



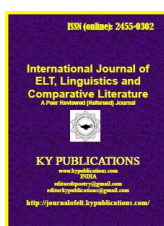
THE ROLE OF LANGUAGE IN EFFECTIVE COMMUNICATION

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ABSTRACT

Strong language skills are an asset that will promote a lifetime of effective communication. our language is the most important of our being. The ability to communicate in multiple languages is becoming more and more important in the increasingly integrated global business community. The unique and diverse methods human beings can use to communicate through written and spoken language is a large part of what allows to harness. Our innate ability to form lasting bonds with one another separating mankind from the rest of the life.

KEYWORDS: Asset, effective, integrated, unique, community, diverse, harness, innate ability, mankind, vocabulary, methodological, perspectives, psychological, psycholinguists, community

“LANGUAGE SHAPES THOUGHTS AND EMOTIONS , DETERMINING ONE’S PERCEPTION OF REALITY “- BENJEMIN WHORF

Language impacts the daily lives of members of any race, creed and region the world. language helps to express our feelings, desires and queries to the world around us.the importance of communication is overlooked. despite our great proves in communication misunderstanding and mistranslations are common place. language is absolutely central for our communication. without it you cannot make a sense of our understanding. language allows people to communicate with great precision. a system of words used to name things in a particular discipline.

Language is the simple greatest human invention of all time, and it is still in early development. language not only helps us to communicate information, it also shapes our thoughts. A large vocabulary is like having a tool box for life.

“language will move you forward, lack of language hold you back “

The power of language influences thoughts and actions. The words we describe things to ourselves and others ----- affect how we and they think and act. People would then have more control, more power, more intelligence , more freedom , more potential , and more possibilities . Our full understanding of knowledge and information is the next big human transformation. it is the symbolic behavior that allowed human singularities such as art ,religion, and science to occur .

The social function of language refers to the way we relate language to our relationships with other people . For instance , politicians need to decide how to talk to one type of audience to convey the same message they would try to convey to a completely different type of audience . the indirect social cues we use in language to express how we view ourselves in comparison to someone else in society .

A variety of different methodological perspectives have been brought to bear on the study of language. Psycholinguists study the psychological principles that are involved in how language is processed and

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represented. some scholars in communication field take a cognitive approach to language, examining perceptions of attitudes towards a speaker based on the language they use. language brings to light of a system that is a key part of the basic currency of human collective life but that is often overlooked precisely because it is so basic.

As far as interdisciplinary concerned it is worth mentioning the fact that logics psychology and anthropology have their share in the study of language. linguists generally pays attention to language as social aspect one that can act as a means of communication. language is also dependent on the social characters of speakers. sociolinguistics studies social and cultural influences on language behavior. All dialects of a language are linguistically legitimate only some acquire social authority. Standard dialects also offer a tool through which speakers with different social background and different linguistic background can communicate each other legibly.

The issues of communication and power is something that can cause many arguments between people. It can be analyzed and described under several criteria's giving different results. Language is that which shapes the social community in which it plays a predominant role.

CONCLUSION

As language created by people, it does not exist in isolation or outside the minds of the people. it plays an important role in the preservation of language realities. In communication the language with modern techniques facilitates to foster a positive attitude. With good language it would be possible to meet the upcoming challenges of the day in an innovative way.

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