

## UNIT - 3

### COGNITIVE AND PROFESSIONAL SKILLS

#### **Cognitive Skills**

Cognitive skills are the core skills your brain uses to think, read, learn, remember, reason, and pay attention. Working together, they take incoming information and move it into the bank of knowledge you use every day at school, at work, and in life.

Cognitive skills, also called cognitive functions, cognitive abilities or cognitive capacities, are brain based skills which are needed in acquisition of knowledge, manipulation of information and reasoning. They have more to do with the mechanisms of how people learn, remember, solve problems and pay attention rather than with actual knowledge. Cognitive skills or functions encompass the domains of perception, attention, memory, learning, decision making and language abilities.

Each of your cognitive skills plays an important part in processing new information. That means if even one of these skills is weak, no matter what kind of information is coming your way, grasping, retaining, or using that information is impacted. In fact, most learning struggles are caused by one or more weak cognitive skills. Old age and disease may affect cognitive functioning causing memory loss and trouble thinking of the right words while speaking or writing.

#### **Self-Awareness**

Self awareness is your ability to perceive and understand the things that make you who you are as an individual, including your personality, actions, values, beliefs, emotions and thoughts. Essentially it is a psychological state in which the self becomes the focus of attention.

While self-awareness is central to who you are, it is not something you are acutely focused on at every moment of every day. Instead, self-awareness becomes woven into the fabric of who you are and emerges at different points depending on the situation and your personality.

It is one of the first components of the self-concept to emerge. People are not born completely self-aware. Yet evidence suggests that infants do have a rudimentary sense of self-awareness.

Infants possess the awareness that they are a separate being from others, which is evidenced

by behaviors such as the rooting reflex in which an infant searches for a nipple when something brushes against his or her face. Researchers have also found that even new-borns are able to differentiate between self- and non-self-touch.

### **Levels of Self-Awareness**

So how exactly do children become aware of themselves as separate beings? One major theory of self-awareness. Developed by Philippe Rochat, Ph.D. suggests that there are five levels of self-awareness. Children progress through these stages between birth and approximately age 4 or 5.

**Differentiation:** A baby begins to acknowledge their own reflection. They may detect there is something different or special about looking at their reflection.

**Situation:** A baby begins to recognize their own reflection, being, and movements as separate from those around them.

**Identification:** This is the stage during which a child fully knows that it is their own reflection • a mirror. They know, "This is me."

**Permanence:** They have a complete sense of themselves and can identify themselves in pictures or videos, even as their appearance changes.

**Self-consciousness:** A child adapts a third-person point of view of themselves; they become aware of the idea that others perceive them in certain ways. This may result in feelings such as pride or shame.

### **Types of Self-Awareness**

Psychologists often break self-awareness down into two different types, either public or private.

#### **Public self-awareness**

This type emerges when people are aware of how they appear to others. Public self-awareness often emerges in situations when people are at the center of attention. This type of self-awareness often compels people to adhere to social norms. When we are aware that we are being watched and evaluated, we often try to behave in ways that are socially acceptable and desirable.

Public self-awareness can also lead to evaluation anxiety in which people become distressed, anxious or worried about they are perceived by others.

## **Public Self-Awareness Examples**

You may experience public self-awareness in the workplace, when you're giving a big presentation. Or, you may experience it when telling a story to a group of friends.

## **Private Self-Awareness**

This type happens when people become aware of some aspects of themselves, but only in a private way. For example, seeing your face in the mirror is a type of private self-awareness.

## **Private Self-Awareness Examples**

Feeling your stomach lurch when you realize you forgot to study for an important test or feeling your heart flutter when you see someone you are attracted to are also examples of private self-awareness.

## **How to improve your self-awareness**

So how do you grow self-awareness? There are many ways you can practice being present with yourself and your emotions, which in turn can help improve your self-awareness.

### **1. Meditation**

Meditation can be an especially useful practice because you do not have to worry about changing anything simply noticing what happens during a meditation can bring greater awareness of your thoughts and feelings.

Maybe you notice that you hold tension in your body by clenching your jaw, for instance, or that you tend to worry so much about the future that it is hard to be in the present moment.

This is all valuable information that can help you get to know yourself and your tendencies.

### **2. Journaling**

Journaling is practices in self-reflection that can help you notice the ways in which you tend to think and behave, and even which areas in your life you may wish to improve. It can be a therapeutic way to gain insight into your life events and relationships.

### **3. Talk Therapy**

During therapy - such as cognitive behavioral therapy (CBT) - a therapist works

with you to address negative thought patterns or behaviors. · By understanding the underlying cause of your negative thoughts , for instance. You are in a more advantageous position to change them and use healthy, coping mechanisms instead

### **Critical Thinking**

Critical thinking can be defined as the practice of checking evidence in order to arrive at well-informed decisions and beliefs. It entails requiring evidence and considering an issue from multiple perspectives. It has been advanced in the western tradition by a variety of famous figures, from Socrates to Rene Descartes, to John Dewey. Each thinker has acknowledged how human judgment is susceptible to error, and thus we are served by same amount of caution in endorsing a view. Moreover they encouraged actively questioning attitude toward any proposed view or claim, including one's own.

Critical thinking is a kind of thinking in which you question, analyze, interpret, evaluate and make. a judgment about what you read, hear, say, or write . The term critical comes from the Greek word kritikos meaning "able to judge or discern"

### **Broad Meaning of Critical Thinking**

Critical thinking is a broad concept that can be expressed in a variety of ways. Despite its breadth, there are several core components of critical thinking that have been emphasized throughout the Western tradition.

These components include the following:

**Emotional ability** - Being able to be motivated by curiosity and inquisitiveness, resilience against boredom and frustration. Three key emotive skills are skepticism, curiosity, and humility. Curiosity is the drive to seek information; skepticism is the refusal to endorse belief blindly or without sufficient evidence and humility entails a willingness to admit when one is wrong.

Critical thinking skills can:

- Understand the links between ideas
- Determine the importance and relevance of arguments and ideas
- Recognize, build and appraise arguments
- Identify inconsistencies and errors in reasoning

- Approach problems in a consistent and systematic way.
- Reflect on the justification of their own assumptions, beliefs and values.

### **The Skills We Need for Critical Thinking**

The skills that we need in order to be able to think critically are varied and include observation, analysis, interpretation, reflection, evaluation, inference, explanation, problem solving, and decision making.

Specifically we need to be able to:

- Think about a topic or issue in an objective and critical way.
- Identify the different arguments there are in relation to a particular issue
- Evaluate a point of view to determine how strong or valid it is
- Recognize any weaknesses or negative points that there are in the evidence and argument.
- Notice what implications there might be behind a statement or argument
- Provide structured reasoning and support for an argument that we wish to make.

### **Creative thinking**

Creative thinking is the ability to come up with solutions. Also known as creative unique problem-solving, creative thinking is a valuable and marketable soft skill in a wide variety of careers.

### **Creative Thinking Definition**

Creative thinking is all about developing innovative solutions to problems. Creative thinkers brainstorm not only a large number of ideas but also a variety and range of them.

Once they've brainstormed their ideas, creative thinkers will experiment with them. They look at ideas from multiple perspectives and examine how their solutions fit into the scope of what they're working on. Creative thinkers aren't afraid to take risks and try new ideas. In fact, this ability to develop, test, and implement original solutions makes them a valuable asset to just about any workplace. At work, creative thinking may look like:

- Holding an interactive brainstorm to gather initial thoughts on a project.
- Evaluating a current process and offering suggestions on how to improve

- Researching other ways to market a product and leading experiments on new marketing channels
- Developing an innovative way to reach out prospective clients
- Identifying a unique opportunity to promote the company brand and developing a strategy to do so.

### **Creative Thinking Examples**

Creative thinking includes the process of innovative · problem-solving- from analyzing the facts to brainstorming to working with others. Examples of these skills include analytical skills, innovation, and collaboration.

#### **Analytical Skills**

Analytical skills are problem-solving skills that help you sort through facts, data, and information to develop rational solutions. These skills aid you in the first part of the creative thinking process as you brainstorm and start to generate ideas.

Analytical skills include:

- Data analysis
- Research
- Forecasting
- Reporting Interpreting
- Communication

### **Innovation**

Innovation is the ability to come up with something new; however, you don't need to develop the first flying car to be an innovative thinker. Something new at work might mean a method you haven't tried before or experimenting with an unfamiliar process. Innovators in the workplace aren't afraid to step away from tradition and explore something original, even if it might fail.

Innovation skills include:

- Risk-taking
- Brainstorming
- Imagining
- Critical thinking
- Ambition

- Resilience
- Collaboration

Creative thinking doesn't have to happen alone; you might have your most creative ideas when bouncing your work off others. Collaboration skills ensure you consider multiple perspectives and ways of thinking when you develop and refine ideas.

Collaboration skills include:

- Written and verbal communication
- Active listening
- empathy
- Feedback
- Inclusivity

Four ways to improve creative thinking

### **1. Put yourself in a box**

Creative thinking is about thinking outside the box, but putting limitations on your problem solving can help you think more freely and innovatively. For example, if someone tells you to make dinner, you may struggle to come up with a meal you don't always cook.

Yet if they ask you to make a hot dinner with three specific ingredients and two spices, you'll more

Likely come up with something original. Putting yourself inside a box, whether that's by telling yourself you need to include three charts in your presentation or giving yourself a strict word count for an article, can help expand your thinking.

### **2. Switch up Your Routine**

Routine can be a great productivity booster, but it also can get in the way of your creativity. So, switch up your routine for one project, day, or even an hour. This can be something as small as where you're physically sitting when you do your work or something as big as your process for approaching projects. Challenging yourself to do something different will help you find creative ways to adapt to your new environment.

### **3. Challenge What's Currently Working**

Think about how you might expand or improve upon a current process. What would you do if you had more resources, whether that's time, money, or another expert? What would you do if you had fewer resources? If this project was taking place at a different time of year? If the target audience was different? Imagining these different potential scenarios will force you to problem-solve and adjust to various (very possible) circumstances.

### **4. Find Inspiration**

Creative thinking doesn't happen in a bubble. It's vital to ask for others' opinions ,

Ideas and feedback . Creative thinkers consider multiple perspectives and are curious about how others think. Ask your colleague about their work processes, whether it's how they research for a client deliverable or how they approach meeting an external buyer.

### **Decision making**

In the above mentioned cases , the selection of programmes, venue, date, constitution Of organizing committee, identification of members for the committee, role and Responsibilities of the members, identification of experts as jury or committee Members, budget estimates for programmes are nothing but different components Of the entire process involved in planning, coordinating and implementing stages Involved in decision making at each and every stage. Decision making is the process of recognizing a problem or opportunity and finding a solution to it. Decision making is to choose between attainable options/alternatives.

### **Why decision making?**

Decision making is to achieve desired objectives and avoid negative unintended consequences in reality, though; there are very few decisions which can provide all the desired objectives and no unintended consequences. Still the power of decision making gives us a feeling of being in control over what is happening around us and what we are supposed or required to undertake. The impact of decisions made will vary depending on the context in which it is being made.

We all take decisions in one or the other time in our lives. Decision making is an



inseparable part of any organization and educational organizations are no exception.

Be it a crèche, anganwadi centre in small hamlet, a primary school, a college, a polytechnic, university, a teacher training institute or any other educational institution, decision making takes place at all events and at all times. Taking any decision depends on various point and the procedure to be followed. It is common that decision making takes place at every activity where more than one solution are available and we are interested in opting for the best one in the given situations.

### **Characteristics of decision making**

We all are aware that decision making is a process following a systematic, logical and rational approach. The major characteristics of decision making are given below:

- a. Decision making is a continuous human process involving both individuals and social contexts.
- b. When there are alternative solutions, then the need for decision making emerges.
- c. The main aim of decision making is to achieve some purpose.
- d. Decision making is a logical process, emphasized on sound reasoning and Judgment.
- e. The impact and scope of decisions made by a manager depend on the situation.
- f. It is goal oriented/directed towards a solution.
- g. Decision may be accepted in a decision making.

### **Types of Decision Making**

- **Strategic Decisions**

People occupying top positions in an organization will be involved in making critical decisions about which strategies are to be followed. These decisions will have long Term impact on the organization. Example of one such decision taken by the Government of India is to make education facilities available to all children up to the tactical decisions. These decisions are made by middle level managers. For example, decision of Mid-day meal for all primary school children is an example and its implementation approach is done at the middle, echelon, namely state and district

levels.

- **Operational Decisions**

These decisions are made in day- to- day activities. These help in smooth operation of activities to be undertaken to achieve the strategic raw material, resolving Employee Conflicts. Similarly distribution of meal, its preparation and selection of food items under the given amount is the school decision.

- **Problem Solving**

Problem solving is an instructional method or technique where by the teacher and pupils attempt in a conscious, planned and purposeful effort to arrive of some explanation or solution to some educationally significant difficulty for the purpose of finding a solution Students are presented with problems which require them to find either a scientific or technological solution.

It is a student-centered strategy which require students to become active participants in the learning process. Problem solving is a teaching strategy that employs the Scientific method in searching for information it is arriving at decisions based prior knowledge and reasoning.

### **Definitions**

Yokam and Simpson define it as a problem occurs in a situation in which a felt difficulty to act is realized. It I difficult to clearly present and recognized by thinker According to gates a problem exists for an individual when he has a definite goal he cannot reach by the behavior pattern which he already has available.

According to Skinner the problem solving is a process of overcoming difficulties that appears to interfere. In problem solving the entire subject matter is organized in such a manner that it can be dealt with through the problems identified during the study.

### **Skinner**

The problem solving is a process of overcoming difficulties that appear to interfere the attainment of goal. It is a procedure of making adjustment of interferences.

Purpose of Problem Solving Method

- Train the students in the act of reasoning.
- Gain and improve the knowledge
- Solve puzzling question
- Overcome the obstacles in the attainment of objectives.

## **Steps of Problem Solving.**

### **1. Formation and appreciation of problem**

The nature of the problem should be made very clear to the students so that they can understand the actual solution for the problem.

### **2. Collection of relevant data and information**

The students should be stimulated to collect data in a systematic manner. Full cooperation of the students should be secured. The teacher may suggest many points to them. Like extra books for read, organize a few educational trips together the relevant information.

### **3. Organization of data**

- The students should be asked to sift the relevant material from the superficial one put in a scientific way. Drawing of conclusion.
- After the organizing data discussions should be arranged collectively and individual with each student so that essential thing is done by the students themselves and that their educative process provides the particular solutions. "Care should be taken that judgment is made only when sufficient data is collected."

### **4. Testing conclusion**

No conclusion should be accepted without being properly verified. The corrections of the conclusion must be proved.

## **Features of the problem**

- The problem should be meaningful, interesting, and worthwhile for children
- It should have some correlation with life
- It should have some correlation with other subjects if possible.
- It should arise out of the real needs of the students.
- The problem should be clearly defined. • The solution of problem should be found out by the student themselves working under the guidance and supervision of the teacher.

## **Teacher role in Problem Solving**

- Help the students to define the problem clearly.  
Got them to make many suggestions by encouraging them:
- To analyze the situation in parts

- To recall previously known similar cases and general rules that apply
- To guess courageously and formulate guesses clearly.
- Get them to evaluate each suggestion carefully by encouraging them.
- To maintain a state of doubt or suspended conclusion
- To criticize the suggestion by appeal to known facts, minister and experiment. Get them to organize the material by proceeding.
- To build an outline on the board
- To use diagrams and graphs
- To formulate concise statement of the net out -come of discussion

•"A teacher who has a ability to see problem clearly, the power of analyze with a keen observation and the faculty to synthesize and draw conclusion with an uncanny accuracy."

### **Career Skills**

Career Skills are the abilities you have to that enable you to do your job and to manage your career. These are over and above the skills and technical knowledge you need to perform the tasks that are part of your job. They are the sum of your knowledge, skills and experience. They will determine your success in decision making, influencing others and getting the job done. They will ensure that you are able to get the job you want, negotiate your salary and are prepared for your future . They fall into three broad categories:

1. Communication
2. Operating Style
3. Career Development

### **Resume Skills**

There is no definite answer to this question because there are no universally good skills it depends on what you know and can do and what skills employers are looking for. If you are writing a resume to change your career, go for transferable skills that are equally relevant to the job you are applying for. If you are writing your first resume without much work experience, do the same but with a mix of top-notch employability skills.

### **What kind of skills to put on a resume?**

Include soft and hard skills to respond to every aspect of job description-desired qualities and competencies. You need to have both soft skills and hard skills to succeed in virtually every profession, no matter how technical. For example, even for a typical

technician job, engineering knowledge is not enough ,you also need good communication skills to explain the problem and present viable solutions

### **How do I list my skills on a resume for 2023?**

Give yourself more credit and weave the skills in your resume in a number of ways:

Make sure to include your best skills in a resume summary or objective. It's the most important and first section of your resume. Recruiters pay attention to every detail there, so do you a favor and are explicit.

When you write your work experience section, use the PAR formula to build your accomplishment statements. That way, you will mention how you brought the results, which gives away your skill set.

Create a skills list in resume bullet points tailored to the job description.

### **Where to put skills on a resume?**

It depends on the resume format you choose when making your resume:

**Chronological resume-** writes your skills list under work experience section.

**Functional resume-**make room right under the career objective to write a skills sum up. Give a short description of each skill to explain how you used it at a job.

**Combination resume-** group your skills right under the header and list several achievements underneath to showcase your qualifications.

Interviewing skills are the emotional and tactical techniques that make job seekers more effective when interviewing for a new position. These skills are important to gain, just like the technical skills and workplace skills you need to perform well in a position. By developing interviewing skills and practicing them throughout your professional journey, you can feel more confident about any upcoming Interview and experience a more fulfilling career.

**SAMPLE RESUME**

**NAME:**

**EMAIL ID:**

**MOBILE NO:**

**ADDRESS:**

**CAREER OBJECTIVES:**

**ACADEMIC QUALIFICATION:**

**PROFESSIONAL SKILLS:**

**WORK EXPERIENCE:**

**PERSONAL DETAILS:**

- **Father's Name:**
- **Date of Birth:**
- **Gender:**
- **Nationality:**
- **Marital Status:**
- **Language Known:**
- **Hobbies:**

**Place:**

**Date:**

**Signature**

**Interview Skills :**

Interview is an important selection technique where there is two-way exchange of information either on one to-one basis or by an interview panel. The Interview gets important information from the candidates and can also judge whether or not they can fit into the organization culture.

Interview is a two-way conversation. It is a personal form of communication between two people. It is a beneficial process for both the interviewer and the interviewee. The interviewer tells the applicant about the job preview and helps the interviewee make his mind about whether or not he wants to take that job. Though conducting interviews is not based on fixed rules, certain guidelines for the interviewer and interviewee can make interview an effective process.

**Features of interview**

- it is a face to face interaction between interviewer and the interviewee
- it has a definite purpose known to both the parties.
- It is generally based on pre-structured questions to be asked in a definite manner.

**Importance of interview**

Interview serves the following purposes

- Interview helps in selecting the candidate most suitable for the job.
- It provides the candidate information about the organization and the job for which he applied.
- Interview helps in knowing candidate's personality
- It is a method of direct contact between the employer and the candidate. Employer can observe physical characteristics of the candidates. It helps managers to check authenticity of details in the application form.
- It helps interviewer and the interviewee know each other in detail. Complete information about the company can be given to the candidate and negotiations on salary and other terms can be made.

**Types of Interviews:**

1. Formal and Informal interviews
2. Sequential and panel interview

3. Group interview
4. Situational interview
5. Phone or Video call interview

To evaluate an interviewee, there is not only one type of interview followed by the interviewer, but they evaluate the interviewee by testing them with different types of interviews.

### **1. Formal and Informal interviews:**

Formal interviews are well-planned interviews, the questions are prepared in advance, and the time, date, venue, dress code, and everything is decided prior to the interview. Whereas informal interviews are not well-planned and the questions are random and generic. The communication between both is also casual and compared to formal interviews.

### **2. Sequential and panel interview**

Sequential interviews consist of several interviews. Here in this kind of interview, the same set of questions is asked repeatedly by several interviewers in the same manner or not

And in Panel Interview, several interviewers are sitting to ask questions to the interviewee. This type of interview mainly consists in the Public Sector.

### **3. Group Interview:**

Group Interviews are where many interviewees participate in the interview. Usually, it is termed as applicant pool and it happens during college or university placements. In group interviews, many interviewees are evaluated and few are selected amongst all.

### **4. Situational Interview**

In this kind of interview, a situation or a problem is kept front of the interviewee and interviewers ask them how they will deal with it and what will be the solution for it. Through this interview, they evaluated how well they will manage problems in an organization and how proactive they are in taking decisions in such situations.

### **5. Phone or Video Call interview**

This interview will be performed on the Phone call (Telephonic round) or Video Call. During pandemic, we have witnessed how interviews were taking place on



video calls. And this type of interview was majorly focused on during the covid-19 situation .

### **Group Discussion Skills**

Group discussion is a discussion that test the candidate's skills such as communication skill, interpersonal skill, leadership skill, analytical skill, problem solving skill, listening skill and presentation skill.

Purpose of discussion:

- To understand a subject or topic area more deeply.
- To explore ideas and exchange information.
- To expand and clarify your knowledge.
- To improve your ability to think critically.
- To improve your language skills.
- To increase your confidence in speaking.
- A discussion can change your attitudes and ideas
- A discussion can helps a group make a particular decision or come to a conclusion
- A discussion gives you the chance to hear the thoughts and ideas of other students

### **Strategies for improving discussion skills**

#### **1. Observe**

Attend as many seminars as possible and notice what other students do.

- How do other students enter into the discussion
- How do they ask questions
- How do they disagree with or support the topic
- How they make critical comments
- What special phrases do they use of show politeness even when they are voicing disagreement
- How do they signal to ask a question or make a point

#### **2. Learn to listen**

Listening is an essential skill and an important element of any discussion. Effective listeners don't just hear what is being said; they think about it and actively process it.

- Be an active listener and don't let your attention drift Stay attentive and focus on what is being said.
- Identify the main ideas being discussed.

- Evaluate what is being said. Think about how it relates to the main idea or theme of the discussion.
- Listen with an open mind and be receptive to new ideas. Think about how they fit in with what you have already learnt.
- Test your understanding. Mentally paraphrase what other speakers say.
- Ask yourself questions as you listen. Take notes during class about things to which you could respond.

### 3. Prepare

You can't contribute to discussion unless you are well-prepared. Attend lectures and make sure you complete any assigned readings or tutoring assignments. If you don't understand the material or don't feel confident about your ideas, speak to your tutor or lecturer outside of class.

- Practice

Practice discussing course topics and materials. Start in an informal setting with another student or with a small group. Begin by asking questions of fellow students. Ask them about

- The course material
- Their opinions
- Information or advice about the course

Practice listening and responding to what they say

- Participate

An easy way to participate is to add to the existing discussion. Start by making small contributions:

- Agree with what someone has said or;
- Ask them to expand on their point (ask for more information)
- Prepare a question to ask beforehand

You can then work up to:

- Answering a question put to the group
- Providing an example for a point under discussion
- Disagreeing with a point
- To argue in a discussion, put forward an opinion through the process of reasoning, support by evidence.

### 4. Chairing a group discussion

When chairing a discussion, you must communicate in a positive way to

assist the speakers in accomplishing their objective. The following skills you can use to influence other people positively and help your group achieve its purpose. These skills include:

- Introducing the topic and the purpose of the discussion
- Introducing yourself and the others speaking
- Make sure all members have approximately the same time to speak
- Thanking group members for their contribution
- Ensuring the discussion remains relevant and does not drift off topic
- Being objective in summarizing the groups discussions and achievements.

### **Exploring career opportunities**

Career exploration can be defined as the process of learning about career paths, job functions, industries, fields and roles that can help clarify your professional interests, goals and aspirations.

Career search is all about investigating what is out there and finding opportunities that interest you so that you need to do next.

Exploring possible career paths can guide your academic and extracurricular pursuits. Career exploration is an important step in helping a student fulfill long term employment goals. This exploration can help a student connect to a path that is appealing, fulfilling and leads to a desired career. The following points will help you figure out career exploration.

**1. Self Assessment and Career Aptitude Tests :** We're all gifted with unique, innate skills that will help us excel in particular career fields if we put our minds and efforts towards it. It would help if you took a few self-assessment and career aptitude tests to recognize these talents. You can learn more about your natural abilities and which careers they're compatible with.

**2. Identify Careers Aligned With Your Interests and Skills:** Once you have your aptitude test results in hand, it's time to look up careers that align with your interests and require your particular skill set to succeed. This two-fold step involves extensive research and career coach consulting as a foolproof way to zero in on the most compatible career paths.

**3. Research and gather Information:** Enhance your sleuthing skills with few internet research tips to gather information from the most reliable sources. Learn how to use social media platforms like LinkedIn as research tools, and make a list of job profiles best suited to your aptitude. Platforms like Indeed, Monster, Zip Recruiter, etc., also have a lot of valuable data and information if you want to research career paths in a particular field.

#### **4. Consult a Career Coach**

A professional Career Coach would be able to walk you through the ups and downs of different career paths and educate you on aspects of your chosen field you were previously unaware of. They bring experience, fresh insights. And a neutral perspective as they guide you through this critical decision-making process.

You can choose to consult a local Career Coach or discuss your options with a Career Counselor provided by your educational institution. You can also get awesome career advice via free and premium online Websites that offer mentors to walk you through the Process of career exploration

#### **5. Conduct Informational Interviews**

Add five stars to your career exploration process by going one step ahead and interviewing people working the industry of your choice. Folks working in companies and profiles you would like to bag can provide valuable insights into career scope, work life balance, day-to-day tasks, and have the most up-to-date information about working in the field.

Informational interviews have many benefits besides helping you choose the right career. You'll need to join the right social media groups like LinkedIn Groups for job seekers to find the right candidates to interview.

Once you have the right candidate, send in your interview requests, set up the interview, and look up free resources about informational interviews provided by institutes to make it a successful venture.

#### **6. Internships, Volunteering, and Summer Jobs**

Gaining hands-on experience before you finalize a career is like getting a taste of a dish before ordering it. You can look up the best websites to find internships, explore social media networks, and inquire locally to find internship opportunities where you

can watch professionals in your chosen field at work.

You can volunteer to help out in companies or places in positions that are, even if not ideal, adjacent to your ideal jobs to observe the work being done from close quarters. Google websites to find volunteer work and opportunities to begin applying. Summer jobs are also a good way of networking with people in the industry. Although temporary and low-paying, they will help you get used to the work environment in the work environment in your chosen career.

### **7. Attend Networking Events and Career fairs**

Networking is an undeniable fact of career advancement. Someone in the know is more apt to point you towards better opportunities than a casual acquaintance unacquainted with your field.

Follow popular job portals to keep track of career fairs held in your vicinity. Websites like meet up are also a good way of keeping tabs on professional networking events. If you stay at a remote location, you can attend virtual job fairs to connect with folks working in your field.

### **8. Decide on an Education Major**

Concept image showing skills and related keywords like growth, learning, training, competence, knowledge, etc.

All the steps above lead you to this conclusive step. Once you know that you have a talent for numbers, find number crunching exciting, and love data analysis and preparing financial models, there is no point in pursuing an educational course that does not build on your skills as a Financial Analyst.

### **Importance of Choosing the Right Career**

A proper match between your skills and career will ease your adjustment with changing demands, enhance job satisfaction allow for fast-tracking of your professional growth, and assist with career decisions.

Once you've decided on a definitive career path, you can start looking for the best job options for your skills, aptitude, and educational qualifications

### **Team skills**

Team skills are the skills that enable you to work well with others. Candidates with strong team skills sought out by employers for many reasons- they demonstrate leadership,

collaboration and good communication.

Employers expect employees to be team players Team is required for almost every industry, ranging from business solutions to information technology to food services.

This is true even if it seems like your job is best suited for an independent worker. You may perform the bulk of your job duties alone, but you should be able to think of your work in the context of the company's broader goals and communicate your accomplishments to other people within the organization.

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Communication, listening, reliability, project planning, time management, decision making, receiving feedback are all important team skills.

Examples of team skills

Here are some examples of on-the-job team skills

- Working as part of a team to achieve company goals
- Working well and developing effective relationships with diverse personalities.
- Developing and maintaining good relationships with co-workers and managers.
- Maintaining open lines of communication with others
- Observing and coaching other employees
- Assisting with training
- Leading, influencing, motivating and persuading others to achieve goals
- Looking for ways to help others and provide assistance
- Showing interest in others and their concerns
- Dealing with a wide range of people with flexibility and open-mindedness
- Listening to and considering the viewpoint of others.

### **Presentation Skills**

Presentation skills are the abilities one needs In order to deliver compelling, engaging, informative, transformative, educational, enlightening, and/or instructive presentations.

Central to effective presentation skills are public speaking, tone of voice, body language, creativity, and delivery.

There are several types of presentations:

#### Main Types of Presentations

##### **1. Persuasive presentations**

Persuasive presentations are those given to arouse the audience to make the decision which the presenter hopes for. An example might be startup founder delivering a presentation to an angel in the hopes of getting investment or a salesperson pitching a product to customers.

##### **2. Instructional Presentations**

Instructional presentations are those given to guide the audience on a new policy, law, etc. For example, an HR manager might hold on an on boarding presentation to instruct new employees on the rules of the company.

##### **3. Informative Presentations**

Informative presentations give information about a new procedure, benefit, etc. One example might be a company HR presentation where the manager gives information about the new bonus requirements.

##### **4. Inspirational Presentations**

Inspirational presentations are similar to persuasive presentations, but here the speaker aims to boost morale or increase brand pride, for example. Another example would be the rousing conclusion of a TED Talk speaker as they wrap up their speech.

#### **Presentation Delivery Methods**

- Extemporaneous presentations are those you deliver without any preparation, though you plan it beforehand.
- Memorized presentations are those you learn by heart. Hard to get right, but compelling if it is!
- Manuscript presentations are those you deliver from a pre-written script or notes.
- Impromptu presentations are similar to extemporaneous presentations, but you decide on and deliver them on spot.
- Pro tip; what's the difference between a speech and a presentation? A speech is just a plain of spoken word read or delivered based on a written draft while a presentation

gets creative with interaction, videos, slides etc.

Skills in general are broken down into soft skills (those you develop throughout life, like communication skills) and hard skills (those you study, such as computer skills)

### **How to Improve Your Presentation Skills**

Some people are born entertainers or have an innate eidetic memory (the ability to recall things from memory with great clarity from just a moment of exposure) .

The rest of us always have room for growth. No matter what the situation-

Here are the best ways to improve presentation skills:

#### **1. Prepare Your Presentation in Advance**

- There are various methods of preparing for a presentation; they are all very similar to preparing for job interview.
- Run lines with a mock audience or friend, like actors and actresses auditioning for movie and stage roles.
- Give yourself plenty of time to prepare for an upcoming presentation or speech, especially when you are less experienced.
- And the last part of preparation- always be prepared with answers to follow-up questions once your presentation is over.

**2. Practice your presentations as much as possible:** As with anything, practice makes perfect.

- Practice of some length is always required to hone your presentation skills.
- Practice alone, then, practice with a friend or family member.
- Then, always use each live presentation opportunity as a practice round for the next presentation.

#### **3. Learn How to Skip Around**

- Poor presentation skills for most people involve a monotonous, robotic delivery.
- And, sure, that isn't so compelling.
- However, what's equally lackluster is a presenter who is unable to be dynamic and find real-time solutions to questions asked during the presentation.
- If an interruption or news update mid-presentation throws you off, then you need to practice and learn how to handle them.



- Likewise, imagine giving a breaking news update to the public. If an advisor comes up to your podium to whisper in your ear, you have to take this new news in consideration altering your presentation to fit. Like improve sketches, knowing how to handle changes is an important part of performance.

#### **4. Speak passionately about your topic**

- When you are passionate about the topic of your presentation, the audience senses it. It leaks through your pores and reflects from your eyes.
- Show passion. Show enthusiasm. Be slightly crazy-or learn how to fake it.
- Audience members who feel it on a visceral level, rather than only intellectually, are much more inclined to pay attention and find agreement with you.
- And, bonus: they tend to fall asleep less!

#### **5. Tell Stories in Your Presentations**

- Storytelling is one of the most effective presentation skills.
- Crowds love stories. They give great examples of what the presenter is talking about , and they earn that rapt attention which any presenter aims for much more easily.

#### **6. Understand What You Should and Shouldn't Do**

- On your first presentation, you'd be forgiven for having a coffee to clear the fog from your mind. If and when it increases any pre-PowerPoint jitters, you don't need the added discomfort of a gassy stomach, so know what foods , if any, cause that for you
- On the opposite side, exercise for most people, is a great way to relieve any built up tension the night prior.
- As you practice, practice, practice, practice, you will get signals from your environment, audience, and body as to what does and doesn't work for you.

#### **7. Know Your Audience**

- This one requires research in advance (remember . prepare!).
- Let's say you were hired to deliver several motivational speeches to various members of a large company. You nail your first presentation delivered to an audience of interns.
- Do you give exactly the same performance to the senior-level executives, your next stop?

- You wouldn't, hopefully.
- Executives will need to be spoken to in a different language, almost, with different vocabulary. Research your audience to deliver a presentation that speaks directly to them, not some other crowd, even if it was successful before.

### **8. Film Yourself**

- Try filming yourself delivering the presentation and playing it back. You can learn a lot just by seeing your own mistakes and working to improve them.
- Later, give that same video to a friend and ask for further feedback and criticism. They are likely to spot something you might have missed, because. You know, two heads are better than one and all that.

### **9. Connect with the Audience's Emotions & inspire Action**

- Connect with the crowd on a gut level. The audience has to feel that what you're saying is important, actionable, and true.

### **Trust**

Trust is the Central part of all human relationship, including romantic partnerships, family life, business operations, and politics and in all professions.

Trust - some possibilities

- Trust is a set of behaviors, such as acting in ways depend on another.
- Trust is a belief in a probability that a person will behave in certain ways.
- Trust is a abstract mental attitude toward proposItion that someone is dependable
- Trust is a feeling of confidence and security that a partner cares.
- Trust is a belief that somebody is good, sincere, honest etc.

Behaviors and verbal expressions are certainly evidence for trust – for example , when someone treats you well and say nice things to you- but these behaviors are merely evidence for the internal mental state of trust that causes them, not the trust itself. Trusting people may involve estimations of probabilities.

Of how they will behave. But people usually trust others without any understanding or predictions about their behaviors.

Trustworthiness :the other side of trust is being trusted people who trust us gives us greater leeway because they don't need rules and contracts to assure that we will meet our

obligations. They believe in us. It increases our self-esteem and validates our good character.

In professional affairs trust is a valuable assets.

Trustworthiness involves four major qualities:

1. Integrity,
2. Honesty,
3. Reliability and loyalty.

### **Integrity**

Stand up for your beliefs. Follow your conscience. Be honorable and upright

- Live by your principles no matter what others say
- Have the courage to do what is right and to try new things even when it is hard or costly
- Build and guard your reputation

### **Honesty**

- Tell the truth and nothing but the truth
- Be sincere
- Be forthright and candid

### **Reliability**

- Keep your promises
- Honor your word and commitments
- Be dependable
- Do what you are supposed to be
- Return what you borrow
- Pay your debts
- Be on time
- Confidence building
- Responsibility
- Helpfulness

### **Loyalty**

- Stand by and protect your family , friends, school and country
- Be a good friend

- Look out for those who care about you
- Keep secrets of those who trust you

### **Collaboration**

Collaboration skills also called collaborative skills, are the skills you use when working with others to produce or create something or achieve a common goal. Collaboration skills are not a skill set in themselves but rather a group of different soft skills and behaviors that facilitate collaboration and teamwork.

Good collaboration goes well beyond working well together. Some good collaborative skills are not about working with others directly, but can be indirect like productivity, adaptability and organization. Others focused on direct, face to face contact with others like emotional intelligence, communication and mindedness.

Employers care about how people work in teams. Good team collaboration skills amount to better team performance.

### **List of Collaboration Skills**

Generally collaboration skills are two types.

1. Direct (face - to - face contact)
2. Indirect (productivity etc)

### **Direct collaborative skills**

- Communication skills
- Active listening
- Emotional intelligence (EQ)
- Patience
- nonverbal communication
- Interpersonal skills
- Open mindedness
- Tolerance
- Brainstorming
- Diplomacy
- Empathy

### **Indirect collaborative skills**

- Decision making
- Productivity systems
- Adaptability
- Writing skills
- Project management skills
- Organizational skills
- Critical thinking skills
- Productivity
- Tool management (digital)
- Stress management
- Time management
- Creativity skills
- Leadership skills
- Responsibility

Make sure to highlight that you can work well with teams in a digital setting as well as a physical one. Research shows that face - to - face interaction is on the decline. So demonstrating you can collaborate well at work via digital.

How to improve Collaboration Skills

Collaboration skills are not something you are born with - it is something you learn.

Few solid tips to improve your collaboration skills.

### **1. Approach change positively**

Change is almost always everywhere. But sometimes it gives a little stressful. When implemented well, change can be a good thing and your team will be looking for someone to show them that. Replace negative feelings with a safe environment for sharing doubts and worries and keep the lines of communication open.

### **2. Build and maintain Trust**

Trust is key in every good relationship. It is also hard to build and super easy to

lose. Instead of telling everyone how trustworthy you are, show it in actions. Keep your promises and take confidentiality seriously.

### **3. Use Project Management Tools**

Working better with a team sometimes involves getting the tools and processes right first. You don't need to go out and buy the most expensive and complicated project tool out there. Sometimes even the things you already have access to (like Office, Google Docs, etc) can be helpful. Ask your team what would be most helpful so that they can be involved.

### **4. Improve Your Self Awareness**

EQ is really big nowadays and it centers mostly on being aware when you are hitting your stressors and controlling how you act then. Pay attention to how you act in stressful situations or how your behavior comes across to others. You can even simply ask others for feedback. Try to curb negative influences you might have on others through landing your behavior.

## 6. Celebrate differences

We are all different and there is no reason to expect or try to make everyone the same. Play to an Individual's strengths and different perspectives and use that to enrich teamwork. Team members then feel more included and engaged.

### Listening as a Team Skill

Active listening is a process that actively engages the listener with the speaker. With active listening, the listener becomes deeply involved with what has been said. Teams that practice active listening are far more successful than teams that do not. We all know how to listen.

Strong listening skills help an employee perform better by showing support of others when they speak. Along with better understanding the ideas shared. This improves team chemistry. Good listening skills are sometimes an afterthought compared to the ability to share ideas, but are equally important.

Listening is one of the most powerful tools you possess as a leader. It helps you build trust and foster loyalty. It lets others know that they are important to you and that you value what they have to say. Some listening skills are given below:

- Active listening
- Ask clarifying questions
- Be attentive
- Eye contact
- Critical thinking
- Give feedback
- Open mindedness
- Relaxed
- Receive feedback
- Summarize

Unfortunately, many leaders don't carry this awareness and never learned how to effectively listen. When we make active listening part of our everyday routine, we build trust, loyalty and strong relationships. Our goal is to understand. Few listening techniques are given below:

#### 1. Silence the world

Every leader is busy. It is difficult to be fully present and give another person your focus when your attention is frayed between multiple competing priorities.

When you let the world intrude on a conversation, you unconsciously tell the other person

that they are less important than the things around them. Instead, with every interaction strive to make a connection and show people the respect they deserve. To do this, start by limiting distractions. That means closing your laptop, muting your phone etc. Hundreds of things littering your calendar, is any one of them more important than leading your team?

## **2. Seek to understand before being understood**

This concept comes from Stephen R. Covey's bestselling book, "The 7 Habits of Highly Effective People. At its essence, it means we should listen with purpose".

In our normal daily interactions, we never fully listen what the other person is saying. How can you help someone with their problem if you don't understand what their problem is? It requires patience to listen with purpose. Take the time to listen what they are saying. What is their body language saying? What facial clues are you noticing? Seek to understand what is going on so you can provide the empathy and support your employees need.

## **3. Show engagement**

It is not enough simply show the person that you are listening. Make eye contact and provide brief verbal affirmations or nod, modulating the tone of your voice as well as mirroring their body movements. It is also important to ask powerful questions. Thoughtful questions show the other person that you are engaged in the discussion and open to hearing what they have to say. Be prepared to reshape or bail out of a question when necessary.

## **4. Free yourself of judgment**

With active listening, don't be too quick to offer advice, when you introduce judgment into conversation. You discount the other person's style or approach. Just because someone does not think the way you do does not mean they are wrong - their point of view is just different from yours. When you embrace those differences, you can lead people where they are at instead of forcing them into a model you are comfortable with.

## **5. Nurture the habit**

It is great to develop awareness around becoming an active listener, but the key is to put those measures into practice. This requires practicing active listening and forming new habits through your interactions with others.

For your next meeting, practice active listening techniques and make a habit of asking powerful questions. If you find this difficult to do in real time. Practice with friends or family before trying them in the workplace. Forming these new habits is key for long-term success with active listening. Active listening boosts your emotional intelligence and makes you a more empathetic leader. It enables you to better understand your employee's struggles and avoid misunderstandings. This in turn can help you identify issues before they become serious problems.

## **Brainstorming**



In context to teaching, brainstorming is a strategy or tool of teaching used by the teacher in which maximum or all the students participate by responding or presenting views on one topic. This technique encourages new ideas among students which would never have happened under normal circumstances.

Brainstorming can be explained in following ways:-

- It is a process to design to obtain the maximum number of ideas relating to a specific area of interest.
- It is a technique where a group of pupil put social inhibitions and rules aside with the aim of generating new ideas and solutions.
- It is a technique that maximizes the ability to generate new ideas.
- Brainstorming can either be traditional or advanced.

#### **(a) Traditional brainstorming**

Traditionally for Brainstorming pupil gather in a room and forward their ideas as they occur to them.

#### **(b) Advanced Brainstorming**

It is an extension of the traditional brainstorming and makes the whole process easier and effective. Advance brainstorming uses new process and new techniques to reduce differences, for example, creative and lateral thinking technique, brain storming software, new material for simulation and recording ideas.

#### **Brainstorming in education**

In the field of education brainstorming is a large or small group of activities that encourage the student to focus on a topic and contribute to the free flow of Ideas. In this process

- Teacher begins the session by posing a question , problem or by Introducing a topic
- The student then expresses possible answers, relevant words, and Ideas.
- The contribution is accepted without criticism or judgment and Is then summarized on a white board by the teacher.
- These Ideas are examined, usually In an open class discussion format.

#### **Purpose of Brainstorming**

- To focus student attention on a particular topic.
- To generate particular Ideas.
- To teach acceptance and respect for individual differences..
- To encourage the learner to take a risk in sharing their Ideas and opinions.
- To demonstrate to the student that their knowledge and abilities are valued and accepted.
- To provide an opportunity for students to share Ideas and expand their knowledge by building on each other.

### **Characteristics of Brain storming**

- It is an intellectual activity.
- Maximum or all students can participate
- Each student gives their personal views/ideas.
- Each idea is neither right nor wrong.
- It involves divergent thinking.

### **Brainstorming as teaching strategy**

First, a small group of student is formed. They are asked to sit in a group and are provided with particular Issue or topic .

Teacher, as the group leader, then ask group members to think about the problem and give their Ideas. They are advised to find many solutions to the problem as they can find. They are Instructed not to criticize others ideas but they are free to make attentions to others Ideas. Students are encouraged to put forward suggestions without hesitation even if they seem to come up with unusual and unorthodox ideas.

Student's ideas are to be listened and accepted patiently, without passing any judgment or comment of any sort until the session is over.

### **Social and cultural Etiquettes**

#### **Social etiquettes**

Social etiquette refers to various social behaviors that occur between your family, friends and colleagues or even strangers. Proper social etiquette requires following certain social norms in order to live and coexist with others in harmony. it also plays a role in how others perceive and treat you. If done right, it can help you establish trust and reliance and even assist with the building of long-term relationships. Below are some social etiquette rules that you can follow in order to be polite and thoughtful.

#### **Be chivalrous**

Offer your seat to ladies, especially those who are pregnant, older people or people who are in poor health.

#### **Be conscious of how you sit**

Being mindful of this is especially important while commuting due to the limited space available.

#### **Let your waiter approach you**

It's generally considered rude to shout or wave in order to get your waiter's attention while dining. If you really need to get their attention, be patient and wait for the right moment to subtly call them over...

#### **Don't discuss sensitive issues in public**

Be cognizant of the people around you and don't make them feel uncomfortable by discussing sensitive topics in front of them. Save the conversation for somewhere private.

### **Always tip your waiter**

Tipping, in some cases, is needed for certain employees to make a decent income. It is therefore polite to always leave a tip to show your appreciation.

### **Use a coaster**

Using a coaster communicates mindfulness and respect. It also saves your host from having to wipe up your water rings from their table after you leave.

### **Always say please and thank you•**

These words go a long way, especially to the ones who are closest to you.

### **Make a conscious effort to smile**

Smile at the cashier, the waiter, your colleague and your neighbour. Even if they don't smile back. It shows that you're polite and puts you in a good mood.

### **Hold the door for the person behind you**

If you are going through a door and there are people behind you, hold the door for them. They will feel valued and appreciate the small gesture. Likewise, if someone holds the door for you, remember to say thank you.

### **Take phone calls outside if possible**

If you're at work or at the movies, for example, it's polite to take phone calls outside, so as not to disturb people.

### **Forgive people's faux pas**

Every now and then you'll run into people who treat you badly, whether it be a rude salesperson, a nasty driver, or a bad-tempered colleague. Give them a pass. Most of the time you have no idea what is going on in their lives to cause them to have treated you this way.

### **Look people in the eye**

. When people speak to you, it's polite to look them in the eye. Just don't look too intently, as this can come across as you being aggressive.

### **Let someone go ahead of you in the queue**

This kind gesture goes a long way and is an easy way to show someone you care.

### **Cough or sneeze away from the person**

Cover your mouth and nose too! This year's flu , COVID season has been brutal, and with most people's immune systems being lowered due to mask-wearing and staying indoors for the last two years, it's quite easy to spread a virus.

### **Learn people's names**

People really appreciate it when you remember their name and even more when you get it right the first time. It communicates to them that you care enough to pay attention.

### **Write thank-you notes**

Someone took the time to buy and give you a gift, so you should take the time to write a thank you note to show your gratitude. It's just polite to do so.

### **Put your smart phone away when eating**

Put your smart phone away when eating and focus on holding engaging and meaningful conversations with family and friends.

### **Be on time**

We are all busy, so be respectful of people's time and don't make people wait for you.

### **Dress for the occasion**

Dress appropriately for an event, i.e. follow the dress code for weddings and other fancy events, dress modestly for a funeral, and please, whatever you do, leave your pyjamas at home. Don't wear them to the shops or anywhere else.

### **Cultural etiquette**

Cultural etiquette is what you call the codes of behavior that rule different cultures - in other words, what's acceptable and what isn't in a society.

### **Cultural etiquette varies from society to society.**

Simply put, good etiquette is basically good manners in the place you're visiting - the act of aligning yourself with the culture and tradition of a place.

That doesn't mean we should always abide by foreign social manners; some traditions can be degrading or harmful and should be avoided. But mostly, cultural etiquette is about fitting in, which demonstrates interest in and respect for a foreign culture.

Cultural etiquette may deal with serious issues, such as gender inequality or stereotypes, or with simpler everyday situations, whose rules may leave you perplexed.

For example, what if... every person walking into a room shakes hands with every other person (Colombia) or kisses everyone (Spain) strangers call you by your name first name in business settings, even if they have never met you before (South Africa) people think you were rude for pointing at someone with your finger (almost everywhere) you are invited to a sauna but first asked to take all your clothes off- in front of all men and women you have never met before (Finland) people stare if you cut your salad with a knife (Switzerland and France).

### **Indian cultural etiquette**

- Westerners may shake hands but Indians greet (placing both hands together with a slight bow) Namaste.
- Men shake hands with men when meeting or leaving. But Indian women shake hands with women but not usually with men.
- Indians use right hand to touch someone, pass money or pickup merchandise. The left hand is considered un clean.
- Indians give gifts with both hands. Gifts are not normally opened in the presence of the giver.
- Apologize immediately if your feet or shoes touch another person.
- India is a male dominated society. Women right not be included in social events or

discussion.

### **International Communication**

International communication (also referred to as the study of global communication or transnational communication) is the communication practice that occurs across international borders. The need for international communication was due to the increasing effects and influences of globalization. As a field of study, international communication is a branch of communication studies, concerned with the scope of government to government, business to business and people to people interactions at global level. Currently international communication is being taught at colleges worldwide. Due to the increasingly globalized market, employees who possess the ability to effectively communicate across cultures are in high demand. International communication encompasses politics, economic, social, cultural, and military concerns.

### **News Agencies**

The global media and news agencies have played a fundamental role in contemporary globalization, making possible the feeling of instant communication and the experience of global connection. They have played a pioneering role in the use of new technologies, which have altered the nature of news. Technological innovation continues to be a major area of competition between global news agencies.

### **Radio broadcasting**

Radio played an important role in the ideological confrontation between the east and the west. Broadcasts could penetrate the "Iron Curtain" and directly address the enemy which was extremely important in the early days of the cold war. Western broadcasting offered an alternative channel for the flow of new information and ideas. Around a one third of soviet urban adults and about half of east European adults were regular listeners of western broadcasts at the time.

### **Considerations for international communication**

When communicating internationally it is important to take culture into consideration. Though English has become the language of business, many businesses fail to recognize that the language used how to determine how business is conducted. Therefore it is important to understand the intercultural and international communication is interchangeable. Effective communication between international business partners is critical for global success and underlying national and organizational cultural differences in international business related relationships can create hurdles to effective communication, which can hinder performance. The New World Information and Communication Order was one of the major shifts in the history of international communication.

As a tourist it may be acceptable to maintain the cultural norms from a country of origin when visiting, though attempting to adapt would be appreciated. However when conducting business it is important to recognize cultural differences, especially when communicating. At the turn of the century there was a large amount of research based on the needs of those that travels abroad in order to commercialize products or services.

Despite the reason for international communication, it is important to understand that

international communication is not limited to the language spoken during communication.

Scope and approaches of international communication research international communication is widely spread and multilayered in contemporary society, however it is not considered as a separate academic discipline because of its overlapping with other subjects. International communication is a topic field rather than a discipline field and international communication studies is a mode of organizing inquiry.

International communication program should be conducted on the following subjects.

- Theories of international communication
- Core international communication processes
- Global media firms
- Global media policies
- Global news flows
- World cinema
- Development communication
- Intellectual property law
- The internet
- non-hegemonic communication flows
- Health communication
- Crisis communication
- Cultural studies
- Inter cultural communication
- International advertising
- Public diplomacy

Mehdi Semati listed the wide range of research subjects in international communication, which includes, but not limited to the following.

- Communication and development (development communication)
- Technology transfer
- Development journalism
- Modernization theory
- Dependency theories
- Nation, nationalism, and national cultural
- State, nation-state, and sovereignty
- International relations and communication
- Global communicative access
- Cultural imperialism
- Media imperialism
- Transnational corporations, transnational media corporations
- International organization and communication

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