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COMMUNICATION AN IMPERATIVE ASPECT FOR GENERATION-Z

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**Abstract:**

The objective of this study is to understand the importance of why communication skills are an imperative part of generation z. English is the medium of instruction and taught as a language from class 1 to all the students studying in all schools. The student starts communicating in English from Lower Kindergarten and gradually learns to express himself/herself in English only at least in school. English is also learnt as a first language in all the classes until a student reaches twelfth standard. Communication is one of the most important ways that a student can listen, learn and express himself/herself. First of all a student learns to listen, then learn and speak in front of his friends and teachers. Gradually a student learns to participate in competitions and other activities. The so called Generation Z students don't seem to actually understand the essence of communicating for a purpose. So the purpose of language learning and language efficiency doesn't seem to be fulfilled. The objective of developing communication skills in the students whether they belong to the 19<sup>th</sup> century or twenty second century has to be achieved as it is the primary goal of preparing students for the future.

**Keywords:** Generation-Z, Communication skills, expressive skills, managing skills, Assertiveness, perfection, personality traits, social graces.

**Introduction:**

Generation Z, or Gen Z for short, is the demographic cohort succeeding the Millennials. Demographers and researchers typically use the mid- to late-1990s as starting birth years, while consensus has not been reached on the ending birth years. Members of Generation Z have used digital technology since a young age and are comfortable with the Internet and social media, but are not necessarily digitally literate.

In 2012, USA Today sponsored an online contest for readers to choose the name of the next generation after the Millennials. The name Generation Z was suggested. Some other names that were proposed included: iGeneration, Gen Tech, Gen Wii, Net Gen, Digital Natives, Plurals, and Zoomers.[1][2][3][4] The Merriam-Webster Online Dictionary defines Generation Z as generation of people born in the late 1990s and early 2000s.[15] Oxford Living Dictionaries describes

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Generation Z as "the generation reaching adulthood in the second decade of the 21st century." [16] describes "Gen Z" as "the group of kids, teens and young adults roughly between the ages of 7 and 22" in 2019. In other words, for Bloomberg, Generation Z was born between 1997 and 2012. [18] The American Psychological Association starts Generation Z at 1997. [19][20] News outlets such as The Economist, [21] the Harvard Business Review, [22] Business Insider, [23] and The Wall Street Journal [24] describe Generation Z as people born since 1997.

Psychologist Jean Twenge and Sparks and Honey describe Generation Z as those born in 1995 or later. [25][26][27] Forbes stated that Generation Z is "composed of those born between 1995 and 2010." [28] In a 2018 report, Goldman Sachs describes "Gen-Z" as "today's teenagers through 23-year-olds." [29] For 35 years SRM has influenced youth and young adults ages 14-35. It has not been the only demographic we have reached but given the demands of wilderness programming our courses have primarily served this age group through the years. In the United States today there are essentially 6 distinct generational demographics that comprise the population of the country.

Using a broad brush stroke, those generational demographics are approximately defined as follows:

The Greatest Generation—born between 1910-1924 this generation grew up during the Great Depression and were the ones to enlist and fight in World War II. Many came of age as soldiers during the War and few are still alive from this generation.

The Silent Generation—born between 1925-1945 this generation was born during the Great Depression. Their early lives were often marked by severe hardship. They were not an outspoken generation but one marked by a silent work ethic.

The Boomer Generation—born 1946-1964 this generation was the result of American soldiers returning from war to marry and begin a family. Boomer's grew up during a time of prosperity and relative peace (until Vietnam) and became a generation of consumers. Many Boomers challenged status quo norms, giving rise to major social and cultural movements both positive and negative. The consumerism of the Boomers in many cases led to a certain narcissism.

Generation X—born 1965-1979 this generation is smaller in size with lower birth rates than previous generations. Generally marked by pessimism, skepticism and angst this generation experienced the latent self-interest of their early Boomer parents and found themselves angry at the status quo.

The Millennial Generation—born 1980-1994 this generation grew up with the advent and popularization of the internet and internet connected devices. Millennials are the most technologically sophisticated of any prior generation and one of the first generations to grow up in a globalized and post-modern world.

Lastly Generation Z—born 1994 to 2012 this generation has also been labeled iGen. The first generation to grow up with handheld internet connected devices from infancy, Generation Z is a truly "wired" and

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“global” generation. They have grown up with more access to global information than any prior generation.

So why does all this matter to SROM? As a ministry that is primarily serving the youth and young adult demographic at some level it is imperative that we understand the broad themes, interests, challenges and realities of the people we serve. Each generation has been shaped by historic, cultural, social and economic factors that impact the worldview, paradigm and hearts of the generation. It would be presumptuous to think that we can operate, lead and facilitate a SROM course the same way we did in 1983 with a group of Generation X students as we would a 10/10 Teen course today with Millennial and Generation Z students.

Communication skills are essential for the successful future career of a student. In today’s competitive world, communication skills are the most sought after quality of an educated person. Reading, writing, and listening carefully are the three most important communication skills for students. These skills sound too familiar as a result of which we take them for granted.

As regards reading, writing, the only thing that we need to tackle is to adapt with our growing age and concentration. With these two qualities, it is possible to develop reading, oral communication skills and writing skills. Apart from reading and writing presentations, reports and speeches are a part of school curriculum. This has been introduced in schools and colleges for the overall development of students. This

makes expressive skills and managing skills also important for a student. It is also important to develop communication skills in relationships.

**Materials and Methods:**

What deserves more attention is that most of the students do not feel confident to make presentations and speeches. But realizing the importance of these skills in modern day life especially the generation z, most of the schools have made it a part of the regular curriculum. Here comes the role of (communication skills) expressive skills and managing skills. Expressive skills are those which are used to express our feelings, thoughts and expressions and thus get across our point successfully to the listener. To develop expressive skills, students of the present generation need to learn how to communicate effectively and get the full attention of the listeners.

The first activity to develop communication skills in students is by conducting group activities. Teachers should use group activities not only in the classroom but also ask students to complete assignments in equally divided groups. Also the teacher should constantly change the groups. This is so that there is more interaction among the students. This process helps a lot in the long run. The next activity is by developing the habit of active listening. For this the teacher should continuously read out something from newspapers, magazines and other sources in order to ask questions from the same. Also the teachers should make it a point to encourage active participation of the students. By infusing a healthy feeling of competition and curiosity in students, it

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would become possible to develop communication skills in students immaterial of the generation they belong to. It has been argued in many instances that technology today is hampering oral communication in students. Belinha S. De Abreu - a media literacy educator writes, "Are students losing their ability to orally communicate because of the amount of technology? Parents feel that their children are more monosyllabic and teachers are experiencing a lack of word connectivity with students. With students texting and chatting via symbols and acronyms, there is actually less "talking" happening.

Well! This is the one side of argument. But if you believe that every coin has two aspects then you will agree that technology does have positive impact on oral communication.

### Audio Tape/Podcast

The use of audiotape is essential in the oral skills class. For receptive skills development, the tape player or podcasts are the easiest way for students to listen to a variety of speakers on a variety of topics in a variety of genres – dialogues, interviews, lectures, stories, songs, and poems. Learn how to use it in ESL class.

### Videotape/Digital Storytelling

Videotape is a step up from audiotape. First of all, playing prerecorded tapes provides the audiovisual information that helps students observe, understand, and imitate oral communication, from language expressions and sentence structure to lip shape, facial expressions, gestures and distance between speakers, not to mention

other cultural, behavioral, and sociological aspects of language.

### Language Lab

Another technology that is invaluable for the promotion of listening and speaking skills is the interactive language lab. Because the language lab does many things that benefit oral skills development better than the regular non-tech classroom. For example, in choral repetition drills, students can concentrate on the model (teacher or tape) with far less interference from the voices of classmates, they can concentrate on the sound of their own voice, and they can record both the model and their own voice for later comparison and practice.

### Voicemail

You're probably wondering, what kind of technology is good for students but not so time-consuming for teachers? To get students to do oral assignments that you can hear and assess but don't respond to orally, assign voicemail homework!

### Apps

There are numerous apps to build oral communication skills such as: Paper Telephone, Voice Thread, etc. Some of the other great resources that will help you teach oral communication skills:

- Using Technology to Teach Oral Communication Skills
- Digitally Speaking: Creating Exceptional Podcasts, Videos, and More
- Enhancing Oral Language Skills via the use of Skype Technology

### Discussion

**Practical reasons behind the importance of communication skills for students**

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**1. Communication skills help to learn more from teachers: –**

Students need practical and deeper knowledge about the subject they are learning in school and college. For better learning from teachers, they need to ask the question and they have to discuss their subjective and objective doubts. When teachers understand where they are confused about the subject then they can teach in their style, it will help students get high marks.

Most of the students do not ask the question because of fear, hesitation and low confidence. Communication skills help them to listen, understand the point of view of teachers in the class. After listening and understanding what teachers are speaking about students can ask better questions with confidence and it will help them to gain more knowledge.

That's why teachers always encourage and guide students to listen to the topic with full presence of mind in the class. That's how communication can help them to study well.

**2. The quality of being friendly with others: –**

It's important to be friendly with others in school and college. Controlled verbal communication and physical expression help them to make new friends. Studying with good friends relieve stress. And it's really important in a competitive environment and situation. Good communication skills build strong friendships. It will give confidence. And students get interested in visiting school and college daily. But all is possible when someone respects others, communicate when it is important and show positive

expression in a certain situation. That's how communication skills enhance the ability to understand and share the feelings of each other. It will build a strong friendly relationship and that can often be converted into business partnerships and love later in life.

**3. Communication skills help in career development: –**

Clear communication about the skills and knowledge, objective vocabulary in words while communicating with interviewers, confident physical expressions help students to get a job after the completion of the degree.

That's how effective communication makes a difference in the personality of students. Many students face communication problem in the interview that's why learning and improved communication help them to build a career in their respective field.

**4. Enhancement in teamwork and collaborative attitude: –**

Positive behaviors, the gratitude of others, a collaborative effort in solving the problem with other team member are a great example of effective communication in the workplace. Effective communication increases productivity in business. It will improve the chances of promotion, earn other members respect. That's how communication skills enhance the teamwork and collaborative attitude and it gives long term benefits.

In future students will communicate with clients by text, audio and video conferencing in the job. If they are not effective in emails, tweets, and social

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engagement then it will negatively impact their career progress. That's why listening, writing and verbal communication by using the Internet of things plays a big positive and negative role in student's personal and career development.

**Result:**

That's why students need to improve their communication skills while they are in school and college. So later in their career and life communication will not become the wall in their success.

**Communication skills develop professionalism in the students:** –Students in the future will become doctors then they need to communicate effectively with patients. They need empathy, friendliness, professionalism in their speaking and attitude while interacting with patients.

**Communication skills are important for students in social networking:** – Communication in group activities, debate and family functions help students to analyze their communication skills level and standard. In conversation listen to other people opinions is very important to reach new conclusions about the subject. And it's not possible without communicating effectively with positive expression.

It's really important to learn that, while communicating, students have to respect the feelings of others. Many times we talk with parents, friends, and in meetings and with employer very rudely. It's really important to communicate without causing distress to someone feelings.

That's why communication skills are especially more important for students to learn because they are more energetic, enthusiastic, passionate and open-minded. It's not bad but overuse of such things can

impact badly about their personality in society. Not only offline but online.

Healthier communication with parents, teachers, colleges, cousins, classmates, and anyone can build students more trustworthy. It will build self-esteem and increase the confidence in students that will impact positively on their education.

**Improvement in presence of mind and memory enhancement: –**

When we communicate, listen, express and understand what we're talking about, it will improve our presence of mind. While communicating when we focus on listener not on the mobile phone then it will help to enhance our brain power and memory.

Students need brainpower and sharp memory to become successful in everything they want to do, to achieve their dreams. The uses of communication skills increase their focus and they are ready for an answer because of the presence of mind. The presence of mind improves their vocabulary, communication skills and enhances memory like a genius. Every student wants to become a genius in their LIFE..

Communication skill is an indispensable skill to become successful in 21st century. This skill is required in every part of life. A good communication skill is quality of a well-educated person.

Reading, writing and listening are the three most vital components of communication skills for the students. Well! These three skills sound very common therefore, we usually take them for granted.

Technology also plays very supportive role in enhancing student's

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communication skills. Students can enhance both their written and oral communication skill using technology under the sound guidance of their teachers.

Soft skills is a term often associated with a person's "EQ" (Emotional Intelligence Quotient), the cluster of personality traits, social graces, communication, language, personal habits, friendliness, and optimism that characterize relationships with other people.

These traits are a must for all the students who will be graduating . One really has to get into a professional mode to attain soft skills.It is really important that one should know how to handle people at their level , senior level and even junior level. MNC culture is growing exponentially in India. And the first skill that is tested when any fresher goes up for an interview is soft skills.

**PUBLIC SPEAKING AND ASSERTIVENESS:** One must really have confidence and while entering into a professional scenario must know that whatever position he is one day he has to answer people.So the first thing is to be assertive, build up confidence and motivate yourself by saying that you are just talking to people there is no big deal in iT !!!

**PERFECTION:**To attain perfection one must brush up his or her grammatical knowledge build up vocabulary.

**RESPECT:**One must learn to respect because then only a person can only be good and successful if he treats everyone with equal respect.

**EQ:** The presence of emotional quotient is very important .One must forget all

personal problems and try not to mix both worlds.

**TONE:** A polite and soft tone is always best.

**LEADERSHIP SKILLS:** A good leader always listen,has patience, identifies the good and bad of people under him and motivates everybody around.

**BODY LANGUAGE AND DRESSING:** One must maintain a learn body posture and dress as per the occasion. Effective communication is achieved only when the students are able to express themselves both verbally and non-verbally, in ways that are appropriate to our cultures and situations. This means being able to express opinions and desires unhesitatingly. It means not only being able to ask for advice and help in times of need but reciprocate the same to others in an effective way so as to meet the needs of the listener.

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