

## **COMMUNICATION POTENCY AMONG EDUCATION INSTITUTIONS: THE CASE OF INDIA**

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### **Abstract**

The idea of communication is incredibly laborious to outline, its quality spawning disceptation and interpretation solely by taking a really shut look into the phenomenon could we tend to be ready to unravel its real meanings. Thus, this paper attempts to address the same goal through: analysis of current state of affairs of communication among education (case of India), and identification of possible ways that to extend communication potency one more necessity this paper is aimed toward is that, want of modification among education.

Keywords: Communication, Education, Efficiency, education establishments

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## Introduction

Education could be a dynamic and complicated method. Frequently, education is assimilated to an economic sensible, that submits the exchange, distinctive Associate in educational market during this context, the topics of the academic life square measure active elements that act and contribute through its actions to the modification in education that's why the approach of the communication potency idea contributes to the processes orientation in education toward quality and efficiency. The concern for economical communication in education field is that the necessity for all education contractors because the results of instructional system evolution regarding new trends obligatory by national and international methods and because the result of competition relations, severally of the management interest concerning the growth of instructional processes potency. The communication suggests that symbols, messages, interaction, processes and transfers, stimulations, questions and answers, intentions, power and management. An integrated communication method, needed in high education institutions, should be outlined because the complete form, as well as a correct communication channel, an honest speech, a plain message, analysis of the feedback by making instructional programs adjustable to the scholar wants. In that sense, to form the background for positive communication mechanism development in education, communication ought to surpass the impediment of strategy implementation in national or European education and to transform the barriers into the aim. Therefore, the paper is developed by analyzing the particular standing of the communication within the education (case of India) concerning attainable ways of identification of the communication potency growing.

## 2. Communication

The act represents a method of transmitting information, concepts and feelings (attitudes, opinions) from one individual to a different, from one individual to a grouping and the other way around. Communication is the method by which the exchange of ideas between individuals takes place. According to 'Robert Escarpit', "communicating does not only mean sending and receiving, but participating, on all levels, to an infinite of various exchanges that overlap and interfere with one another" (Escarpit, 1980). As such, this could be the premise of communication among the sector of education generally, and better education specifically. It ought to believe investing during a method of communication supported two-way teacher-student information, in alternative words: steering far away from the classic style of the scholar listening, toward the final plan of the student's active participation among the course, plan sharing could be a key part here. On top of rework the communicational act, from a mere method to the issue that will result in radical changes concerning the standard of upper education. One understands communication because the method of transmission purposeful messages between individuals, as an idea that encompasses all those processes by which people influence one another. The act of communication takes place once a source transmits signals via a channel, to the receiver; once the sender sends out a piece of data, a thought. One could talk about 2 meanings of communication: a restricted one, whereby we tend to perceive the method of data transmission through messages (a human-specific method that has semiconductor diode to language development), and a good or loose that means of contact and collaboration, using sounds, gestures (also manifested within the animal kingdom). Human language is expressed in mutual communication. There square measure numerous ways and suggests that of

communication reckoning on the link between speaker and receiver, distance (space-time) between the 2, and therefore, suggests that of their communication.

People perceive one another through gestures and words (direct communication), and writing and alternative fashionable suggests that (mass-media) within the case of indirect communication. Communication is all regarding the transmission of that means with the assistance of signs. Obligatory condition is that the signs by that a message is transmitted should have a similar that means for each sender and recipient (in alternative words, they have to speak a similar language).

## **2.1 The idea of Education**

The idea of education is professionally outlined as “a multitude of social actions aimed toward transmission culture, generating, organizing and conducting individual and/or collective teaching”. The degree of organizing the entire method, one could distinguish between formal, non-formal, and informal education.

a) Formal education is finished by acts of teaching designed by specialized personnel on the premise of planned goals among hierarchically structured scholar establishments, in keeping with age and performance criteria.

b) Informal education is that the permanent method of voluntarily and involuntarily assimilation of attitudes, values, behavior patterns and knowledge that circulates among relationships and social interactions among personal life, family life, at work throughout play, in the library, on the road etc. The growth space of informal education depends on individual openness and social pressure, including

socialization, information and alternative instructional- social actions that additionally facilitate in shaping up the conscience.

c) Non-formal education takes place through instructional actions, instructing and learning networks outside of the academic system as a response to social demands and individual wants of continuous learning. These square measure are typically complementary to scholar establishments that they're typically sculpturesque once, and are often additional versatile in time designing, being principally aimed toward rather immediate goals of informing or perhaps qualification feat.

The boundaries between establishments and social actions (explicit to the aforementioned education types) don't seem to be that strict, along they shut the circle of the academic system of a national society. One wants a radical modification visible, but concerning the role of education and investment therein: switch from a preponderantly informative role to the formative one, from the prevalence of instruction of education. One requires a transition from ancient education to a contemporary style of education, a dynamic, formative one that addresses the wants of nowadays. Education isn't any longer certain to mere accumulation of data. Since we tend to these in a new, nowadays education should currently be knowledge domain, it should currently be open to new fields like: instructional communication.

From the purpose of read of organizing education, one ought to illustrate it is a pointed structure, with a system of internal and external communication based on institutional hierarchy. As such, the structure of the next education institution appearance as follows: on the top level we discover the pastor of the

University, followed by the deputy rectors (each one having a particular field to look after: Schooling, human resources, social matters, external relations, etc.). These fields represent the central equipment of a university. Right beneath the rector's workplace, we've the schools depicted by: the Dean, Deputy Dean, head master, science secretary and year tutor. At student level we tend to have: students accountable at school level and rector's workplace level. Within the communication method that is predicated on institutional hierarchy we encounter the subsequent communication types:

- Written: addresses, notices, methodology rules sent by the rector's office to the school, the college and the other way around. At student level the quality procedure is that the petition. - Oral: periodic conferences among sessions of the University with the Deans of the schools also as official conferences for specific issues.

At a school level verbal communication is achieved by conferences of the Council of the college, chair conferences also as audiences with the Dean and/or Deputy Dean.

### **3. Communication and Education**

#### **3.1 The Role of Communication among Education**

Communication could be a key of education, an elementary part of life progress, culture and civilization; it entails a relationship between a sender and therefore the recipient, a dynamic mechanism of mediation, with deep implication in human modeling. The relationship between mediation and communication makes means for the following interpretation: communication can suggest that of expressing personal concepts and social relationships and thru its goal, instrument of social modification. It

differs from one individual to a different and it's going to amplify also as diminish the flexibility to receive and decipher that message. Feedback is beneficial for each the sender and therefore the recipient; it's a single way of behaving in communication. Context is additionally vital within the method of communication. The context of communication is created up by the 3 environments: family, school, society. These environments should have a detailed relationship with each other. Nowadays communication among education incorporates a twin role: on the one hand it's the instrument by that the academic act is deployed: teaching – learning, and on the opposite hand it's the terribly issue subject to vary since it's a very important element that helps modification the academic system generally and better education in particular.

### **3.2 The Communication System among Indian Higher Education**

Ways of communication:

At the interior level of the communication method we discover 3 ways of communication:

a) Vertical communication:

Vertical communication is particular for instructional establishments. Vertical communication could be a certain fireplace means of dominant the actions of the workers and protecting the establishment from bound negative reactions of the general public concerning one issue or another above all among educational establishments, the information is transmitted from the primary level – the scholars, United Nations agency transmit the message to the highest management so as the student petitions to succeed in the dean of the faculty, the message is analyzed by the pinnacle monster along the Deputy Dean. If issues can't be solved at this

level the request is analyzed by the Dean himself. Didactically speaking, the academician – student, student—professor communication is finished verbally (teaching, oral evaluations among seminars) and in writing (coursework, list, tests and exams).

b) Horizontal communication:

Horizontal communication is a method of message propagation on a similar level. Horizontal communication is largely how of opinion shaping, identification of common wants and interests, also of presenting these to the higher management during this context either students or professors can attempt to identify a standard divisor so as to gift a read characteristic of the general can. Before victimization vertical communication the horizontal one are the base instruments towards opinion generation. Didactically this sort of communication is perfect for courses that need exchange of concepts, conclusion drawing between academician and student among topics that need debates, etc.

c) Mixed communication

Mixed communication is that the ideal style of communication among higher education establishments. The principle is predicated upon each other. A horizontal and a vertical openness additionally such a communication permits for a diagonal exchange of ideas this implies that students' messages will be received by higher management in so much easier means due to the openness to dialogue. Message transmission can no longer be alone verbal, however through specially created systems in agreement with the scholars, professors and higher management.

Didactically, this sort of communication is to be found in “Open Universities”, within which the

teaching method is predicated on dialogue, students' formative character, wherever learning is closely supervised by the academician. At external communication level, the system of organizing the state' higher education sets itself aside from the personal one from the purpose of read of communication with its public also as public perception. Therefore:

- personal education envisages feat financial gain and so system of communicating with the general public is visible than in state establishments. They invest huge amounts of cash into content on the precise market. Their communication activities square measure the same as those of personal companies: the accent falls on the message and clear target public segmentation, by marketing-like methods of promoting:

- Radio and television business clips
- Presentation printouts in written publications
- Handing out flyers among the target public
- Discounts upon subscription and everyone on the study years etc.

Apparently they understood that so as for personal universities to remain in business, one has to be compelled to invest during a communications strategy that is variable to every public class and address of the various students.

Private education weakness is to be found at public perception: potential candidates, employers, Indian society – most of those don't hold personal education in high esteem considering it to be sloppier and generating ill-prepared graduates.

- Public education is in high esteem once it involves public perception, as it will appear as rigorous, supported feat ample ideas that facilitate graduates obtained an identical degree for the stress of the work market. The liability is

to be known at the extent of communication among bound majors wherever we tend to may encounter a strictly informative teaching system instead of a formative one.

This may typically end up in a scarcity of motivation among students, a system that the employers realize ill-sorted from the purpose of read of sensible ability development in graduates. In the dearth of potency in communication among higher education establishments could result in a decrease in quality of the educational act and over time, to name harm. additionally at the external level of communication a key role ought to be , by act with social and economic partners, targeting partnerships and mutual satisfaction of each employer and potential student.

### **B. Obstacles within the means of communication:**

Certain obstacles could interfere with these ways that of act. These may be:

- a) Physical obstacles (distance, space);
- b) Social obstacles (different conceptions of life);
- c) Data obstacles (insufficient expertise, retardation, etc.);
- d) Socio-psychological obstacles (habits, traditions, biases)
- e) State/politics obstacles;
- f) Economic obstacles;
- g) Technical obstacles;
- h) Linguistic obstacles (Bârliba, 1987).

There numerous factors that will represent communication obstacles. Differences in perception square measure simply the basis of alternative communication barriers. “The way we

glance at the planet is influenced by our previous expertise, in order that individuals of different ages, nationalities, cultures, educations, gender, temperament etc. would have totally different perceptions and can interpret things differently”, in keeping with Nicki Elizabeth Cady Stanton (Stanton, 1995).

Other communication barriers, specific to the academic act, are as follows:

1) **Distortion** – is to be found once the message has suffered alteration along the means, (differences in repertoire, ambiguity, erroneous interpretation on the recipient aspect, necessity of press the information, social distance or standing gaps between sender and recipient). in class these barriers usually encountered; therefore the dearth of a standard repertoire between academician and student usually ends up in communication distortion.

2) **Omission** – happens once the sender deliberately filters the message board is somehow incapable of comprising the complete message. For instance this can be the case of the academician filters the message sent to students once he tries to deliver an outsized amount of data during a relatively short quantity of your time.

3) **Overload** – refers to matters once the recipient should deal with extreme quantity of information; this could result in a rejection after all specific activities, dishonorable the scholars and physical and motivational exhaustion on their aspect.

4) **Synchronization** – entails the identification of the proper time for every stage of the activity we tend to would like to meet.

All of those barriers should be overcome through education of

communication, therefore rendering it economical. this means instituting a brand new didactics of communication among education, that means:

- pro apprehension through communication resources;
- creating oneself acquainted with all sorts of the communication process;
- Discovering personal availabilities in abeyance;
- Activating communication aptitudes;
- Discovery of the opposite ones' communicative resources;
- Optimally multiple send/receive instructive channels;
- Valorization of integral communication etc. (Soitu, 1996)

One should additionally replace scholastic descriptive linguistics (mechanically learned), with a grammar of communication, within which the accent falls on the context, on the role of non-verbal components, on complexly organizing communication (Slama-Cazacu, 1999). during this regard another demand arises: preparation of ensuing generation of “educators” also as perfecting this ones among a particular framework like an academic communication laboratory.

### **3.3. Modeling the pedagogue toward Communication**

Anglo-Saxon (Open University) and French expertise has shown the necessity that the pedagogue be ready towards modification. He has got to show competence altogether levels each in data and in strategies. The terribly system of education should build this switch. By that we tend to don't solely perceive the concept of automating (modern suggests that, ways that of communication) however distinctive those solutions that might alter the consultants to develop new talents in keeping with the needs of the day.

These needs entail:

- a) Having a technical culture. Be knowledgeable in new information and communication techniques (based technical and robotics), positively influence the behavior of each student and pedagogue.
- b) Knowing the way to communicate. It's not enough for a tutor to have a particular data pool. He must have social cultural and educational preparation: a capability to speak his previous experience, a particular personal and situational relationship with the recipient, psychological treats to alter him economical communication. Restraining oneself to the own discipline determines an individualist vision, a conservative one. That's why domain knowledge, vision and a modification of policy are needed. This implies the supply of the pedagogue to encounter and recognize alternative ways of thinking and disciplines (this is additionally true of the recipient.)
- c) Using well prepared public strategies. Coordination of knowledge domain and actions needs the mastering of complicated communicative methods and techniques, that should be famous and embraced by all factors involved within the instructional method.
- d) Knowing the way to archive. The academician could become a research worker, a creator in his field. He will capitalize his and his collaborators' knowledge (involved within the method of research) by publication studies articles etc.
- e) Knowing the way to market during this respect the pedagogue should publicize his messages via mass media, so as to share his competence with a bigger audience. (Soitu,1996)

### **3.4. S.W.O.T. Analysis**

Toward an improved understanding of the communication system among higher education in Uttar Pradesh state and so as to simply establish ways that to extend the efficiency and communication a S.W.O.T. analysis presents itself as follows:

**Strengths:**

- a. Existence of common interest when it involves communication among higher education Institutions.
- b. Existence of communication and publicity departments, whose role is to speak internally and outwardly.
- c. The name that education enjoys.
- d. Openness of the schools toward improvement instructive activity, the emergence of preoccupation towards making compatible curricula, each for the scholar and for the work market.

**Weaknesses**

- a. No dialogue with social partners.
- b. Dysfunctions in causation and receiving info and slowness in identification of priorities and dissemination of selections altogether and purposeful levels.
- c. Lack of motivation for an outsized range of scholars, also caused by meagerly academician – student dialogue.
- d. Weak involvement of upper education establishments in promoting their own services.

- e. Maintaining (for a few majors) ancient teaching methods, ill-sorted for the wants of scholars.
- f. Lack of never-ending flow of data altogether levels of the establishment.

### **Opportunities**

- a. Elaborating a method of communication with the target public.
- b. Finance in economical arrange of internal communication at the extent of the Rector's workplace.
- c. Elaborating an enclosed coaching (organized by the rector's office) for all staff of the University. The goal is to form the premises for efficient communication on all levels and gaining feedback necessary in elaborating ensuing strategy of internal communication and on a protracted term to increase the human resources potency.
- d. Increasing the degree of readiness on the aspect of the academician towards strategies of expeditiously communicating with the scholars.
- e. Finance in informative programs designed to assist universities ceaselessly and coherently communicate with their public.
- f. Increasing the degree of data among students by victimization specific channels of data  
: the net, usage of informal leaders among students.
- g. Increasing the role of the students' representatives in the school Council and University.
- h. Increasing the role of the tutor by organizing periodical assemblies with the scholars he/she represents so as to search out fast solutions to their problems.

## **Threats**

- a. Lack of will to render the communication economical identified in additional conservative educators.
- b. Meagerly coordination of communication activities at high management levels.
- c. Lack of economical electronic suggests that of communication between colleges and therefore the Rector's office, and between students and professors.
- d. Lack of economical communicative models that could act as a model for those who want to enhance their communication.

## **Fig. 1 S.W.O.T. Analysis**

On the premise of this state of affairs subtracted from the SWOT analysis, we may state that economical communication system among education is absolute want once taking into consideration the subsequent factors:

- 1) Economical factors: an improved absorption of graduates on the work market, an increase within the range of scholars, gaining strategic advantage in the competition against external universities by: increasing the standard of the instructive act, expeditiously organizing the complete education system (information circulation); increase in degree of information on the educators' aspect by widening the data universe, by sharing knowledge, analysis and special publications.
- 2) Social factors: increase the degree of motivation and satisfaction of the student, keeping and maintaining the celebrity of the University, adapting the instructive act to social transformations.

3) Cultural factors: transmission of positive values, given the famous role that education has: promoter of cultural and social modification.

**Conclusion** - Ways that to extend potency of Communication in Higher

Education establishments towards effectively achieving communication for education and education through communication some suggestions is also useful as they will be indicative: -

modification of mentality concerning instructional method from objectives and contents to organizing and evaluation; - switch from the dominantly instructive to correct education, from informative to formative;

- Necessity of a true reform in education, altogether levels;

- knowledge domain approach of instruction and education;

- Introduction of recent disciplines supported the concept of communication and education in conjunction with classic disciplines;

- getting ready for new analysis, strategies in keeping with the wants of the modern man;

- ceaselessly victimization fashionable technical suggests that within the instructive / educational process; Re-evaluation of University's role among the new social and historic context and during this framework official, theoretic recognition, also as sensible support given

to Indian's higher instructional, be it state or personal, taking into consideration that the University could be a trigger for modification and stands at the origin of evolution in

culture and society. To conclude, the idea of communication among the academic field is not new, as day goes by but this method is enjoying new approaches on the role of

communication within the execution of the teaching act. Thus the necessity of

communication potency among education (and particularly higher education), represents a goal

towards light the standard of the academic act. One could observe a shift visible concerning the role of education and investment therein: the transition from the informative to the academic. One must rework ancient education to a contemporary and dynamic one that fulfills today's needs and is predicated on economical communication which should not be allowed in the education to draw the road at mere military operation. We tend to currently sleep in a world of information: the net, modern means of communication, new media. Consequently, requiring new aptitude, a brand new context of communication and whole new dimensions of education. Therefore, we tend to might not read education as a sheer teacher-to-student transfer of data, however as a complete method based mostly upon economical communication, feedback and knowledge exchange. In such context, up to date education communication methods, emphasizes on quality, performance assurance and data.

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