

Answer on Question #52061, Management, Other

Describe the role of communication skills in the social world.

Explanation:

At first glance, it can be said that the role of communication is crucial in the social world. However, this statement must be justified. The success of a person depends not only on the strength of his character and life luck. In many cases, the determining factor is our relationships with others. In particular, it is our ability to communicate and how they are developed, depends on the success of a person in employment and various other areas of life.

Communication skills are very important because we all live in society and somehow interact with other representatives. In order to achieve success in work and personal life, we need to be able to communicate properly and correctly, engage in dialogue, recognize and another's emotions and so on.

In the communication process, it is important not only a manifestation of personal qualities of the subject, but also their development, and the formation of a process of communication. This is explained by the fact that during the communication a person learns a common human experience, values, knowledge and ways of working. Thus, a person is formed as a person and stakeholders. In this sense, communication becomes an important factor in the development of personality.

In the course of communication mechanisms operate social perception, people know each other better. Exchanging experiences, people begin to understand themselves better, learning to understand their strengths and weaknesses. Communicating with a real partner can be accomplished through a variety of communication tools: language, gestures, facial expressions, pantomime and others. People differ in their ability to use these tools. Often in conversation words are less important than the tone with which they are pronounced. The same can be said of gestures: sometimes only one gesture can completely change the meaning of spoken words.

In modern society, the key to successful cooperation is the presence of human communicative competence, sufficient knowledge and skills to solve the communication problems. In difficult situations, people with development, communicative competence are able to find adequate ways to solve problems and overcome barriers of communication, they can easily come into contact with members of other social groups, classes and even ethnic groups. Practice shows that the most effective form of communication is a form of dialogue. It assumes that each participant is active, independent and carries the personal identity. Engaging in dialogue, people come from the recognition of the value and importance of the position of the other side, trying to understand each other. Communicative competence is manifested in various spheres of communicative interaction, such as the communicative competence of teachers, students, lawyers, politicians, managers, entrepreneurs, professionals in the field of PR, etc.

Communication is a prerequisite for the functioning and development of all social systems, as it provides a link between people, allowing them to accumulate and transmit social experience, provides the division of labor and organization of joint activities.

The more complex of the activity of society, social organizations, causes the greater volume of the information (consumer, scientific, artistic, political), the increasingly important role played by communication. It solves several major interrelated objectives:

- the integration of individuals in social groups and communities;
- the internal differentiation of society (group, community, social organizations and institutions);
- separation of different groups from each other, communities in social interaction, which leads to a more efficient implementation of the inherent functions.

Public communication plays an important role in the functioning of the social structure. Modern civil society based on the principles of representative democracy, the rule of law and free market economy. On this basis, there is a set of free associative links between individuals which lead to the formation of stable social groups - from service clubs to political parties. The interaction of these groups is regulated by a complex structure of interest, group norms and conflicts, and manifests itself in various forms of public communication.

Another important aspect is reflected in the specific forms, is that public communication high-tech and information-packed. Information and new knowledge are becoming increasingly in the public mind the main value.

It is impossible to overestimate the role of successful communication in the development of society. There are the following aspects and spheres of public importance of communication: the role of communication strategies for solving social conflicts, communication mechanisms foster positive attitudes in public opinion; successful public communication of socially significant figures (politicians, public figures); ethics in public communication, speech patterns of behavior change ; the role of links with the community/public in the formation of a civil liability of the corporate world, the role of the media.

Inevitability and positive role of conflict as a result of the existence of vested interests raise the question of how best to manage conflicts. Experience shows that the conflict becomes constructive, positive resolution allowing only if the parties used successful communication strategies: active discussion, rather than avoiding the problem; trying to understand the other point of view, rather than shifting the blame; creating conditions for the free exchange of ideas, rather than silence; focusing on specific issues, rather than the expansion of the conflict; adhere to ethical standards, not neglecting the criteria of moral behavior.

In the high-tech world of global public communication becomes another important component - namely, professional communication. Professional communication expresses the specificity of communication skills, certain professions, whose essential component is the obligation to enter into communication. These professions include teaching, political activities, management, social work, medicine, and public service. For each of these professions can talk

about a certain amount of knowledge and skills necessary to implement a successful professional communication and, therefore, a successful career.

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