

## COMMUNICATION SKILLS: A MODERN WEAPON TO A SUSTAINED CAREER

*by:*  
**Grace B. Almario**

In today's fast-paced, connected world, strong communication skills are essential for students. To succeed academically, professionally, and socially, students must express their thoughts, ideas, and opinions clearly and articulately. Improving practical communication skills not only improves the quality of teaching but also enables students to succeed in many areas of life.

Practical communication skills are the foundation of academic success. If students can refine their thinking and understand the concepts taught, they are more likely to participate effectively in pre-learning. A study by Johnson and Johnson (2013) found that persuasive communication in the classroom positively impacts student performance. Clear short communication between instructor and student makes a difference, conveys information, stimulates discussion, and clarifies questions. When students can hone their reasoning and ask for clarification when needed, they better understand the subject matter and have better learning outcomes. In addition, good communication skills lay the foundation for a student's future career. In the professional world, solid communication skills are highly valued by managers.

A study by the National Affiliation of Colleges and Managers (NACE) found that his communication skills topped the list of compelling qualities sought out by bosses (NACE, 2019). Managers know that salespeople who speak, engage effectively, and collaborate well are likelier to help their organizations win. By developing strong communication skills within the college, students are better able to respond to job site requests and are more likely to receive well-deserved job offers. In addition to academic

and professional benefits, improving practical communication skills also fosters a student's personal growth. Persuasive communication is not limited to verbal expression but also includes nonverbal prompting, dynamic attunement, and compassion. As students learn to communicate effectively, they also develop important social and passionate insights. They understand that and become better able to monitor their own emotions and better understand the emotions of others. These skills foster healthy relationships and foster collaboration and contribute to a positive and inclusive learning environment.

Good communication skills also play an essential role in fostering global citizenship. Students have to communicate across social, vocal, and geographic boundaries in an increasingly connected world. Properly developing communication skills prepares students to participate in cross-cultural discussions, be open to different perspectives, and collaborate with people from other disciplines. This is not to promote social understanding, so to speak, but to prepare students to face the challenges and opportunities of a globalized society.

To improve the quality of education, improving students' communication skills is essential. It engages students academically, professionally, and step by step. By fostering persuasive communication, students can effectively engage in learning, exceed expectations for future careers, build strong relationships, and ultimately become citizens of the world. Teachers and organizations should prioritize building persuasive communication skills and provide students with appropriate opportunities to improve and hone their skills. In this way, we can create an era of individuals who are not, so to speak, learned people but individuals with the ability to express their ideas and influence the world powerfully.

*References:*

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National Association of Colleges and Employers (NACE). (2019). *Job Outlook 2019*. NACE.