



**Vidhyayana - ISSN 2454-8596**

An International Multidisciplinary Peer-Reviewed E-  
Journal

[www.j.vidhyayanaejournal.org](http://www.j.vidhyayanaejournal.org)

Indexed in: ROAD & Google Scholar

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**An Integration of Human Values and Communication Skills:  
Repercussion on Social Commitments and Competence**

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March 16, 2022



## **ABSTRACT**

This chapter explores the valuable approach of communication skills wherein the basic human values occupy a crucial role to mold and direct the mass how to commend in society which inspires compete the real lives with the complications of competitions. The main focus of the chapter is in the development and management of societal growth from the point of view of morality and further ethical commitments with the psyche of people. It is written from a psychological standpoint and examines some of the factors that are essential for the theme of communication skills and its interconnection with human values. This chapter argues that understanding communication skills, its needs and association with the moral standards is indispensable. Euro-American cultural and ethical values have dominated the social sciences and have been accepted them as collective. It endeavors to articulate from a different cultural perspective, a specific structure in which to view and define the various factors at works during multicultural communication. It focuses on the concepts of belief and value and the impact they have on the communicator's behavior in intercultural communication.



## **An Integration of Human Values and Communication Skills: Repercussion on Social Commitments and Competence**

This chapter explores various relationships of human values with the inclusion of communication skills and its impact on variety of sources like education, business, politics and many more...Although the main focus of the points will be on the causes and the ways how people have been treated since a longer period. Below are some of the factors which will help to understand the connection of fundamental values and its repercussion on competency and commitments prevailed in society for everything; at the same time the deteriorating condition of positive impact on communication skills likewise.

### **Fundamental Values:**

Values are significant in dictating the behavior of a communicator in interethnic system. Values tell us of how we should behave. Culture gentility values are particularly pertinent to intercultural communication. This includes competency and potentiality, bewilderment hesitancy, distinctiveness versus socialism, extensive context communication, propinquity and eloquence; emotional and behavioral expressiveness, and self exposure. A value defined as a type of principle that is primarily positioned within one's each trust holding. Values may be unambiguous or inherent, and they may be separately held or seen as part of a civilizing mold or scheme. Besides our distinctive set of ethics and values, individuals embrace cultural values. There are several different intellections of how cultures vary. Hofstede's work represents the best accessible endeavor to calculate the pragmatism of nature and strength of importance among different cultures. He presented the results of his study of over many employees of 40 nations (Hofstede 1983) and identified four dimensions that he marked power-distance, uncertainty avoidance, distinctiveness and masculinity.

### **Distinctiveness versus Socialism:**

Distinctiveness and Socialism are the most expansively explored concepts in the stream of multicultural intercourses. And is the chief element of cultural inconsistency used to explain



cultural dissimilarity in conduction. Distinctiveness refers to the dependence of the targets of the socialism to the individual goals, and a sense of self-determination and not having interest and concern for others, and Socialism refers to the dependence of one's ambitions to the ambitions of a communal and a sense of agreement, affiliation, and concern for mass.

Many cultures characterized to be principally either distinctive or socialistic; both exist in almost all the cultures. Distinctiveness has been central to the life of Western industrialized societies while the socialism is chiefly elevated among Asian societies.

Though, variety within the realm is probable. In US, Asians and Hispanics used to be more socialist than other racial groups. In African Caribbeans and Asians used to be more socialists than white people. To bring to a close, the distinctiveness- socialism permits the similarities and variety of differences in communication to be established and explored across the globe.

### **Propinquity and Lucidity:**

The propinquity facet is attached tremendously by proceedings. At the same time people communicate with proximity, move toward, convenience, and on the another side severe conduction of expressing prevention and detachment. Propinquity conduction to communicate affection, proximity and accessibility for communiqué. Instances of these conductions are eye contact, individual distance, vocal animatronics, touching and smiling. Cultures that reflect propinquity conduction lucidity frequently called 'high contact cultures' (Hall 1966).

### **Poignant and Detectable Perspicuity:**

Poignant perspicuity discusses the connectedness of approach and judgment. It can associate to both one's self and relative's observation and pouring of emotions, in dearth of self-expression on one's part seen as displeasing. It is seen that African Americans distinguish affecting articulacy as essential to their approach and establishment of communication contentment with whites.

A significance of morals in this is a conviction, a task, or an ideology that is consequential. If we are knowingly conscious of them or not, each character or individual has some set of self-



believed morals. Morals can be shifted from the ordinary to significance, mischievous to transparent just like the principle of uphill struggle and promptness.

### **Business and Human Values:**

A value is a conviction, a task, or can be called an ideology that is meaningful. If people are knowingly aware of it or not, every single has a set of individual ethics. These ethics can measure from the ordinary such as to believe in difficult task and promptness. Values are the core necessary of even business whenever to find success and get approached by others to establish business or commitments. It is much more important to set the basic principles of work ethics and norms which can be followed by the employees. In many educational institutions, this becomes one of the core subjects of streams to learn the workplace morality and business patterns to rescue from every harsh situation.

### **Value Learning and Education:**

It is believed that the main motto of education should not only to make doctors, teachers or engineers but to create and give a path of being pure and sincere human being. Because when a teacher who cannot be a good human being can't teach the students to choose and follow the purest direction which would not harm or hurt others anyhow. Likewise with doctors and engineers, if they are not good at heart and not sufficiently sensible, they cannot produce upcoming generation with pure heart and unbiased minds. Communication of the torch bearers play a crucial role in molding the personality and can help in grooming their life-styles as well as their way of treating others.

In this way the fundamental values of humans like honesty, love, peace, loyalty and importantly truth proved to be the indispensable factors in all the areas of society.

### **Human Values and Society**

If we talk about the inequality in gender , race, job-recruitments and even in education prevailing in society , the first fact can be cited as the distribution of income and imbalance of wealth amongst people living in certain social regime. The desperate need of having the



authorities, majority reserved-sated mass in various governmental sectors would remain free of corruption and hypocrites can only be the solution toward a healthy social lives and traditional inherent.

The correlation of human values and communication is vastly explored and thought provoked factor which effect every core of people's lives and their social living too where they work and earn to reputation. But strikingly, the humans do not provide the opportunity in value base learning and teaching while in many national and multinational NGOs providing the facility to understand the actual comprehension of morals and convincing ethics in certain ways.

### **Psychology, Human Values and Communication skills:**

The ever interested topic of human psychology and their behaviour toward different situations and positions. This has become the considerable and tremendously explored topic for the psychiatrists and psychoanalyst since the world war –I and II have occurred. They prone to find the relationship of such conditions which affects the social brought up, social thought pattern, familial upbringing and human's behaviour in different situations. But on the contrary when these findings reach to the conclusion that the craving to be treated adequately by others proved the wrong treatment given by others previously may be because of multicultural brought up and multi-traditional belongings. As a side effect the humans lack the confidence of communicate with a positive approach whenever needed.

### **Role of communication in ethics:**

Communication is implicated in all the facet of life may it be media, industry, organizations, NGOs and in personal lives too. Following are some of the key facts which affect on the pattern of ethical communication and role model of ethics in communicating with others:

1. Privacy: - Privacy ought to be regarded while contacting publicly. It is a faith and if that 'other' would not trust you or feel hesitated while exchanging ideas with the 'one', the communication cannot set forth and hence the main lead would not let begin.



2. Genuineness: - Allocating an idea with other, the legitimacy of the meaning must be tartan or else distrust can be developed in the communication.
3. Understanding: - An aptitude to comprehend the outlook of a different individual. From their standpoint. Like moving into somebody else's shoes and attempting to recognize the hurting and concerned approach of the other individual. So as an alternative of understanding, compassion should be given away to value the stance and it should be made known in a exact viewpoint.
4. Optimism for others: -Affirmative estimates of the approach are also significant. So don't suspend to interrupt the other self, who is giving out his thoughts, one should practice the meaning like 'I acknowledge' as a substitute of 'You are supposed to' after that a belief will be recognized in communication.
5. Impartiality: - whilst communicating and distributing thoughts or expressing the feelings about civilization and society one should utilize an intentional move toward and a disapproval and prejudiced analysis demonstrated not be there in discussion.

It is believed that a teacher's chief communication skills in his/her training and set the best ideology of living lives with such a tremendous job to direct the young minds is primarily paying attention on performance organization or on communiqué.

Though, in the connection with educational management, beside with the allusive proficiency, other skills also get involved, like some highlighted on the administration of the individual's sense,

i.e. presiding skills – which practices a noteworthy pressure on educational performance and management.



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