



RESEARCH ARTICLE

COMMUNICATION COMPETENCY AND TIPS TO BUILD UP COMPETENCY

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ARTICLE INFO

Article History:

Received 26th March, 2017
Received in revised form
09th April, 2017
Accepted 07th May, 2017
Published online 30th June, 2017

Key words:

Communication competence,
Ability, Social behaviour.

ABSTRACT

Communication competence is a term in linguistics which refers to a language user's grammatical knowledge of syntax, morphology, phonology and the like, as well as social knowledge about how and when to use utterances appropriately. Communication competence is the ability to send messages which promote attainment of goals while maintaining social acceptability. Competent communicators attempt to align themselves with each other's goals and methods to produce a smooth, productive, and often enjoyable dialogue.

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Citation: Dr. B. V. V. Padmavathi, 2017. "Communication competency and tips to build up competency", *International Journal of Current Research*, 9, (06), 53419-53420.

INTRODUCTION

The term communicative competence refers to both the tacit knowledge of a language and the ability to use it effectively. Also called communication competence. Language is an important medium of communication. It is used for self-expression, verbal thinking, problem-solving, and creative writing, but it is used essentially for communication. What makes it difficult to grasp the language user's systems of representation for communication with others is the fact that the capability of individuals to interact with others through language is a unique quality and at the same time a universal human quality. In the present global scenario, the importance of communicative competence is beyond any doubt. Communication competence is an appropriate interaction. It is the ability to choose a communication behavior that is both appropriate and effective the degree to which a communicator's goals are achieved through effective and for a given situation. Interpersonal competency allows one to achieve their communication goals without causing the other party to lose face. Brain H. Spitzberg defined communication competence as "the ability to interact well with others" (1988:77). He explains, "the term 'well' refers to accuracy, clarity, comprehensibility, coherence, expertise, effectiveness and appropriateness" (p. 68). A much more complete operationalization is provided by Gustav Friedrich when he

suggests that communication competence is best understood as "a situational ability to set realistic and appropriate goals and to maximize their achievement by using knowledge of self, other, context, and communication theory to generate adaptive communication performance" (1994:84). A more elaborate component model has been proposed by Joan Rubin for whom communicative competence is "an impression formed about the appropriateness of another person's communicative behavior (and) one goal of the communication scholar is to understand how impressions about communicative competence are formed, and to determine how knowledge, skill and motivation lead to perceptions competence within various contexts" (1987:140). Daniel Cody and Michael Canary provide six criteria for assessing competence which include, but are not limited to, perceived appropriateness and effectiveness. The criteria include,

1. Adaptability (flexibility)

a. The ability to change behaviors and goals to meet the needs of interaction Comprised of six factors

1. Social experience - participation in various social interactions
2. Social composure - refers to keeping calm through accurate perception
3. Social confirmation - refers to acknowledgment of partner's oals
4. Appropriate disclosure - being sensitive to amount and type of information

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5. Articulation - ability to express ideas through language
6. Wit - ability to use humor in adapting to social situations; ease tensions

2. Conversational Involvement

- a. Behavioral and cognitive activity
- b. Cognitive involvement demonstrated through interaction behaviors
- c. Assessed according to three factors
 1. Responsiveness - knowing what to say, know roles, interact
 2. Perceptiveness - be aware of how others perceive you
 3. Attentiveness - listen, don't be pre-occupied

3. Conversational Management

- a. How communicators regulate their interactions
- b. Adaptation and control of social situations
- c. Who controls the interaction ebb and flow and how smoothly the interaction proceeds
- d. How topics proceed and change

4. Empathy

- a. The ability to demonstrate understanding and share emotional reactions to the situation
- b. Need not lead to "helping" the other person
- c. Cognitive understanding
- d. Parallel emotions

5. Effectiveness

- a. Achieving the objectives of the conversation
- b. Achieving personal goals
- c. A fundamental criteria for determining competence

6. Appropriateness

- a. Upholding the expectations for a given situation
- b. A fundamental criteria for determining competence

On the basis of research findings of Wilga Marie Rivers Communication Competency comprises of the following aspects:

1. Listen more carefully and responsively.
2. Explain your conversational intent and invite consent.
3. Express yourself more clearly and completely.
4. Translate your (and other people's) complaints and criticism into specific requests, and explain them.
5. Ask questions more open-endedly and more creatively.
6. Express more appreciation.
7. Make better communication an important part of everyday day life.

Globalization and modernization are creating an increasingly diverse and interconnected world. To make sense of and function well in this world, individuals need for example to master changing technologies and to make sense of large amounts of available information. They also face collective challenges as societies – such as balancing economic growth with environmental sustainability, and prosperity with social equity. In these contexts, the competencies that individuals need to meet their goals have become more complex, requiring more than the mastery of certain narrowly defined skills. The most important value of communicative competence consists in enabling interactions to become more effective in achieving their goals and also in creating better interpersonal relationships, ones that are more authentic, open, respectful, and that allow for a true dialogue, which is the biggest challenge of modern societies. Its holders should be able to learn from their past experience to become more efficient in their communicative encounters in the future.

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