is spoiled because of poor presentation slides. Currently power points slides have replaced almost all types of presentation aids. Following points should be remembered at the time creating slides:

1. Slides should not be cluttered with too much detail. Writing long paragraph or lengthy sentences should be avoided.
2. Materials should be given in bulleted form, with a single slide not exhibiting more than eight to ten points.
3. Slides should be kept in minimum number. Sometimes it is seen that a speaker pours slide after slide which causes monotony and distracts the attention of the audience.
4. Slides should be made captivating and innovative. Unnecessary frills and ostentation should be avoided.

Organizational Group Discussion-A group discussion is conducted for the selection of candidates for a job or for admission to a professional institution, is a well-formulated tool for judging the personality of the candidates, their communication skills, knowledge and their ability to work as a team. The group discussion is an important aspect of the recruitment process, especially for management trainee and executive positions. Employers look for a candidate who has the potential to shoulder responsibility, work in team and provide leadership.

Conference- Conference is conducted to confer with people having similar interests and to pool their resources i.e expectations and opinions. In this collaborative thinking process a discussion generally results in a set of suggestions or recommendations on the topic of the conference. The number of participants is greater and the spectrum of subject matter is wider in conference than that of a seminar or symposium. A conference serves as a forum of experts, from various organizations to meet, discuss and acquire new knowledge and insight into the theme of the conference.

Seminar- A seminar refers to the discussion in a small group in which the result of original research or advanced study is presented through oral or written reports. It may also be organized for cross-fertilization of ideas. In seminar, generally one person presents a lead paper, incorporating his/her findings and then there is an in-depth discussion on the material presented. Audiences interact with the lead speaker by expressing their views as seen from their individual angles. The doubts, if any, are sought to be clarified by putting specific questions. The main

purpose of a seminar is to share knowledge and get the viewpoints of the equally well-informed persons.

Symposium- In symposium, a small group of experts or well informed persons discuss different aspects of a problem for the benefit of the audience. In a symposium, each speaker is allowed a certain amount of time for making a presentation. Speaker follows each other in turn until all have been heard. It ensues participation of audience.

Job Interview:- Interviews are the threshold to be crossed, for entering into the large and competitive world. The old order is changing at a fast pace giving way to new techniques and innovations. With today's global open-market economy, a sea-change has occurred in industries. The industrial climate is undergoing a rapid transmission. Innovative processes are now the focus of most of the companies. This is the time to take a new look at the whole recruitment process. Job interview has become a crucial component of the selection process in any industry.

Body language:- Body language can speak volumes during interview and reveal the personality traits of a candidate. Non-verbal communication- usually unconscious-is referred to body language. This type of communication is generally expressed by gestures, facial expression and involuntary movements. Body language has come to be an important factor in interviews where first impression most often happens to be the last impression. Body language, in fact, tells the interviewer more about the interviewee than what he verbally communicates.

Campus recruitment- Campus equipment refers to the system where various organizations visit the college (campus) to recruit bright youngsters to work for them. Students, who are keen to bring their professional career as soon as they finish studies, have opportunities knocking at their doors. They can thus get training and acquire skills immediately after college. Students should make the most of this opportunity to enter the job market otherwise it becomes difficult. For this purpose companies often visit engineering colleges and select bright youngsters to serve their purpose.

Internship- Internship is a period of work experience offered by an employer to give students and graduates an exposure to the working environment, often within a specific industry, which relates to their field of study. Internship also referred to industrial training. Sometimes internship can be termed as an apprenticeship where a person is employed by a company and he/she is bound to work for the employer after its term is over. It can be done in a range of various sectors including sales, marketing, engineering, management, IT and many more. Through internship

the students develops a variety of soft skills, including communication, personal effectiveness, presentation, creative problem solving and influencing.

IMPORTANT QUESTIONS

1. What are soft skills? Why are soft skills so much in demand?
2. “Soft Skills is an umbrella term of various kills” Explain.
3. Discuss Soft Skills as behavioural skills.
4. Discuss Soft Skills as people skills.
5. Write the differences between Soft Skills and Hard Skills.
6. Justify the relevance of Soft Skills in the present day industrial set up.
7. How do you classify the components of Soft Skills. Explain any three components of Soft Skills.
8. What do you mean by effective communication. How can a communication be effective?
9. “Conflict Management is an important component of Soft Skills” Justify.
10. “Time Management is an important component of Soft Skills” Justify.
11. Numerousness is a general tendency during presentation. List some preventive measure to overcome nervousness during presentation.
12. What is presentation? Discuss some elements of effective presentation.
13. Is it essential to have pre-presentation preparation? Justify your answer.
14. List some important points for designing power point slides.
15. Write the differences between Group Discussion and Debate.
16. “Group Discussion is a important part of selection process” Justify the statement.
17. What are the important qualities of a candidate assessed in a Group Discussion? Explain.
18. What is Job interview ? List various types of Job interview.
19. What do you mean by ground work before interview? Discuss some preliminary ground works before interview.
20. What is open ended-question? What type of qualities of a candidate assessed through open-ended question.
21. “Job interviews are the gate way to job market” Discuss.
22. What is campus interview? Discuss various aspects of campus interview.
23. Discuss various prospects of internship in professional course.

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