

SEEK FIRST TO UNDERSTAND SILENCE - Stephen Covey

In the recent past, every one of us hear over and again the crisis about in communication skills amongst the professional entrants and potential employment opportunities in all fields and sectors. Soft skills are a mix of inherent and acquired qualities of every individual. Communication is processed through an individual's frame of reference made up of a multitude of factors : Attitude; beliefs; culture; conventions; education; emotions; experience and gender etc. Hence, it differs from another's. Librarianship is one field with a frame warranting a constructive and customised communication skills, styles and patterns amongst the Information professionals in the changing information society. This perception and profile has been felt mandatory by many employers in this sector - be it school, college, government, non-government, private & corporate sectors or even freelancers, information consultants or agents feel to focus on soft skills equipping the professionals to be more effective and competitive. Hence, MALA intends to initiate an orientation to fellow professionals - the entrants and the employed - on learning communication skills for a successful and satisfying career.

SCOPE & OBJECTIVE

The proposed three-day Workshop envisages teaching and training the target group with soft skills for effective interaction at the intra and inter personal and institutional levels in the changing information environment. The beneficiaries of this programme include Library & Information working and professional entrants with career orientation and any field and background interested on gaining soft skills.

WORKSHOP CONTENT & CONDUCT

This Workshop is not a theoretical analysis, but a platform for a pragmatic approach to blend the natural or inherited characteristics with that of a set

of acquired skills for a better ability to switch back and forth as to what is more appropriate in the workplace. With this insight, the Workshop focuses to

- * Create awareness of the basic skills of communication.
- * Introduce team building and collaborative work efforts.
- * Acquaint with behavioral psychology.
- * Enhance personality and performance levels.
- * Develop leadership skills and career enrichment.
- * Offer choices to make a few adjustments & be flexible.
- * Acquire those traits warranted to be a successful survivor.

The Workshop comprises of Lectures, Demonstrations, Case Study Presentations, Team Building exercises, Group Discussions, Debates, Field Visits, Lead & Mock events. Each participant will be provided with a CD - ROM of the workshop contents and other resources relevant to the theme of the Workshop.

WORKSHOP FACULTY

To this effect, resource persons and experts are drawn from Academia, Corporate Sectors & Consultancy Agencies in the field of **HR, PR, Psychology, Public Administration, Mass Media Information & Communication Technology and Librarianship.**

WORKSHOP FACILITY

- * The participants are registered on first-come-first basis.
- * Business hours hospitality is extended.
- * Accommodation can be arranged, on request & payment.
- * The participants are furnished with business materials.

WORKSHOP VENUE

Days Inn - Deccan Plaza
36, Royapettah High Road, Royapettah,
Chennai - 600 014.

Workshop on COMMUNICATION SKILLS

(15 - 17, June 2006)

Registration Form

Name: _____

Designation: _____

Parent Body: _____

Contact Details:

Address: _____

Pincode: _____

Phone: _____

Email: _____

Payment Details

Amount: _____

DD/Cheque No: _____

Bank Name & Branch: _____

Date: _____ Signature _____

Please Note:

The Registration closes on 10th June 2006.
Need be, photocopy this form for multiple copies.

Please send your registration form to:

Dr. G. Krishnamurthy

(Treasurer, MALA)

15, Nehru Nagar, 3rd Main Road

Adyar

Chennai - 600 020.

WORKSHOP FEE

Those interested are invited to register for the Workshop on or before 10th June 2006 on payment of **Rs.2,500/- (MALA Members) or Rs.3,000/- (Non-Members)** by DD or local cheque drawn in favour of "Madras Library Association, Chennai". The duly filled & completed registration Form shall be forwarded to the under mentioned address on or before 10th June 2006.

Dr. G. Krishnamurthy

No.15, Nehru Nagar, 3rd Main Road,
Adyar, Chennai - 600 020.

WORKSHOP COORDINATORS

Prof. A. Amudhavalli - President

Madras Library Association
Cell : 9443952474

Prof. J. Josephine - Head

Dept. of Mass Media & Communication Studies
University of Madras
Phone : 24641553

WORKSHOP CONSULTANT

Commodore S. Shekar - Managing Director
Sanjeevini Human Resource Institute, Chennai

WORKSHOP CONTACTS

Ms. L. Gowri - Secretary, MALA

304, Sylvan Castle, 13, Nerkundrum Main Road,
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Phone : 044 - 2477 0056 / 9382338822
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Dr. J. Josephine - Professor & Head

Dept. of Mass Media & Communication Studies,
University of Madras, Chennai - 600 005.
Phone : 044 - 2464 1553

WORKSHOP WEBSITE

Please refer brochure and registration form that
can be downloaded from MALA website:
www.accel-india.com/mala/0700.htm

Workshop on Communication Skills (15 - 17, June 2006)

Organized by



**Madras Library Association
(MALA)**

&



**Dept. of Mass Media &
Communication Studies
University of Madras**

At

**Days Inn - Deccan Plaza
36, Royapettah High Road,
Royapettah, Chennai 600 014**

Book - Post

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COMMUNICATION SKILLS
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45 (Old No.16), Karpagambal Nagar, Mylapore, Chennai - 600 004

&



Dept. of Mass Media & Communication Studies

University of Madras, Chennai - 600 005