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WRITTEN COMMUNICATION WITH AN INSISTENCE ON GREATER ACCURACY AND PRECISION AS BEING ESSENTIALLY IMPERATIVE FOR BOTH ACADEMIC AND PROFESSIONAL CAREER: AN APPRAISAL

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ABSTRACT

This paper examines in detailed about the Written Communication important for both academic and professional career. The definitive key to success in business or profession is the proper coordination of ideas and approaches with commercial skills in speaking and written language. Communication skills are set of skills that enable a person to receive and understand information. Main concept of this paper human being different from the animals only the way of writing and speaking communicating ability. Then communicative skill only achieve the any personal goals and the improvement of life in step by step.

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INTRODUCTION

The surest key to success in business or Profession is nothing but the perfect integration of ideas and attitudes with apt commercial skills both in oral and written language. No doubt, attitudes and skills are integral and rather indispensable to soft skills. What is commonly assessed and accepted is that the important faces of a well-rounded personality are punctuality, regularity, goal management and collaborative team spirit – oriented skills. "Amidst improbable advancements, staggering proliferation, an aggravated sense of competition and convoluted layers of men's aspirations, there exists in every soul an intense to succeeded in life" (Lata 3) for which communication seems indispensable. This desire is felt with great intensity in the corporate world in which professionals combat fiercely to first survive and then tenaciously hold on to the security that is constantly threatened by the forces beyond the frontiers of the known. Even though many students come out of the colleges with good pass percentage, they are not able to settle in a bright and prosperous career.

It is a fact that they are not placed in proper positions. This is, no doubt, due to lack of sufficient communication skills. Generally speaking, lack of communication skills makes them disqualified in the placement interviews, ours is an age of changes and challenges in which one has to get prepared in all possible ways to learn and understand the celebration between effective communication skills and professional success. Each one of us some talents which are not expressed in the midst of people due to lack of communication skills. "Communication skills, are the set of skills that enables a person to convey information so that it is received and understood" (Venkatammal 115). Every platform for communicating is a communication event, which includes trade fairs, workshops, formal meetings, seminars etc., As W.H.Newman and C.F. Summer Jr. put it, communication is an exchange of facts, ideas opinions or emotions by two or more persons". In the words of Edwin Raj, "Communication skills are the ability to use language (receptive) and express (expressive) information", (115). In a word, communication skills refer to the repertoire of behaviours that serves as a tool for an individual to convey information. Nowadays many realize the importance of Communication skills and so they take shelter in any private Institution to improve their spoken and writing

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skills. What is generally understood and even known to all is that many professionals and even teachers/professors who are in the teaching profession don't know how to draft a letter, to apply for increment, or to send a circular or memo for which they take the help of an English faculty and even the English teacher is lacking in the art of communicating ideas or drafting letters or memos properly. Communication skill is concerned with the ability to transmit and receive messages. "The ability to communicate is the primary factor that distinguishes human beings from animals. And it is the ability to communicate well that distinguishes one individual from another" (Sanapathi 4). The fact is that apart from the basic necessities, one needs to be equipped with habits for good communication skills as this is what will make them a happy and successful social being. The need for communication arises from the need to emote, to interact and to express one's ideas and thoughts, and the need to relate and connect. The need or desire to communicate, however, varies from person to person, depending on time and context. Communication takes place in several ways – listening, speaking, reading and writing. Earlier communication was in spoken medium. The invention of printing press revolutionized the process of communication. Gradually, the emergence of new media added new dimensions to the world of written communication. Writing is considered to be an important communication process for writing skills are most probably the most important language skills required for professional growth. Writing does really involve grouping of another's ideas, facts, feelings, thoughts, decisions and putting them all on a paper in a sequential order at an easy and understandable way. Writing involves effectiveness of a person's usage of words in both written and oral speech. A survey conducted among more than 60 companies did reveal the fact that half of them pay serious attention to writing while considering a person or professional for career promotion. The National commission on writing in American schools and colleges affirmed that "writing today is not a drill for the few but an essential skill for the many".

In business enterprise or organization, writing takes various forms like formal letters, report writing, resume writing, emails. Writing for the web has become another generally required skill. Especially in business organization, bad or poor writing skills do necessarily create misunderstanding, thereby disturbing company fame and individual or personal goals. For the sole purpose of attaining competence in written communication, one needs to focus on language abilities so as to learn the latest strategies to think and facilitate the importance of clarity, precision and courtesy which are regarded as the key points in business written communication. Written communication is so important that it is not possible to all to think about a business organization without it. The working of any organization depends to a large extent on the exchange of letters, reports, email etc. There are various reasons for it and the most important reason is that face to face communication is not always possible because the workers of an organization may be widely spread over geographical distances. Therefore, the workers have to depend on exchange of letters, or written reports. Even if modes of transmission have changed, written remains as important as ever. Commenting on the importance of written communication for all-round business and professional growth, Dr.R.Senapathi highlights the essential features of written communication thus:

- i) It provides records, references etc., on which important decisions rest.
- ii) It builds up the legal defenses of the organization through records, letters, instructions etc.
- iii) It helps to improve the image of the company.
- iv) It promotes uniformity of policy and procedure and builds up proper guidelines for the working of the organization.
- v) It reduces the possibility of misunderstanding.

Therefore, the ability to communicate clearly in writing is an important skill one is expected to master for successful academic as well as professional career.

No doubt, writing is more concrete than verbal communication and even there is less scope for errors. This presents written communicators with new challenges, including spelling, grammar, punctuation, style and actual wording. As it is accurate and precise, written communication is usually formulated with great care. The very prospect of writing makes a person conscious and he gives a serious thought to his ideas and tries to organize them. "Since written communication is open to verification and its authenticity can be easily challenged, the communicator has to be accurate and factual. "Therefore, in written communication, there is an insistence on greater accuracy and precision" (Pal 23). The receiver of a written communication can go over the message again and again. He can read and re-read it till he thinks he has properly understood it. Besides, there is less danger of losing any part of the message. So, written communication becomes a permanent record of the organization and can prove very useful for future references old orders and decisions in written format can serve as precedents for fresh decisions. Previous years' reports are found beneficial for formulating new policies and fixing current targets.

Truly speaking, the advancement of technology has helped the learner or worker to learn language and even the invention of printing press has facilitated a lot in improving skills of written communication. What is to be known and understood is the fact that simplicity, clarity and lucidity add effectiveness to the business written communication laying a stress on writing as the major imperative means of communication for professional and academic career or all-round growth in all respects and written communication as the backbone of any organization's success for communication promotes integration and facilitates the achievement of the goals of the organization. To conclude, it may be said that communication is the means on which the business organization runs and individual growth rests. The ability of the communicator to communicate effectively verbally, non-verbally and in writing is a pre-requisite for organizational/professional and academic success. Moreover, communication does provide the means to keep the motivation levels high, for it does bind together people working for a common objective and help greatly 'team-building'. E-learning too is considered a brilliant tool which changes the lives of many people, thereby enhancing their skills and enriching their knowledge. In the words of Thomson Gill, "the thinking strategies helps with the acquisition of language skills" (e-book). For effective communication skills, both oral and written communication should be properly aimed at so as to fulfill one's desires goals. Despite this, written communication may be considered as an imperative tool for both academic and professional growth and career prospects. In a word, "Language is the vehicle of thought for oral and

written communication” says R.K.Madhukar in *Business Communication*.

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