



# Communication: A Pathway To Success

Ratna Juneja

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R ATNA JUNEJA



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## **Foreword**

It is a matter of proud privilege to write this foreword to Prof. Ratna Juneja's book on communication. This book is going to help millions to sharpen their communication skills. As the world is turning into a global village, I, personally feel that the generation today should be receptive to change and adopt the trend of being a skillful communicator.

I, believe that this book will attune to the various needs, interest and priorities of communication.

**Dharmendra Goyal,**  
*Principal,*  
*Indore Public School, Indore*

## Acknowledgement

**A person needs support to move ahead.....**

My sincere thanks to the publisher, Mr. Manish Gupta to bring this book in hands of many learners, to the Principal (IPS) Mr. D. Goyal, for his endless encouragement, to Prof. S.D. Malviya (Director, Travel and Tourism) for showing me the right path, to the Management, IPS, my colleagues, my friends and my family members for their support.

Thank you !

## AN EYE OPENER

### **Drill your senses with a short story : You are judged by the way you speak**

Once an old sage sat meditating under a banyan tree. He was blind. A man came up and said : “Hey, old man, did you hear anyone passing this way?” The sage replied, “No, my good man, I did not hear anyone”. After a while another man went up to the old sage and asked, “Old man, did you hear anyone going this way?” The sage replied, “Oh yes, a man went by just now and asked the same question.” The man went away. After some time another man came and asked “Noble sir, did you hear anyone passing this way?”. The old sage replied, “Yes, your majesty. A soldier went first then your Chief Minister. Both of them asked the same question. The man was surprised and asked, “Good sir, how do you know that I am a king and that the other two were a soldier and a Chief Minister?”

The sage answered, “Your majesty, I knew them by their manner of speaking. The first man spoke very rudely. The second was a little more polite, but your majesty was the most polite.

The king went away astonished at the sag’s astuteness.

So, my dear readers, your way of speaking speaks volumes about you.

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# CHAPTER -01

## AN INTRODUCTION

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The educational scene in India is currently witnessing many changes. The challenges and demands that are placed on students are voluminous.

Every student will sooner or later seek employment to earn his bread and butter. The education of school which helps him to take a certificate and then further education in college only helps him to get a degree. The school and college explain complex concepts in an easy to understand manner. The teachers fail to teach them how to communicate, how to get along well in various situations, how to make a career choice, how to overcome the fear of interviews, how to give presentation etc.

Communication is an art, which needs to be adopted by one and all, otherwise the very survival of human beings especially, the young generation will be at stake. In this global world, everyone should be ready to adopt and to develop the skill of communication.

Communication skill is considered to be a soft skill which enables a person-

- ★ To handle various situations.
- ★ To choose career and make appropriate decisions.
- ★ To communicate effectively.

The training of a person will then be called complete, only after getting trained in the art of communication.



# CHAPTER -02

## MEANING OF COMMUNICATION

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Communication could be defined in many ways but broadly we can say it is flow of information between two or more than two persons, objects or groups. We deal with communication from the very starting of our birth till the end of life.

If we talk about today's fast moving and busy world, communication needs to be very effective. It should be crisp, precise and to the point.

The word "Communication" is derived from the Latin word communis, which means common. It is a transmission and interaction of facts, ideas, opinions, feelings or attitudes.

Communication enables us to do important things, to grow, to learn, to be aware of ourselves and to adjust to our environment.

To communicate with one another is a compulsive need of human beings. Mutual understanding is the core

of human relations. It cannot take place without communication. Man is not only a social animal but a communicating animal. He is empowered with the ability to express in words.

We can say that, “The interchange of thought or information to bring about mutual understanding and confidence or good human relation.”



# CHAPTER -03

## IMPORTANCE OF COMMUNICATION

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Communication is a necessary condition of human existence and social organization. We here started realizing the importance of communication very late. Traditionally it was regarded as a taken for granted affair but now it needs a proper study as the world consists of people with multiple differences. In order to achieve common goals, proper interaction needs to be there.

It is very important to understand that the world is changing fast, and with it every organization is becoming more and more sophisticated. If the communication is properly devised, the chances of misrepresentation or misunderstanding will be minimized. In the words of Allen, “Communication involves a systematic and continuous process of telling, listening and understanding.

### FACTORS RESPONSIBLE FOR IMPORTANCE OF COMMUNICATION

The need for communication is growing day by

day and each one of us understand the value of communication. We need to identify the factors responsible for the growing importance of communication :-

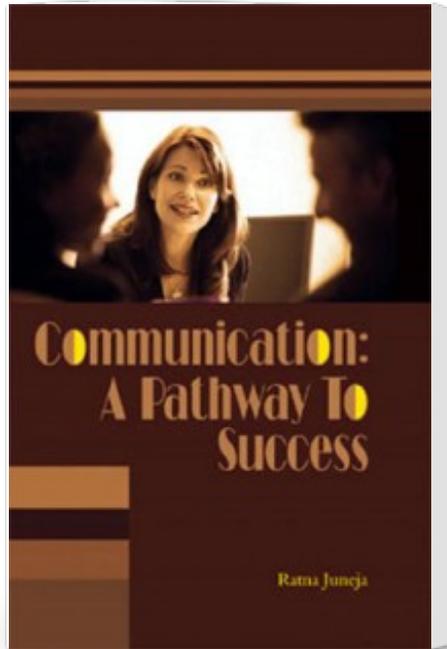
#### (A) LARGE SIZE OF ORGANIZATIONS

With the change in time, the organization are growing in size as compared to the organization of yesteryears. Thousand of people work in these organization and may be in different units across the globe. If the size of the organization if that big then the levels of hierarchy will also increase. It is indeed a difficult task to manage a huge organization. Here communication alone plays a vital role in directing people, getting feedback and so on.

#### (B) PUBLIC RELATION ASPECT

It is a known fact that the organization serve the society at large in various fields and aspects. Communication plays an important role here and builds a sound relation between the customer and supplier. Communication between them and the organization is necessary for putting the proper image of the whole

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