

EFFECTIVE COMMUNICATION AND SPEECH STRATEGY

How often do you feel discomfort during the conversation with new people or in communication with friends when you suddenly realise that you can't keep the conversation? What should you tell to pay a compliment and to achieve mutual understanding or to avoid any conflict? «What to say?» – is one of the most crucial problems of any conversation. This article is aimed to give satisfactory answers to these questions and tell about effective communication and speech strategies.

Correct speech is a guarantee of your successful conversation. Effective communication helps us better understand a man or situation and enables us to eliminate differences, gain confidence and respect of another person, create an environment where creative ideas, problem solving, affection, and caring can flourish. As simple as communication seems, much of what we try to communicate to others – and what others try to communicate to us – gets misunderstood, which can cause conflict and frustration in personal and professional relationships. By studying these effective communication skills, you can connect with people better [1].

Also we need effective communication if we want to be successful in business. Employees and entrepreneurs with excellent communication skills can effectively contribute to a workplace culture and have a greater impact on customers. Communication skills are important when collaborating on projects, providing service to customers, sharing ideas in training sessions and participating in other diverse business situations. People who can send and receive messages clearly serve as representatives of a company's brand and are more effective in their jobs.

In the information age, we have to send, receive, and process huge amount of information every day. But effective communication is about more than just exchanging messages; it is also about understanding the emotion behind the information. Effective communication combines a set of skills including nonverbal communication, attentive listening, the ability to manage stress in the moment, and the capacity to recognize and understand your own emotions and those of the person you're communicating with.

Listening is one of the most important aspects of effective communication. Successful listening means not just understanding the words or the information being communicated, but also understanding how the speaker feels about what they're communicating.

Entrepreneurs and employees should practice active listening in their interactions with customers and co-workers. For example, a supervisor will have a limited amount of time to give directions to each employee. If employees don't attend to their supervisor using active listening, they will have more questions at the end and waste the supervisor's time, repeating what has already been explained. Employees must be clear in what they say to the public, such as in handling customer complaints. They must listen to each customer's problem and state in plain terms what they can do, if anything, to solve the problem.

Effective listening can:

- Make the speaker feel heard and understood, which favours stronger, deeper connection between you;
- Create an area where everyone feels safe to express opinions, ideas, and feelings;
- Save time by helping clarify information, avoid conflicts and misunderstandings;
- Relieve negative emotions. When emotions are running high, if the speaker feels that he has been truly heard, it can help to calm them down, relieve negative feelings, and allow for real understanding or problem solving to begin.

Dosed stress can be useful as it helps you perform something under pressure. However, when stress becomes constant and overwhelming, it can hamper effective communication by disrupting your capacity to think clearly and creatively, and act appropriately. When you're stressed, you're more likely to misread other people. If you can quickly relieve stress and return to a calm state, you'll not only avoid such regrets, but in many cases you'll also help to calm the other person as well. It's only when you're in a calm, relaxed state that you'll be able to know whether the situation requires a response, or whether the other person's signals indicate it would be better to remain silent.

Look for humor in the situation. When used appropriately, humor is a great way to relieve stress when communicating. When you or those around you start taking things too seriously, find a way to lighten the mood by sharing a joke or amusing story. And make compromises! You'll be able to find a happy middle ground that reduces the stress levels for everyone concerned. If you realise that the other person cares much more about something than you do, compromise may be easier for you and a good investment in the future of the relationship [3].

If half of the successful communicating is active listening, the other half is speaking and expressing what you think, feel or want in a clear, true and inoffensive way. Be clear about what you want, and what

you are willing to give. When expressing your opinion, use «I» statements. Using «I» statements lets you share what you think or feel without sounding like you are blaming or attacking. These statements communicate your preferences and keep you responsible for your part in the exchange. For example, here there are three comments you might say or hear, followed by alternative «I» statements in italics:

«You know that's not right.» – «*I see it differently than you do.*»

«You are really irritating me.» – «*I'm feeling really irritated right now.*»

«You're not listening to me.» – «*I don't feel heard*» [4].

Emotions play an important role in the way we communicate at home and work. It's the way you feel, more than the way you think, that motivates you to communicate or to make decisions. The way you react to emotionally driven, nonverbal cues affects both how you understand other people and how they understand you. If you are out of touch with your feelings, and don't understand how you feel or why you feel that way, you'll have a hard time communicating your feelings and needs to others. This can result in frustration, misunderstandings, and conflict.

Effective communication requires both thinking and feeling. The objective of effective communication is to find a healthy balance between your intellect and your emotions, between thinking and feeling.

There is one idiom: we hear only half of what is said to us, understand only half of that, believe only half of that, and remember only half of that. But if we use effective communication, we can process information more rationally.

Effective communication helps groups of people gain confidence and respect, stimulates learning and implement objectives. Written, oral and body language are important tools for sharing ideas and feelings. Effective communication is the way in which diverse group of people will be able to understand the issues and make decisions for effective solution.

References

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