



Department of Science and Humanities
Department of English
Academic Year 2020-2021
Webinar on
IMPORTANCE OF COMMUNICATION

REPORT

When students graduate, they are ready for success. The ability to write and speak well when applying for grants, fellowships and industry jobs is critical for engineers. Need for better communication become necessary for success in academic institutions and industry alike. To meet this need, a **Webinar on Importance of Communication** was scheduled for **I, II, and III year students** of our college on **December 24, 2020 between 11.00am and 12.30pm.**

Dr. S. Latha Venkateshwari, Professor of English, Government College of Technology, Coimbatore, was invited for the presentation. She dwelt on the topic suggested so perfectly that covered all the key areas which remain conducive for every learners. Her presentation referred to the different aspect of communication. The presentation discussed the etiquettes, proper eye contact, self confidence, kinesics, proxemics, right use of gestures, verbal and non verbal communications, idioms and phrases.

“Communication skill is vital to succeed in personal life and career. Poorly delivered messages can turn into misunderstanding, frustration, or even a disaster”, she stoically implied this with apt examples. It was insisted on, *“When speaking, be clear and concise. Speak on important matters directly and do not allow the listeners minds wander. Make sure that you are certain they understand what you are communicating.”*

“Strong communication skill has become imperative as the engineering industry continues to evolve”, she maintained in her delivery that is interlaced with ideas and sources to adapt to

qualitative language skill. She advised to take part in competitions, seminars, watch kids movies, listen to commentaries, since these will offer the learners a very good opportunity to expose to various use of words, phrases, and expressions in the right context.

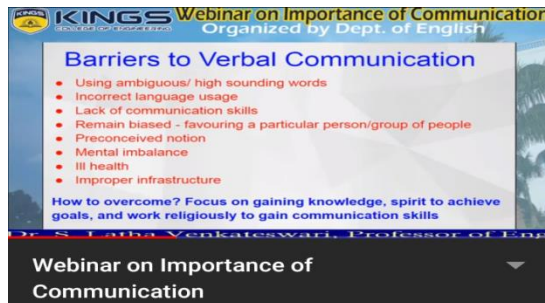
Finally, she authoritatively mentioned that communication is a core component of engineering education since it is a multidisciplinary profession which requires the ability to collaborate and communicate effectively with a diverse team, as well as express complex concepts to a non-technical audience. And her deliberation riveted on “*Communication is an enviable asset.*”

Features of presentation

The presentation was participated by 417 students and viewed by greater number. The snip shot and the feedback of the presentation are herewith attached as proof.



Webinar on Importance of Communication :
854 views Streamed 3 day



Programme Coordinators

Organizing Secretary

Coordinator S&H

PRINCIPAL