

# Well-Written Communication as an Essential Tool for Promoting Integration and Facilitating the Ground for Professional Growth and Achievement: A Brief Note

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**Abstract-** This paper is a brief note which projects well-written communication as an essential tool for promoting integration and facilitating the ground for professional groups and achievement. Explaining the views of various writers about communication. This paper claims that the well-written communication is the backbone of any organization and also adds that the success is really unimaginable without communication. Thus this paper proves the importance of communication.

**Index terms-** Communication, language, professional, importance, learning, impression, expression

## INTRODUCTION

“Communication adds meaning to human life” commends one erudite scholar who has found communication skills to be very essential for personal effectiveness which helps not only in networking with people but also building better understanding between supervisors and subordinates and creating better environment for exchange of thoughts. Truly speaking, communication skills are nothing but the ability that an individual displays consistently and demonstrates effectively to communicate with clients, colleagues, subordinates and supervisors in a professional manner”. Oral communication is very important for any individual or a professional because during one’s career, every professional has to talk to a number of people of varying backgrounds and technical knowledge”. (Venkattammal 117). Generally speaking, ability to talk to a variety of people requires good oral communication skills. Besides oral communication, written communication helps one to express oneself rather clearly using language with clarity and precision, not only to

construct a logical argument but also to write reports and resume preparing.

In a business organization, most of the problems occur only because of the fact that people fail to communicate effectively. In fact, “faculty communication can spoil the environment to the extent that it may lead to confusion and can cause a good plan to fall flat on its face” (Lata 41). Lack of communication is seen as a common cause of failure of many a candidate. Successful communicators make a very effective use of facial expressions and gestures. A good boss, while scolding a subordinate for some serious mistake, will not show anger on his face; instead, his face will register a feeling of concern for the employee so that the latter goes with the impression that the scolding was directed at improving him and making him more efficient in his work. “Face to face communication becomes more effective if accompanied with appropriate body language (Pal 31).

While written communication is expressed in terms of words alone, oral communication involves verbal as well as non-verbal elements. Computer technology has dramatically changed the landscape of business communication today. It is fast annihilating the barriers of time and space and the concept of our world turning into a small global village now appears to be a distinct and near possibility. For it is now possible to communicate instantaneously with people inhabiting the remotest places possible. Even though the fax, voice mail, E-mail (electronic mail), cellular phones, telephone answering machines, video conferencing etc., are some of the computer-based media of communication which draw the attention of the many in the current technological age, written

communication alone has become a permanent record of proceedings and documents communication is a good-oriented process. It is a dynamic process incorporating “the changing shape of the participants and the environment changes in the moods and thinking of the sender and the receiver of the message influence the effectiveness of communication” (Senapathi 37).

‘Communication’ is the exchange of information or ideas. It is the art or act of expressing a message in a way that allows others to understand. “English has been gaining greater importance for global communication. It is no longer just a library language but a language of opportunities. A fairly high degree of proficiency in English, and excellent communication skills enhance students’ employability.” (Sasikumar P.V.). No doubt, communication skills are the continuous process of life-long learning, essential for human resource development Quality has become a decisive factor in the new millennium in attracting faculty, students and institution. Students started concentrating on English language learning more than their mother tongue learning. Due to globalization, English language got so much prominence. The students will be placed in multinational companies when they have better communication skills in English. There is tough competition in the market and only those who possess effective communication skills only can survive.

Writing is a creative task which can be both challenging and rewarding “Communication is possible when we get hold of language learning. All appropriate language learning strategies (LLS) are oriented towards the broad goal of communicative competence” (Griffiths 55). Learning English language communication became essential for the professionals for it has become an important tool to prolong in their career and especially written communication provides permanent record standing as proof to others’ proceedings. That’s why it is important to know how to develop good writing skills in English. Writing may seem easier when heard at the first time. It may be but a lot of skill is required to get used to it. Writing depends on the interest that a person has towards that activity and the topic that interests the person.

One should cultivate reading habit for developing writing skills. Reading books helps one get a better

grasp of the English language. As Francoise Grellet has put it, “A person who could read well and understand things could write better. We have to learn things in such a way, that you should see progress in your way of communication. In the first day reading rate can be preferable at a normal level and a little faster the next day and so on” (P 19). This practice would give an excellent experience in others writing. “Even successful authors need to keep learning how to develop good writing skills in English” (Kurland 33). Creativity is considered to be very important in writing skills. Many people are intimidated by writing. Even so, there are times when writing is the best way to communicate, and often times the only way to get the message across only those who can attain effective writing skills in business communication can get ahead in professional career.

As modulations are important in a speech, modularity of the documentation is also very important. A good writer should come to know how to group a large text into paragraphs and give them a heading accordingly. It is always better to write something once or at least twice in a day. This would keep the author engaged in the desired activity. While writing, one has to be conscious of the fact that once something is in written form, it cannot be taken back. Communicating in this way is more concrete than verbal communication. The writer has to face new challenges, including spelling, grammar, punctuation, writing style and actual wording. But the advancement of technology makes writing much easier by providing reliable tools that check and even correct misspelled words and incorrect grammar use.

Writing is, no doubt, a complex tool. One needs to train oneself in its proper use. If professionals do not improve their writing ability, it will project negative reflection on their careers.

“Professional writing is different from the composition and literature learnt at school; the objectives are different, the audience has different needs, and the rewards in business can be far greater” (Piepho 39). As professionals, they write for very distinct and restricted purposes which are achieved through simplicity and clarity. To conclude, well-written communication is the backbone of any organization and success is simply unimaginable without communication. In a word, communication

promotes integration and facilitates the achievement of the goals of the organization.

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