Universal Communication

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Abstract: Since inception communication is indispensable to human beings. Human beings not only possess the capability to communicate through expression of gestures but also are thoughtful that distinguishes them from other living species. The have inforn capacity to communicate through numerous means which help them to convey their feelings, emotions, thoughts and expressions to other human beings successfully. The exchange of the same is referred to as 'communication' in general. Human beings have endeavored to preserve their thoughts, feeling and experiences in written form which serve as knowledge base to the coming generations. Information technology has revolutionized and has shrinked world into 'Global village' and regional markets into 'Global markets'. The role of business communicating has therefore become inseprable in modern scenario. Communication is life blood of any business organisation. The process of retention or detention of an employee in an organisation depends largely on communication as it provides information about internal and external activities of the organisation which can be either favourable or unfavourable to that organisation. Business objectives of an organisation can be achieved by collective efforts, which is possible only through exchange of facts, thoughts, opinions or emotions of persons in that organisation are also include.

Key Words: Communication, Capability, Indispensable, Gestures, Numerous, Global village .

All scientific thinking on the nature of the universe can be traced to the distinctive geometric patterns formed by the stars in the night sky. Even prehistoric people must have noticed that, apart from a daily rotation (which is now understood to arise from the spin of Earth), the stars did not seem to move with respect to one another: the stars appear "fixed." Early nomads found that knowledge of the constellations could guide their travels, and they developed stories to help them remember the relative positions of the stars in the night sky. These stories became the mythical tales that are part of most cultures.

When nomads turned to farming, an intimate knowledge of the constellations served a new function-an aid in timekeeping, in particular for keeping track of the seasons. People had noticed very early that certain celestial objects did not remain stationary relative to the "fixed" stars; instead, during the course of a year, they moved forward and backward in a narrow strip of the sky that contained 12 constellations constituting the signs of the zodiac. Seven such wanderers were known to the ancients: the Sun, the Moon, Mercury, Venus, Mars, Jupiter, and Saturn. Foremost among the wanderers was the Sun: day and night came with its rising and setting, and its motion through the zodiac signaled the season to plant and the season to reap. Next in importance was the Moon: its position correlated with the tides, and its shape changed intriguingly over the course of a month. The Sun and Moon had the power of gods; why not then the other wanderers? Thus probably arose the astrological belief that the positions of the planets (from the Greek word planetes, "wanderers") in the zodiac could influence worldly events and even cause the rise and fall of kings. In homage to this belief, Babylonian priests devised the week of seven days, whose names even in various modern languages (for example, English, French, or Norwegian) can still easily be traced to their origins in the seven planet-gods.

The History of UC

The evolution of the technology that supports the UC standard is tied to the history of the basic idea of UC. The traditional form of business telephony

took the form of either a key telephone system or a private branch exchange (PBX). Local phone companies controlled the provision and management of both of these systems, which used the digital or analog circuits to send phone transmissions out of a centralized office to the end user. The PBX or key telephone system accepted the transmission, routed it to the correct number, and the call was complete.

The 1980s brought IVR features to voice mail systems. Email and mobile phones began to hit the commercial market. New forms of communication were integrated into the traditional systems, with email reading combined with voicemail features as early as 1985.

The mid 1990s brought the first instances of the term "unified communications." During this time, real time communications and voice messaging were fully integrated into each other. 1993 saw the company ThinkRite develop POET, a unified messaging system built for IBM. IBM used POET until the year 2000. Also in the late 1990s, New Zealand company IPFX developed a presence product that was commercially available across a limited userbase. The product let end users control decision on how to contact colleagues while viewing their location and define how to handle the message based on their presence. The Nortel Succession MX then came out as the first full stack UC/telephony convergence. It was later renamed the Nortel Multimedia Communications Server.

Although progress was being made, there was one major problem - the function of these new systems all relied on the phone company to manage the key telephone or PBX system. The cost was passed on to customers. The PBX was privatized over time with new staff hired to administrate the system. However, there was a prohibitive cost to this tactic although it did reduce the reliance on telephone companies. This became a trend that resulted in more powerful usability and management software.

These networks were used to transmit voice calls instead of the traditional telephone networks, and more companies started using their own IP networks. Nortel and Avaya began creating systems that could be interconnected to the IP network. Eventually, companies including Cisco, Wildix, Mitel and Siemens began to see the advantages of completely eliminating the traditional phone system and moving into an IP based solution driven completely by software. When PBX circuits are completely eliminated from the process, Voice over IP, or VoIP, can be created.

IP telephony eliminated the need for a PBX copper loop handset. The new handset actually lives directly on the network as an additional computer device. Audio transport is now no longer a voltage variation or frequency modulation. Rather, it is a conversation that is encoded using a CODEC and transported using something like RTP (Real time Transport Protocol). Because the handset is a computer that is network connected, it can be compatible with other features by simply communicating through the network from applications to servers. New apps can also be easily installed or upgraded on the handset.

The definition the unified communications has been influenced a great deal by proprietary products. Products such as Elastix, Druid, Office Communications Server and Lotus Sametime all have slightly different standards for unified communications based on the needs of the product. In 2010, the UCIF (Unified Communications Interoperability Forum) was created as a connective tissue between these companies to increase compatibility between them. Polycom, Microsoft, Juniper Networks, HP and Logitech were the founding members of UCIF.

Unified communications may also refer to solutions that are hosted by a service provider or hosted privately on premises at an enterprise. Both standards offer a certain type of advantage, and they can both be grouped under the general umbrella of unified communications. This is also how the term "universal communications" came about - as a way

to distinguish between the individual standards that comprise a proprietary platform and the overall standard that attempts to connect them all into a larger technology.

Any human communication system involves the production of a message by someone, and the receipt of that message by someone else. Communicating effectively is the single most important soft skill on must prosess today. The main intent is to convey messages to other people clearly and unambiguously. Communicatinon is also about receiving information that other people send. Thus, communication is a two-way process. It establishes a link between the sender of a message and the receiver of that message. This process is completed only when the sender and the receiver of the message are certain that the actual message conveyed by the sender has reached its destination, the receiver.

The communication process thus consists of the sender who is the source of the message, the encoding process, and finally decoding of the same by the receiver.

You should moderate your communication style depending on the following:

(a)   Audience: Are you talking to a friend, your boss, or a first-time acquaintance?

(b)   Relationship: How well do you know the person?

(c)   Environment: Where are you having the conversation, in your house or in your office?

To develop proficiency in speaking skills, proper attention should be given to pronunciation etiquette. Some key attributes of pronunciation etiquette are given below.

1.   Make eye contact while speaking. This will not only give you confidence, but also will also inspire others to listen to you.

2.   Try to make your voice sound pleasing and soft.

3.   Don't speak in a monotous voice, this might have a soporific effect on the audience. Change the modulation of your voice occasionally.

4.   Even if you feel nervous, never show it to the audience, just slow down your speech and remain calm.

5.   Don't mumble. speak clearly.

6.   Use words the meaning of which are absolutely clear to you. This might save you from any embarrassiton later.

7.   Use proper body language to show your interest in the ongoing conversation.

8.   At the end of the conversation, don't forget the customary etiquette of thanking the audience for listening to you patiently.

9.   All through the duration of a conversation, never do the following: think in your mother tongue what you want to say, then mentally translate it into English and finally speak in English. This will spoil the flow of your speech.

A flaw of any type at any time can mar the whole communication process. A slack anywhere in the process may result in no transmission or mis-transmission of the message. The sender has to be absolutely clear about the message he wants to convey. It has to be done in a way the would ease the comprehension of the message by the receiver. However, this does not just entail speaking a certain language or being able to write something correctly, coherently and concisely. Effective communicatin also involves the ability to convey the message in a proper manner. Thus 'how' we speak is more important to the receiver than 'what' we communicate. Here your knowledge of the general principles of phonetics are of much value.

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