

**Department: SKILL AND PERSONALITY DEVELOPMENT PROGRAMME CENTRE FOR SC/ST STUDENTS (SPDP)**  
**(Sponsored by AICTE)**

**Date: 20<sup>th</sup> February, 2021**

**A Webinar**  
**on**  
**“Communication Skills for Placement”**

A Webinar on **“Communication Skills for Placement”** was organized by the College under Skill and Personality Development Programme Centre (SPDP) for SC/ST students sponsored by AICTE on **20<sup>th</sup> February 2021**. The Resource Person was **Dr. Swathi Chikkala , Assistant Professor, Dept. of English, School of Gandhian Studies, GITAM (Deemed to be University), Visakhapatnam.**



***Dr. Swathi Chikkala, Assistant Professor, Dept. of English, School of Gandhian Studies, GITAM (Deemed to be University), Visakhapatnam during the webinar***

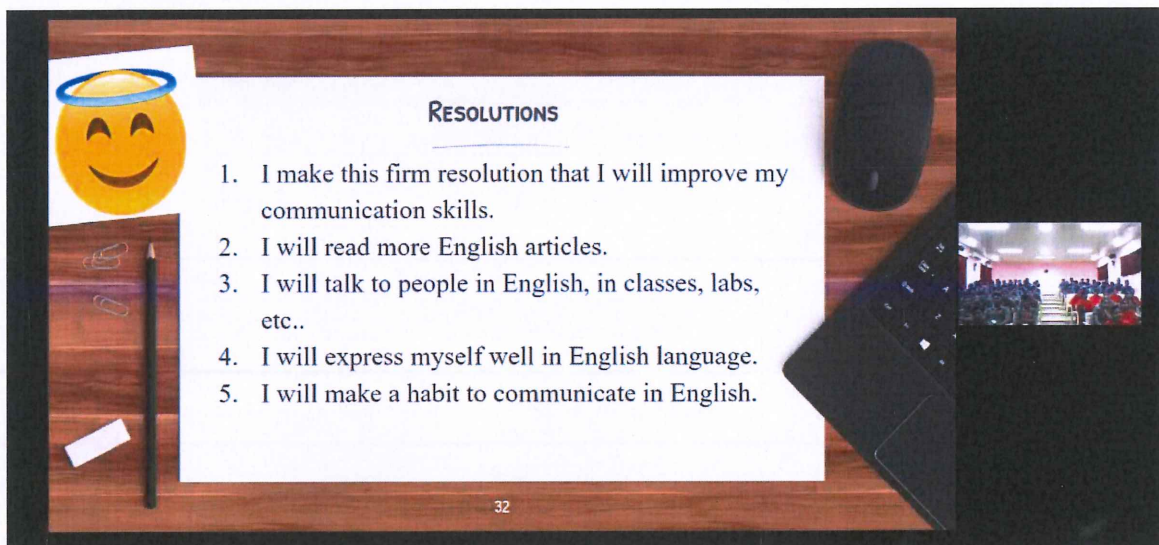
Speaking to the students on Communication Skills for Placement, Dr. Swathi displayed the photos of Martin Luther King Jr.(I have a dream...speech), Margaret Thatcher, Sashi Tharoor(Oxford University Speech) and asked the students to listen to their speeches to enhance Communication Skills. She observed that the context of Communication: What, Why, When and To Whom are more important and it ranges from academic experience/placement preparation/to work place. Placements transfer students from academic domain to job sector. Academics help students in now and beyond; placements cover written communication, Group Discussion and Interview; Workplace involves everyday and special occasion communication. She said that employees look for in a prospective employee both Hard and Soft Skills. Soft Skills cover Communication Skills; Interpersonal Skills; Public Speaking; Leadership; Conflict Management; Decision

Making; Time Management; and Stress Management. Further, Communication Skills encapsulate Presentation Skills; Negotiation Skills; Business Writing Skills; Influencing Skills; Cross-Cultural Commitment; and win-win conversations. She spoke of the Transferable Skills which are useful while working with National/ International Teams, multiple roles in career and in job change.

Dr. Swathi quoted John Powell's words, "Communication works for those who work for it". Effective communication is directly proportional to success. She explained that effective communication in any context helps to: build trust, resolve problems, provide clarity and direction, improve productivity and promote team building. She posed the question, how and where does language come into picture and while interacting with the students, she answered that language acts as a tool/medium of communication; to reason, to express ideas; and to negotiate and provide direction. The importance of LSRW in learning any language was emphasized. She told the students that while speaking one has to improve fluency (comfort and confidence); vocabulary (using interesting and strong words); Grammar (right idea/information – impressive); and pronunciation (speech more impactful). She gave practical tips to students on enhancing vocabulary by pooling new words from animated movies/songs (Justin Bieber, Allen Walker etc.), listening to bollywood/Hollywood interviews, games and apps (Quiddler, Crosswords, Scrabble, Duolingo, Memrise, and Quizup), read your favourites, TED Talks, and subject specific jargon, idioms, and collocations. The learning hack she informed was to link vocabulary with mnemonics and word associations.

The tips that the resource person gave to improve pronunciation was to listen, listen and listen. She urged the students to watch decent movies, YouTube, Songs and Podcasts – <https://www.fluentu.com/blog/english/learn-esl-english-podcasts/>; <https://learnenglish.britishcouncil.org/general-english/podcasts>; <https://ivmpodcasts.com/smile-india-english> and regarding games she asked the students to go through <https://improveyouraccent.co.uk/games/> and download other apps from Play Store. She also told the students to go through British Council podcasts: <https://learnenglish.britishcouncil.org/general-english/podcasts> . In case of grammar, she advised the students to visit [www.education.com/games/grammar](http://www.education.com/games/grammar); [www.gamestolearnenglish.com](http://www.gamestolearnenglish.com); Read your favourites; use mobile apps and browse for online courses. Also the students were asked to possess a grammar book with key which

acts as handy. To improve fluency, she motivated the students to search for karaoke (which has only music and no words); practise tongue-twisters; participate in JAM/Extempore/Discussions and the rule is no repetition and no deviation from the topic. The learning hack i.e. Big Lifestyle Change: Think (only) in English was mentioned. She also advised the students to visit [www.indiabix.com](http://www.indiabix.com), where students get access to different Frequently Asked Questions (FAQs). She displayed, Dr. Albert Mehrabian's 7-38-55 rule, where 7% of our communication depends on words; 38% on tone and 55% on Body Language. She told the students that in order to become successful, one has to improve the dynamics of - *verbal*: words; *non-verbal*: gestures, postures, facial expression, eye contact and *paralanguage*: tone, voice, pitch, stress.



**Students reading out the resolutions during the webinar**

Finally, Dr. Swathi suggested students to get rid of unnecessary fillers (verbal mannerisms); be conscious of body language; have a script for small talk and occasions (FORD- Family, Occupation, Recreation, Dreams); tailor your message to your audience; be brief, yet specific (BRIEF- Background, reason, information, end, follow-up); and remember the 7Cs of communication - clear, concise, concrete, correct, coherent, complete, and courteous. She also asked students to have a strong resolution to improve their communication skills for better placement.

Students attended the program and came to know about the essentials of communication skills for placement and it is expected that students would improve their strengths, work on their weakness and crack their dream jobs in the upcoming campus placements.

*Dr. K.C. VARAPRASAD*  
Professor & Head  
Dept. of Mechanical Engineering  
Sree Vidyanikethan Engineering College  
Tirupati - 517 102