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**ROLE OF LANGUAGE IN HUMAN
DEVELOPMENT : A HOLISTIC APPROACH**

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**ROLE OF SOFT SKILLS IN PERSONALITY DEVELOPMENT****SHAIKH AREF PASHAMIYAN**

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Latur**ABSTRACT:**

Language plays a very crucial role in development of Human beings. Language is essential method to transfer our thoughts and emotions. Language is more than a means of communication. It is used all over the world and every single minute. Not only when we talk, read, and write even when we socialize, we drive, we trade everywhere we use language. Every aspect of our life involves language. By definition, language is, "a body of words, symbols, signs, sounds, gestures, and the systems for their use common to people who are of the same community, nation or same cultural tradition" The language also plays an important role in the development of a person personality, because communication is the one which drives our lives and makes ourselves better. Basically, language distinguishes humans from other animal species. However, Language does play an important role in analysing personality of self and others. There are only two things. that play an important role in constructing a personality and they are-COW(Choice Of Words)- Right word is to be used with right person at the right time. WOW(War Of Words)- During heated arguments or debate with others, use the words which end the conversation and not the relation with others. Therefore, Effective communication plays an important role in sharpening one's personality and command over the language always reflects our confidence. Hence this research study emphasises on the role of language or communication in personality development. The objectives of the study are to define the relationship between communication and personality development, likewise the role of Soft skills training in Higher education which ultimately contributing to student's personality development and understanding the soft skills necessary for personality development. This research study concludes that there is positive and direct relationship between communication and language and personality development. And it also reflects that the soft skills play an important role in the development of the students' overall personality, and enhance their career prospects.

Key words: Language, Personality Development, Communication, Soft skills, Higher Education.

**Introduction:**

What is meant by Skills? Skill means nothing but to increase the capability of a person to complete a certain task with a pre-determined outcome. Just doing work without getting the predicted outcome is not considered as skill. Skill is not inherent but it can be developed only through different practices. It is an ability and capacity which can be improved with the help of continuous and systematic efforts. The correct path or direction helps to improve this quality among the young generation. Skill and knowledge of the driven forces of economic growth and social development of any country. The development of country's economy totally depends upon the development of their people. Effective communication and interpersonal skills are essential to increase employment opportunities and to compete successfully in the business environment. The real key to the effectiveness of professionals is their ability to put their domain knowledge into effective practice. In this context, soft skills have a vital role to play. If future managers know how to deal with people at the emotional level (peers, subordinates, superiors, clients, suppliers, etc.) through Emotional Intelligence (EI), they can build and sustain effective relationships that will result in mutual gain. Higher educational institute should frame such Program curriculum with soft skills training, providing a unique opportunity for all students to develop their personality and upgrade their communication and presentation skills. The training benefits the students, both in their early professional careers and in their social interactions in the business environment. Soft skills provide students with a strong conceptual and practical framework to build, develop and manage teams. The soft skills training provides strong practical orientation to the students and helps them in building and improving their skills in communication, the effective use of English, business correspondence, presentations, team building, leadership, time management, group discussions, interviews, and inter-personal skills. This soft skills training also helps students in career visioning and planning. The training is conducted in a very informal, interesting, and interactive manner, which gives ample scope for the students to interact with each other and face a wide variety of issues, topics, and situations that they are likely to come across as entry-level managers. Technical and hard skills are helpful to secure the basic position in one's life and career. But only Soft skills can ensure the excellent achievements and derive fulfillment and supreme joy. Soft skills comprise pleasant and appealing personality traits as self confidence, positive attitude, and emotional intelligence, social grace, flexibility, friendliness, and effective communication skills.

Objective of the study:

1. To study the relationship between communication and personality development
2. To study the role of Soft skills training in Higher education which ultimately contributing to student's personality development.
3. To understand the effective soft skills necessary for personality development.

**Research Methodology:**

This research paper is based on the secondary data. The secondary data was collected from various published sources like information of various departments, magazines, journals, newspapers, articles, research papers, websites etc.

❖ Effective Soft skills Necessary for Personality Development:

Soft skills are broadly classified as a combination of personality traits, behaviors, and social attitudes that allow people to communicate effectively, collaborate, and successfully manage conflict. People with good soft skills tend to have strong situational awareness and emotional intelligence that allows them to navigate difficult working environments while still producing positive results. This is especially important for leadership positions because good leadership is more about managing people and directing their efforts toward a desired outcome rather than bringing any specific technical skills to bear. Another benefit of soft skills in the workplace is that they help people to adapt to changing circumstances. Being able to communicate effectively during a time of uncertainty or collaborate with others when solutions aren't immediately obvious is hugely important whether someone is in a leadership position or not. Given their many applications, it's hardly a surprise that organizations are doing more to assess a candidate's soft skills during the interview process.

1. Leadership Skills

Companies want employees who can supervise and direct other workers. They want employees who can cultivate relationships up, down, and across the organizational chain. Leaders must not only assess, motivate, encourage, and discipline workers but also build teams, resolve conflicts, and cultivate the organization's desired culture. Understanding how to influence people and accommodate their needs is an essential element of leadership, which all too many companies overlook when they simply place someone with the most technical expertise in a position of authority. Soft skills development is often a key component of leadership training.

2. Teamwork

Most employees are part of a team/department/division, and even those who are not on an official team need to collaborate with other employees. You may prefer to work alone, but it's important to demonstrate that you understand and appreciate the value of joining forces and working in partnership with others to accomplish the company's goals. This shows that you possess the soft skills necessary to engage in productive collaboration.

3. Communication Skills

Successful communication involves five components. Verbal communication refers to your ability to speak clearly and concisely. Nonverbal communication includes the capacity to project positive body language and facial expressions. Written communication refers to your skillfulness in composing text messages, reports, and other types of documents. Visual communication involves your ability to relay information using pictures and other visual



aids. Active listening should also be considered a key communication soft skill because it helps you listen to and actually hear what others are saying. You need to be able to listen in order to understand how to best communicate with someone. Without strong listening skills, any communication efforts will be one-way and probably ineffective.

4. Problem Solving Skills

Many applicants try to minimize problems because they don't understand that companies hire employees to solve problems. Glitches, bumps in the road, and stumbling blocks are all part of the job and represent learning opportunities. The ability to use your knowledge to find answers to pressing problems and formulate workable solutions will demonstrate that you can handle – and excel in – your job. Discussing mistakes and what you learned from them is an important part of building soft skills resume.

5. Work Ethics

While you may have a manager, companies don't like to spend time micromanaging employees. They expect you to be responsible and do the job that you're getting paid to do, which includes being punctual when you arrive at work, meeting deadlines, and making sure that your work is error-free. And going the extra mile shows that you're committed to performing your work with excellence.

6. Flexibility/Adaptability

In the 21st century, companies need to make rapid (and sometimes drastic) changes to remain competitive. So they want workers who can also shift gears or change direction as needed. As organizations have become less hierarchical and agile over the last decade, it's more important than ever for employees to be able to handle many different tasks and demonstrate a willingness to take on responsibilities that might lay outside their area of expertise.

7. Interpersonal Skills

This is a broad category of "people skills" and includes the ability to build and maintain relationships, develop rapport, and use diplomacy. It also includes the ability to give and receive constructive criticism, be tolerant and respectful regarding the opinions of others, and empathize with them. Of all the soft skills examples, this is among the most important because it is central to building teams with a strong foundation of trust and accountability.

❖ Personality Development through Soft Skills Training:

In an age when relationships between individuals and organizations are getting more and more complex, it is not enough to only have an excellent IQ. Being good at number crunching and scoring high marks in subjects are not the only criteria for success in professional or personal life. The ability to deal with one's feelings and understand the feelings of others in any given situation helps one to complement academic intelligence/cognitive capacities (IQ) with a humane understanding of issues. This ability is known as Emotional Intelligence or EI. At the Soft Skills training is imparted to fine-tune the



students' attitudes, values, beliefs, motivation, desires, feelings, eagerness to learn, willingness to share and embrace new ideas, goal orientation, flexibility, persuasion, futuristic thinking, compassion, diplomacy, and various skill sets of communication, manners, and etiquette so that they will be able to deal with different situations diligently and responsibly. Soft skills or Emotional Intelligence Skills strengthen them from within. These skills empower them to understand "who they are" and how best they can come across as competent individuals in any given situation. The training in soft skills has two parts. One part involves developing attitudes and attributes, and the other part involves fine-tuning communication skills to express attitudes, ideas, and thoughts well. Crucial to successful work is the perfect integration of ideas and attitudes with appropriate communication skills in oral, written, and non-verbal areas. Attitudes and skills are integral to soft skills. Each one influences and complements the other. Following areas has to be cover under the soft skills Training:

1. **Psychological Tests:** Aptitude and personality assessment, suggestions for improvement.
2. **Team Skills:** Team building and leadership, evolution of groups into teams, group dynamics, and emergence of leadership, intra-group dynamics, inter-group dynamics, and conflict management; inter dependency, assessment of team-based projects.
3. **Time Management:** Pareto's Principle, Parkinson's Laws, Murphy's Laws, Law of Clutter, prioritization, goal setting, effective time management.
4. **Interpersonal Skills:** Negotiations, listening skills, social skills, assertive skills, cross-cultural communications.
5. **Leadership Skills:** Concepts of leadership, leadership styles, insights from great leaders.
6. **Group Discussions and Presentation Skills:** Group discussions these days play a pivotal role in the selection procedure in both private and government organizations as they act as a tool to study the attitudinal and behavioral responses of the individual considered.
7. **Business Etiquettes, Manners and Corporate Grooming:** The professional and personal life requires appropriate manners and etiquettes in an individual while he presents himself before others. A business organization has a particular culture and the employees need to adapt to that culture.

Such Self-awareness programs enhance the students' personalities. They get to realize that punctuality, goal management, collaborative team skills, and listening skills, are important facets of a well-rounded personality. These soft skills are enormously valued in business



organizations. As employment conditions become tougher, potential recruiters look for personal attributes like attitude and values.

Learning Soft Skills is a continuous process they can be developed through constant practice and appropriate training. The learning of soft skills pertains to enhancing the personality to suit the needs of the new life which is an upcoming challenge in the modern era of globalization. Academic success is not enough to meet the challenges of this age, therefore success today depends upon personality development in the appropriate manner. Behavior mirrors the personality and has a great importance in our conduct in the society. Success is imminent for an individual with all the important traits of a good and well balanced personality.

Conclusion:

Hence the study reveals that soft skills have direct relationship between communication and personality development and Higher educational institute should introduce the right training programmes with a well designed curriculum and ample practical exposure equips an individual to face the challenges in the professional environment. Hence, soft skills development in current scenario is very crucial phenomenon. Therefore, trainer and teachers should focus not only on technical skill enhancement of students but they also have to concentrate on soft skills development of students which make them visionary leaders.

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