

**RESEARCH ARTICLE****Effective Communication Skills in Professional Life**

---

**Moaz Omer Mohammed Omer<sup>1</sup>**, Lecturer in English**Fatahelrham Dafallah Abdelrhman Mohammed<sup>2</sup>**, Lecturer in English**Elnazeer Ali Rhama Ali<sup>3</sup>**, Lecturer in English, (Department of Foreign Languages, College of Arts & Humanities, Jazan University, Kingdom of Saudi Arabia)

---

**Abstract:**

In today's highly competitive business environment, every young person worldwide aspires to succeed in their chosen field. To survive and thrive, individuals must have a firm grasp of procedures and field-related abilities. Communication skills are of utmost importance in the business world, and the roles of engineers are expanding due to increasing demands and professional challenges. Professionals in multinational corporations expect their staff to possess excellent communication skills and technical proficiency. The way employees absorb and disseminate knowledge directly impacts their performance. *This study emphasizes the significance of communication skills in one's profession and technical field.* Human connection is essential in every profession, whether interacting with bosses and co-workers or clients and customers. Practical communication skills facilitate these interactions, enabling individuals to operate more efficiently and successfully.

**Keywords:** communication, professional, skills, proficiency**Introduction:**

We recognize the value of speaking English to broaden our horizons in academic or professional settings. Pursuing language proficiency is fascinating, particularly as mastery of English can significantly enrich our everyday experiences. It is evident that while fluency in our native languages is prevalent, many individuals face challenges in effectively communicating in English within our society. Whether it is English fluency or proficiency in communicative English, this global language enables us to exchange ideas and engage with individuals from our nation and other interconnected countries. A strong command of the English language is indispensable for numerous aspects of our daily routines.

**Effective Communication**

Effective communication is vital to exchanging ideas, thoughts, opinions, knowledge, and data to ensure the message is received and understood clearly and purposefully. When communication is successful, it leads to a sense of satisfaction for both the sender and the receiver.

Communication takes various forms, including verbal and nonverbal, written, visual, and active listening. It can occur face-to-face, online (on forums, social media, and websites), over the phone (via apps, calls, and video), or by mail.

People often need help in effective communication due to difficulties expressing themselves clearly or assertively. Another issue is expressing thoughts aggressively, which can push others

---

**RESEARCH ARTICLE**

away. For example, if a husband tells his wife, "I like your face but not your food," it may hurt her feelings. However, with good communication skills, he could express the same sentiment in a more considerate way: "I like your face. The food could use some improvement." This approach would be more constructive and less hurtful.

English serves as the common language all over the world. It enables people from different countries to share and understand each other's ideas. Across the globe, Gitanjali was only truly appreciated when translated into English, a feat that earned our country the prestigious Nobel Prize. English is the most widely spoken language globally, serving as the mother tongue for over 300 million people and as a second language for over 800 million.

The realization of English opportunities convinces many parents in non-English speaking countries to choose English-medium schools for their children. Official statistics show that the number of children enrolled in recognized English medium schools in the country has more than doubled within just half a decade.

Language possesses a power that no other tool can match. It serves as a means of conveying our thoughts and ideas to others. The role of English is evolving; students studying in English-medium institutions have better potential and opportunities in the global market. The demand for English has led to the proliferation of English-medium schools and colleges. These institutions charge high fees and also influence the students' lifestyles. No language can threaten English, as it has revolutionized and become a global language, offering numerous opportunities in all fields. English is no longer limited to classroom learning; it is now used as a benchmark in many professions. With the advancement of technology, English serves as a facilitator. Today's children are introduced to computers and the internet in English. It is undeniable that English has empowered Indian youth, providing countless opportunities both within the country and abroad.

The significance of being able to speak or write in English has recently increased significantly as English has become the unofficial standard. Learning the English language has gained popularity worldwide for business, commerce, cultural, and internet communication reasons. English has become a standard language because many information and technology industries widely use it and because it is recognized as a standard language. The rise of call centers has stimulated a significant expansion of internet-related activity, positioning India as a cyber-technological superpower in the future. Modern communications, videos, journals, and newspapers on the internet use English, making it essential to know the language. With the world moving towards economic globalization, it is crucial to prioritize English so everyone can keep up with global issues. Barriers of race, color, and creed do not hinder the continued spread of the use of English. English is indeed the language of the future.

A positive attitude toward English as a national language is essential for integrating people into Indian society. There is virtually no disagreement about the importance of the English language. By using English, one can naturally become a citizen of the world. English plays a dominant role in the media and has been used as a medium for inter-state communications and broadcasting since India's independence. The impact of English is not only continuing but also increasing. Raman says, "Communication skills are essential for an engineer who aspires to carry out his/her professional practice globally." Companies worldwide are setting up their branches and business outsourcing centers in India and tying up with Indian companies. The most ambitious young men and women are searching for lucrative jobs in the outsourcing sectors, and the first and foremost condition for success in these areas is the ability to communicate effectively in the English language.

---

**RESEARCH ARTICLE**

English empowers young minds by helping them pass exams and showcasing their abilities to the world. Technical institutions have recognized the importance of English communication skills due to the growing demand in the job market. Many organizations require employees with strong communication skills for various tasks, including interacting with customers, explaining policies and procedures, engaging with foreign clients, conducting meetings, delivering presentations, and handling customer complaints and orders. With the world becoming increasingly interconnected, proficiency in English is essential for global competitiveness. As a result, many organizations have begun providing English training for their employees, opening up new opportunities for those who may have felt limited in their career prospects due to a lack of English proficiency. In reality, English proficiency is beneficial at all times.

**Benefits of effective communication**

Effective communication is crucial in various aspects of life, including the workplace, educational environments, and personal relationships. The ability to convey thoughts and ideas clearly and concisely fosters understanding and collaboration, enhancing productivity and overall satisfaction. Effective communication can lead to better teamwork, fewer misunderstandings, and improved problem-solving in the workplace. It can facilitate better learning outcomes and stronger relationships between students and educators in educational settings. In personal life, effective communication can lead to deeper connections, stronger relationships, and the ability to navigate challenges more effectively. Therefore, developing strong communication skills can positively impact different areas of life. Good communication, either at the personal, group dynamics, or extrapolations, is vital to the success of any organization. As shown in recent newspaper research, due to a lack of effective communication, just five of every hundred interviewees qualify for work (C. W. H. Chan, N. H. Y. Ng, H. Y. L. Chan, M. M. H. Wong, and K. M. Chow 2020).

**In the workplace, effective communication can help you:**

- Manage employees and build teams
- Grow your organization more rapidly and retain employees
- Benefit from enhanced creativity and innovation
- Become a better public speaker
- Build solid relationships and attract more opportunities for you or your organization <sup>(1)</sup>

Effective communication is essential for successful interactions. It should encompass clarity, accuracy, comprehensiveness, conciseness, and empathy. These five qualities, often known as the 5 Cs of communication, are crucial for ensuring that messages are well-received and understood. However, it's important to note that the importance of these qualities may vary based on individual perspectives and specific communication scenarios. Norback and Hardin (2005) and Patil (2005, p.49) noted that the demands and challenges of the workplace are rapidly increasing due to time constraints and globalization. Higher education (HE) providers are responsible for preparing graduates for employment (Heaton, McCracken & Harrison, 2008; Tholen, 2014).

**How to improve communication skill**

Good communication is a critical tool for getting the desired result. Every day, no difference where we are, people require everyday communication, either verbal or nonverbal, to express their ideas, thoughts, emotions, and so on. It's a lifetime process that starts in the womb and lasts till death. Individuals and organizations can only live with solid communication skills (T. S. Rachmawati, 2020). Enhancing our English skills has frequently been emphasized, and future success has often

**RESEARCH ARTICLE**

been emphasized. They recommend reading newspapers, novels, and magazines daily to improve vocabulary and communication. Today, English is widely acknowledged as the primary language for students, professionals, and business people seeking to enhance their writing, reading, and speaking skills, ultimately leading to improved overall communication prowess.

Communicative English is a concept that is best learned through practice. Students or employees improve their English skills by actively communicating with others. Regular English communication helps individuals become more efficient in their work and communication. Pronunciation varies among different English dialects, such as British English, American English, and Indian English. Previously, British English was the standard form of English used by almost everyone.

The main objective of professional life is effective communication in English. Employers must communicate in English to provide efficient services and achieve effective outcomes. In business, everyone from lower-level employees to top executives needs to be able to communicate in English. Communicative English also allows individuals to represent themselves easily in other countries. Learning English isn't just about classes and books; it requires speaking the language. When a person starts communicating in English, their work skills improve. Communicative English plays a vital role in professional life and includes specific skills that must be maintained. Successful communicative English requires both desired skills and spoken English, with business communication paramount.

Communication in English has become an essential skill in today's globalized world. Proficiency in communicative English is indispensable for individuals seeking employment opportunities, students pursuing internships, and businesses aiming to expand their operations. Effective business communication necessitates various skills, including verbal and written communication, active listening, and the ability to convey ideas clearly and persuasively. Maintaining a high standard of professionalism across all interactions is paramount in the professional realm. It involves careful attention to detail, strong interpersonal skills, and a commitment to upholding professional standards in all aspects of work.

**Top tips for improving your oral communication skills**

When attempting to communicate your ideas verbally, keep these critical points in mind:

- **Clarity:** Be clear and concise. Avoid overcomplicating things and use simple language. Before speaking, take a moment to consider the message you want to convey. George Bernard Shaw once said, "The biggest problem in communication is the illusion that it has occurred." It's essential to check with others to ensure they have understood your message.
- **Brevity:** Don't waffle; it's infuriating. Avoid beating around the bush and using unnecessary words. Get straight to the point and reinforce it.
- **Empathy:** It is essential to consider your audience. Who is listening to you? Will they understand you? Do they have the time to listen to you? You might need to speak up, speak more slowly, or explain certain words or phrases. Could they be offended or upset by anything that you have to say?
- **Respect:** Remember to be respectful when speaking with others. Good manners are always appreciated. Avoid using offensive language and stereotyping people. Be mindful not to use racist, sexist, homophobic, ageist, or other prejudiced language when you speak. If you are presenting, make sure to thank your audience for listening.
- **Confidence/authority:** To effectively convey and deliver a message confidently. If you believe in your message, others are also more likely to. Speak clearly so your listeners can hear you. Ensure

**RESEARCH ARTICLE**

that your words are backed by evidence and reason rather than emotion or belief.

- **Tone:** How you express yourself is almost as crucial as the content of your message. Being angry, irritated, bored, or sad can affect how your message is received. A bit of humor is generally welcome, but constantly making jokes while speaking can undermine the importance of what you're trying to convey.

**Conclusion**

Although English has lost some pre-colonial literary beauty, it has gained a vibrant communicative style. Similar to fast-moving consumer goods, the English language is constantly evolving in its communicative structure, enhancing its usefulness in India. English is not only our historical heritage but also an additional language available to us. We should use it to develop ourselves culturally and materially to compete globally in intellect and practicality.

**References:**

- <https://www.coursera.org/articles/communication-effectiveness>
- Chan, C. W. H., Ng, N. H. Y., Chan, H. Y. L., Wong, M. M. H., & Chow, K. M. (2019). A systematic review of the effects of advance care planning facilitators training programs. *BMC Health Services Research*, 19(1), 362. <https://doi.org/10.1186/s12913-019-4192-0>
- Heaton, N., McCracken, M., & Harrison, J. (2008). Graduate recruitment and development: Sector influence on a local market/regional economy. *Education Training*, 50(4), 276–288. <https://doi.org/10.1108/00400910810880524>.
- Norback, J. S. & Hardin, J.R. (2005). Integrating Workforce Communication into Senior Design. *IEEE Transactions on Professional Communication*, 48(4), 413-426.
- Raman Meenakshi Raman, Sangeeta Sarma. Technical Communication: Principles and Practice. Oxford University Press, 2004.
- Rachmawati, T. S. (2020). Peran tenaga kesehatan puskesmas sebagai komunikator dalam program indonesia sehat dengan pendekatan keluarga. *Jurnal Komunikasi Profesional*, 4(1). <https://doi.org/10.25139/jkp.v4i1.2370>