

Book Review

More Effective Communication

J.V. Vilanilam

Reviewed by

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In this book the author has highlighted the importance of communication in all aspects of life. He has emphasized on the significance, ways and components of effective communication. This book contains the details of,

- Basics of Usage and Rhetoric,
- Written Communications (both internal and external),
- Oral Communication,
- Audio-- visual Aids and Multimedia Presentation,
- Information Technology in Professional Communication

At the end the author has focusses on some commonly confused words and their correct usage, some misspelt words, some heavy words and expressions and their simpler equivalents a list of some omits.

The book is designed to learn the effective communication easily with all the required components. Because of the massive change that is occurring in the socio-economic and cultural environment of the country, a look at communication at the interpersonal and organizational levels is a must. Despite the tremendous technical capacity of mass communication systems to reach the people in every corner of the world within minutes. Every minute the bulk human communication takes place at the interpersonal level. Therefore, methods to improve interpersonal communication

or to make it more effective are to be given more attention and the book emphasizes on it.

The author describes the importance of communication for managers in management very briefly. He also explains the types and technicalities of communication in organizational environment. Communication is not getting the deserved attention in the organizational level .So Vilanilam suggests that methods to develop effective communication should be given more attention as communication is not merely a matter of machines and fast technology .Again he emphasizes on the organizational culture of written communication, where half of the time professionals are engaged in writing letters and reports and oral presentations including telephonic conversation. Many companies and organizations engaged in different pursuits complain that their middle level personnel are not able to communicate their thought properly. Mere subject knowledge or language may not be enough in a professional career. The professional has to be a good communicator capable of handling language, clearly, effectively and easily. This book contains enough supplements for the same.

This book stresses the importance of achieving effective communication and it has been written for professionals in various walks of life. Motivation, morale building, listening habits writing and speaking skills, discussions techniques, persuasive writing, group conferencing, group dynamics, performance

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evaluation, resistance to change etc. are the various aspects highlighted in the book.

In the first and second chapter introduction to communication, its types and technicalities mentioned very briefly. In these two chapters importance of language and the methods to have effective hold over the language are mentioned. Also all together these two chapters give a brief overview on effective communication.

Third and fourth chapter focus on the significance of written communication in a professional environment. In chapter 3three, the author mentions about the the internal written communication like memo, agenda, reports and minutes and the suggests the methods and techniques for their effectiveness. Chapter four focuses on external written communication and the method of making it effective. Vilanilam's stepwise and simple description of professional written communication is highly appreciable.

Chapter five is all about public speaking and group dynamics where the book contains stepwise guidance like contain, voice, speech, body language, pause, speed, time, introduction and conclusion etc. to be an effective public speaker. Again all about conference call and professional behaviour in a group, dos and don'ts in a professional group and the group dynamics like handling problems, finding solutions and

reaching to a conclusion etc are mentioned very briefly in chapter five.

Chapter six is all about audio visual aids and multimedia presentation and their role in effective communication. All the relevant methods and technicalities are mentioned here. Chapter seven represents how information technology has enhanced the effectiveness of professional communication .This chapter covers the evolution of information technology and its use in professional environment as well as its contribution to effective organizational communication.

At the end the book focuses on some technicalities of English like misspelt words ,An omit list, some commonly confused words and their correct usages, Some heavy words ,expressions and their simpler equivalent which are highly used in organizational communication.

In my view the book is very interesting and lively for professionals. The writing style and briefing reflect the author's huge research experiences, knowledge and exposure. Vilanilam has designed the book in such a way that it can be a quick reference and effective guide for professionals. In my view this book can be an effective and significance tool for professional and personal growth in terms of communication.