

EFFECTIVE COMMUNICATION SKILLS-A ROAD MAP, FOR SUCCESS

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ABSRTACT

Effective communication has become a qualitative merit, to ascertain a person's ability. It would not be wrong to call it as a benchmark of success nowadays. Communication is a systematic way of making the process of interaction, through both the verbal and non verbal measures. The prerequisite for any communication is the proper communicative environment. Without a communicative environment, or to say without the sender and receiver the communication process cannot work out. It is an emotionally and intellectually groomed process, which needs sensible and semantically correct deciphering. The symbols and the cues used in communication are modifiable, reinterpretable, infinitely extendable and modifiable, based on the conditioned effect of a communicative environment.

KEYWORDS: Qualitative Merit, Benchmark, Verbal, Nonverbal, Communicative Environment, Emotionally, Intellectually, Modifiable, Reinterpretable, Extendable, Modifiable