

Home Science and Need of Communication Process: A Review

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ABSTRACT

Science of speech craft is and oral technique of expression without the proper use of which the desired goal cannot be achieved. Active mobilization is impossible in any scope of life, without the transactions of thoughts and ideas. Knowledge of facts is important but the more important is its expression, and even more its communication in a magnificent style. Sometimes improper communication leads to disaster. Hence the role of the science of Verbal Art is significant. This science deals with all dimensions of oral expressions i.e. communication process, public speaking, preparation and presentation techniques and body language. Except a few inborn talents, most of the successful orators have gained proficiency in the field by persistent efforts.

Keywords: *Science of speech, Communication, Expression, Verbal art.*

INTRODUCTION

Communication Process:

In this process a person expresses his experience, and on the basis of his knowledge he communicates his feelings to others. He also evaluates his manifestations. It is a reversible process which gets completed only when the speaker conveys ideas, audience hears, grasps, accepts them and finally feeds back. According to the acceptance and refusal of ideas, the speaker then regulates or modifies his expression. Hence it is to be realized that along with the speaker and audience, the message or the communicated ideas, is also very important. It gets through after over coming emotional, lingual and other personal biases. Machines and equipments can be optimally utilized for production in an environment of co-operation and team spirit. Modern enterprises need a leader, not a director. A leader cannot lead without proper communication skill. Communication is either lateral, upward or downward. The process is moulded accordingly. It is needed to apprise, instruct and motivate the employee. It is required for operation of machines too. Hence the speaker and audience should get rid of the hurdles to make it effective¹.

History of Public Speaking as Civilization

History of public speaking is as old as history of civilization. It has been under use since dawn of human civilization which has been modified down the ages. It has been a strong means of propagation of thoughts since vedic era. It was in vogue during the empires of civilians. Romans and Greeks. Socrates, Plato and Aristotle have given it further boost. Aristotle wrote a book 'Rhetoric' for the first time. Later on, it was adopted by almost all rulers and leaders in different fields. It has played important roles in all the revolutions. Modern public speech starts from the famous historical speech known as 'Getisburg speech' of Abraham Lincoln who was famous for using exact and measured words. Later on Edmond

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Berk, Benjamin Deijraily and Winston Churchill follow the same style with a change. Swami Vivekananda, Maharsi Aurobindo, Netajee Subhash Chandra Bose, Sarojini Naidu and Jawaharlal Nehru had also attained expertise in this art.

Effective speaking:

People think about effective speaking, but generally do not possess the skill. Barring a few inborn talents, others have achieved the skill after regular practice. Demosthens, Abraham Lincoln, Hitler and Winston Churchill have laboured hard to achieve eminence in this field^{2,3}.

Preparedness Before Delivery of Speech

Orators like Abraham Lincoln and Winston Churchill never delivered speech without preparation. Before an orator goes to deliver his speech, he should prepare himself. Following are the basis guidelines-

- (a) To know the purpose of speech,
- (b) To Judge the situation,
- (c) To evaluate the audience,
- (d) To select the central theme,
- (e) To collect facts on main points,
- (f) To collect statistical data,
- (g) To cast the structure in logical order,
- (h) To practice use of audio-visual aids,
- (i) To rehearse the delivery.

Delivery of Speech: For effective delivery of speech following points are to be remembered-

- (a) Freedom From stage-fright: By power of imagination
- (b) Showing credibility: Describing relation of self with time, place and occasion
- (c) Picturisation, general statement to be avoided.
- (d) Fair use of statistics: Statistics only to support the views.
- (e) Memoirs: To create interest and support the logic.
- (f) Evaluation of arousal: level of participants
- (g) Assumption, comparison and experience to supplement central thoughts.
- (h) Fair use of quotations.
- (i) Creating sensations: Pathos to create interest.
- (j) Logical explanation
- (k) Natural (conversational) style
- (l) Knowledge of introduction, presentation and conclusion techniques.
- (m) Time management.

Flaws in Public Speech

During speech communication, expression of thoughts and feelings is to be total, words to be combined with postures and gestures. Whatever is expressed should be with confidence. In such integral expression, when voice comes from within it touches the hearts of the listeners. If communication is formal, without any conviction, it falls flat as gestures do not co-operate with the essence. Meaning is revealed with feeling. The integral speech delivery is a matter of practice. Vergil Springer has categorized different mistakes committed in speech^{4,5}.

Barriers of communication are created by wrong habits of speakers which they themselves do not realize. so, it is vital to introspect time and again and rectify the errors.

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Body Language

Figures made out of fingers and hands, gesture and eye expressions have their language. Repetitions of ideas, substitution, Indication of processes, revelation of facts or speaking lie, regulation and movements through body organs constitute body language. This language is used to express feelings of assertion, indication, evaluation of works and dimensions of objects, though-process, kinetographics, picturisation, far or near distance and synchronization.

In the same way, eyes upward-downward, constant-roving, blinking-going, radish-attentive eyes express the feelings. Even shaking hand gently, just thouching, pulling strong-gripping convey different meanings. Integral meaning is conveyed when words are synchronized with congruent gestures. The study of body language helps to evaluate human behavior and assess the possibility of action. Human faculty is utilized to achieve the target. Transactional analysis (TA) helps to make communication successful and channelizes human faculties to a common goal^{6,7}.

Role of Voice in Expression

Voice of an orator plays a significant role. The same fact presented in different quality of human voices produces varying effects. Exactness of voice, modulation, high and low pitch if synchronized with situation and purpose, add to interest of the audience. The speed of expression and voice depend upon time frame, facts, environment (physical and social) and the number of audience. The quality of voice further adds to attention. Except inborn defects, most of the shortcomings in oral expression can be over-come by regular training and practice.

Proxemics:

The effective distance between and orator & audience is a matter of commonsense. Still studies have confirmed certain rules for optimum effectiveness. Promimics, Physical area of communication gets wider depending upon numbers of participants, environment, time and closeness of relationship. In informal relationship where intimate conversation is required the distance between speaker and listener is from 0 (touching) to 1½' This is called intimate distance. Touching and whispers between family members wife & children are the examples⁸.

Personal Distance:

While talking to a friend or relative the distance for natural conversation is from 1½ to 4'.

Social Distance:

In a business discussion the distance is between 4' to 12'.

Public Distance:

During discussion of certain issues for information or persuasive discussions, speaker conveys his ideas to employees (participants). Normally he keeps a distance as per number of audience. The distance varies from 12' to 25' for a business discussion or training programme. It increases further in public meetings.

Analysis of Historical Speeches

Historical speeches are the fine examples of speeches, the analytical study of which helps learners to perform. Any speech has three parts (i) introduction, (ii) body, and (iii) conclusion. A speech may be short or long but it cannot be effective without proper care for

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them. A good performer starts the speech with introduction of the topic and introduces himself establishing credibility and creating pathos.

Evaluation of Speech

The speech is evaluated by the audience and feedback is sent to orator. Evaluation is based on the following factors:

Start (Introduction)	Body language
Credibility Establishment	Style of speaking
Pathos	Use of audio-visuals
Explanation & Elaboration of Conclusion	Logos Language
Voice	Time Management

On these heads, marks are allocated. Each factor when multiplied by multiplying factor-gives the number. Finally the sum total shows the performance of the orator. If it is below 50%, the orator has to practice to improve himself. Proficiency is possible by regular practice^{9,10}.

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