

DEVELOPING OF SOCIAL INTELLECT THROUGH COMMUNICATIVE BEHAVIOR OF STUDENTS

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Статтю присвячено дослідженню питання соціального інтелекту в структурі загального інтелекту особистості. Авторською концепцією соціального інтелекту передбачено, що він вміщує когнітивну, мнемічну та емпатійну підструктури.

Когнітивна підструктура соціального інтелекту включає в себе сукупність досить стійких знань, оцінок, правил інтерпретації подій, поведінки людей, їх взаємовідносин і т.д. на основі сформованої системи інтерпретацій на мікроструктурному і макроструктурному рівнях. Мікроструктура когнітивної складової соціального інтелекту детермінується функціями останнього, а саме пізнавально-оцінною, від якої залежить грамотна переробка та оцінювання інформації, яку сприймає суб'єкт; прогностичної, на основі якої здійснюється планування та прогнозування розвитку міжособистісних взаємодій; комунікативної, що забезпечує ефективність власне процесу спілкування. Мнемічна складова соціального інтелекту людини характеризує наявність у індивіда здатності до інтерпретації явищ, подій життя, поведінки інших людей і свого власного як суб'єкта цих подій. Емпатійна складова соціального інтелекту більшою мірою залежить від того, яку форму поведінки індивід обирає в якості пріоритетної, що очікує від оточуючих його суб'єктів, який ціннісний інтерпретаційний комплекс у ставленні до навколишнього світу сформувався у людини.

Ключові слова: загальний інтелект, соціальний інтелект, когнітивна, мнемічна та емпатійна підструктури соціального інтелекту, комунікативна поведінка.

Статья посвящена исследованию вопросов социального интеллекта в структуре общего интеллекта личности. Авторская концепция социального интеллекта предполагает, что он содержит когнитивную, мнемическую и эмпатийную подструктуры.

Когнитивная подструктура социального интеллекта включает в себя совокупность достаточно устойчивых знаний, оценок, правил

інтерпретації подій, поведінки людей, їх взаємостосунків і т.д. на основі складеної системи інтерпретацій на мікроструктурному і макроструктурному рівнях. Мікроструктура когнітивної складової соціального інтелекту визначається функціями останнього, а саме пізнавально-оцінковою, від якої залежить грамотна переробка і оцінка інформації, яку сприймає суб'єкт; прогностичною, на основі якої здійснюється планування і прогнозування розвитку міжособистісних взаємодій; комунікативною, що забезпечує ефективність власне процесу спілкування. Мнемічна складова соціального інтелекту людини характеризує наявність у індивіда здатності до інтерпретації явищ, подій життя, поведінки інших людей і свого власного як суб'єкта цих подій. Емпатична складова соціального інтелекту в більшій ступені залежить від того, яку форму поведінки індивід вибирає як пріоритетну, що очікує від оточуючих його суб'єктів, який ціннісний інтерпретаційний комплекс в стосунку до оточуючому світу сформувався у людини.

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This article deals with the problem of social intellect in the structure of general intellect of a person. The author's conception of social intellect shows us that this intellect includes cognitive, mnemonic and emphatic structures.

Cognitive substructure of social intellect involves a set of fairly stable knowledge, assessment, rules of interpretation of events, human behavior, their relationships, etc. Social intellect is based on the existing system of interpretation on microstructural and macrostructural levels. The microstructure of cognitive component of social intellect is determined by the features of the latter, namely cognitive evaluation, which determines the competent processing and evaluating the information that the subject perceives, his/her prediction, based on planning and forecasting of interpersonal interactions, communication, providing proper performance of the process of communication. Mnemonic component of social intellect of the person describes the presence of the ability to interpret events, life events, behavior of others and their own as the subject of these events. Emphatic component of social intellect is largely dependent on what shape of the behavior the person chooses as a priority that he/she expects his/her business associated with the complex of interpretative value in relation to the world of the person.

Key words: general intellect, social intellect, cognitive, mnemonic and emphatic structures of social intellect, communicative behavior.

Introduction

The success of the ability to communicate effectively in today's fast paced life, everyone is asked to do more with less. In such a scenario effective communication holds the key. Effectively communication centers round the usage of words, speed of delivery of words, pitch modulation and body language. Using the right tools to communicate the right messages at the right time can salvage a crises and motivate people to work towards success. Truly said, communication works but for those who work at it. In the existing globalization scenario, most of the Information Technology, I.T Enabled Services, management institutes, public and private sector, multi-national Companies, Union Public Service Commission, and State Public Service Commission are search for a right and suitable fresher for executive posts. Whatever be the recruiting criteria that I.T, ITES, industry giants had in their agenda, once this was clear a first class degree would not serve the purpose, the candidate have to satisfy the skill sets that the companies were looking for. And unanimously, the skills set that they were looking for communication skills.

People in organizations usually spends 75 percent of their daily time on communication through writing, reading, listening, speaking, inter-debate etc. Effective communication is an essential component for organization success, whether it is the interpersonal intra group organization or external levels. A recent newspaper report said that out of very hundred interviews, only five qualified for the employability. It is not that were technically not sound but they lacked in communication skills. Communication skills are as important as technical qualifications for youngsters aiming at a bright career. Communications hold the key. Poor communication skills, low confidence levels and improper body language have resulted out in the job race. The person recruited will have to deal with the global clients directly. The command over the language and accent neutralization also plays a vital role in the recruitment process.

According to this it's actual to develop a social intellect of students in the process of their studying in high school. So, the *tasks* of this article are:

- 1) to propose the structure of social intellect of a person;
- 2) to describe the ways to develop social intellect of students in the process of their communication at the lessons.

So, our conception of social intellect shows us that this intellect includes cognitive, mnemonic and emphatic structures.

Cognitive substructure of social intellect involves a set of fairly stable knowledge, assessment, rules of interpretation of events, human behavior, their relationships, etc. Social intellect is based on the existing system of interpretation on micro-structural and macro-structural levels. The microstructure of cognitive component of social intellect is determined by the features of the latter, namely cognitive evaluation, which determines the competent processing and evaluating the information that the subject perceives, his / her prediction, based on planning and forecasting of interpersonal interactions, communication, providing proper performance of the process of communication (this function is associated with an adequate perception and understanding of the process of communication of the partner). It is based on the mechanism of reflection which is reflected directly in self-knowledge. In turn, the macrostructure of cognitive component of social intellect manifests itself in the attitude of the person to himself/herself as a value, in the valuable semantic position in interpersonal relationships, as well as the updating of motivation and value orientation of the man with the purpose to reach axiological attitude in professional and other activities.

The source of social intellect on micro-level is the continuous updating of functions noted by us. The results of integration can be considered a set of subjective scales which enable the subject to focus on the features of interpersonal interactions, identify and adequately evaluate the behavior of other persons. One of the main results of social intellect is the presence of a high level of individual statistics with different modalities. They are some space of psycho-semantic subjective scales, symbols of nonverbal behavior, norms of language products, etc.

The task of social intellect on macro-structural level is to provide opportunities to partners of social interaction to evaluate themselves and others as individuals. In this case, the value orientation of the person does not necessarily reflect generally accepted social norms and even enter in conflict with them. But there is always a particular society and its representatives, where individual vision of the world has personal values and meanings for people.

Mnemonic component of social intellect of the person describes the presence of the ability to interpret events, life events,

behavior of others and their own as the subject of these events. Mnemonic substructure is based on the personal experience of the subject, where subjective statistics constitute personal interpretive complex. Polimodality in this case means that a person has different interpretative systems according to various aspects of life of a man/woman. So, they may conflict with each other, but psychologically they consist of internal structures, providing based unity of mnemonic component and a social intellect.

Mnemonic component has its own set of interpretations: I – other people – the world. Each of these levels of interpretation is represented at the level of mnemonic component in the form of its specific dependent substructures. The core of personal interpretations in the complex is the cumulative set of the person estimated himself / herself. This process of evaluative attitude is always subjectively unfinished, open. Analyzing the features of the interaction of the person with the society, the man can be shown as an integral characteristic of the person's experience (self-respect of the person, the concept of subjective value). Personal interpretive complex is characterized by the ability of the person to do interpretations of others, their behavior and actions. These interpretations allow their participants to expand continuously and adjust stock their interpretative personal experience, provide such kind of compatibility and similarity of different interpretational systems.

In a space of the relations of the person there is a need to evaluate constantly other people, their behavior and actions, gradually produced a different strategies estimated the criterion of compatibility of people's perception of the world and their perceptions by others. In turn, these strategies form the appropriate assessments and personal interpretive complex in the interpersonal sphere, which presents the dominant level of mnemonic component of social intellect.

Emphatic component of social intellect is largely dependent on what shape of the behavior the person chooses as a priority that he / she expects his / her business associated with the complex of interpretative value in relation to the world of the person.

Thus, we assume the main results of the integration of the functions of social intellect are the presence of individual statistics with different modalities. The first result is a space of psycho-semantic subjective scales, symbols and principles of nonverbal behavior and different norms of speech production. A list of these

modalities can be complement, implying that statistics actually reflect various aspects of life because they are so different, based on depth, length, representativeness and others. At the same time statistics can be the units of social intellect, their structure, functions and genesis which are deep enough from one side, and so different from social stereotypes – from the other. If the stereotype is a stable structure, a fixed-level of mnemonic component of social intellect, is invariant in relations to various life situations, their statistics. Statistics and stereotypes can facilitate future organization of social intellect of each person.

So, to develop social intellect of students teachers will form their *communication skills*. To be successful, a person requires an integrated set of communication skills. These skills comprise, writing skills, speech skills, listening skills, non verbal skills. One should have communication skills, while reading, writing, listening, speaking, conversation with various groups of people, government officials, bankers, family members etc.

Writing Skills. Writing in other words, is above all for communication for conveying ideas and feelings from one mind to another mind. The hall marks of good writing are the hall marks of good communication: Accuracy, appropriateness, attentiveness, to your audience, avoiding of ambiguity. Brevity or conciseness, brightness or buoyancy. Correctness, clarity, consistency, concreteness. Early morning works well for many. Plan to write three to five notes minimum daily. Shorter sentence pack more power. They are also easier to read and understand. Should be clear, brief content, contextuality, important points to be covered. Use sweet words, simple language, be legible, be clear and be concise and readable. Write and rewrite until you are able to capture the idea in one sentence.

Reading Skills. Reading is skill by itself, which requires aspirants to make simple changes in their approach to master the talent. For a better grip over communication and languages skills, a student should give sufficient time to reading every day. This should be done on a daily basis so that the memory gets refreshed with the knowledge. This is why reading occupies a prime place in the skills set of a person. The youth are advised to bear the following tips while reading: Read inspirational or motivational books. Subscribe to newspaper, newsletters, periodicals journals of your interest to update your knowledge. Read the life history of great leaders,

scientists, academicians, technocrats, etc. Underline the important points, note down the difficult words, consult the dictionary. Habituate concentration improve vocabulary. By reading book, one can improve his way of expression. Books are temples of knowledge. Books motivate the young mind and activate to read the subject, language and also enhance reading habits. Books play a vital role in the mental development of youth. The great ideas will definitely help the readers in later life. So read, mark, learn and inwardly digest what is their in the books.

Speaking Skills. The importance of art of the speaking is now more keenly felt than ever before. Whether one is an executive, an engineer, a doctor, a lawyer, Software professional, a public relations practitioner, a journalist, an accountant or a politician, he cannot be successful without knowing how to speak. A good speaker is a good listener too. Knowledge, confidence and delivery are the basic elements of an effective speech and that requires training. One has to develop self-confidence and try to remove fear of psychosis slowly. The following points to be know in mind before you speak: Think before you speak. Know your message. Know something about the audience. Get the points quickly. Then, it is easier for the listener to remember what you said. Plan and prepare in advance what you want to say and what you want to approach. Use easy language and use simple words. Give importance to the subject and Voice should be sweet. Modulate your tones as per the topic. Illustrate with examples. Stick to the time schedule. Have the facts and respond well to questions.

Listening Skills. Listening skills are one of the important part of communication processes. Here are some of the characteristics of a good listener: You must have patience. Openness and desire to understand. Concentration, intelligence and maintain eye contact. Resist distractions and encourage speaker. Summarize to clarify. Have empathy. Take time to listen. Look attentive. Don't interrupt. Show interest. Listening and expression is given paramount importance in team work and building better inter-personal relations at the work place. Team aspirations can be met only by proper listening. This gives a chance to think of better ideas both at individual and team levels.

There are several ways of listening which come into play in different situations and serve different roles at the work place. These

are: Passive, Informative, Evaluative, Appreciative, Emphatic and Therapeutic.

There are *factors that hamper listening*. They are: Detest the speaker. Lack of interest in the subject. External distractions. Presumptions. Inappropriate inferences. Ineffective communication skills (of the speaker). Self induced distraction.

To improve listening one should improve listening by concentration, patience and interest in this subject: maintain eye contact and do not allow anything to distract you. Also pay attention to the body language, facial expressions, tone of voice, and gestures of the speaker. It will give right perspective of the message. Try to make discussion interactive and lively. Do not ignore an important point.

Listening is an art that can be mastered by practice. So practice listening and improve your communication skills and in turn your team relations. If we listen to others, we can also learn so may new things in a short span of time. A good listener is a real learner. By listening to others, one can get to know a wide variety of views, ideas and thoughts.

Conversation skills. *«Conversation» is defined as «an informal talk involving a small group of people or only two on a particular subject or selected topics».* The aim of this skill is to help you to become a good conversationalist.

Conversation should be like a Tennis match, each person having his turn to give and receive. The true art of conversation is talking and listening. Good conversation requires delicacy and tact, give and take. Allow your conversation partner to speak. Respect the other person's point of view. Concentrate on the conversation. Only hearing rather than listening will cause you to miss vital information. Find out what your listener wants. To gain the most from any conversation, focus on your listener. Ask questions and listen to the responses. Define terminology so there is less chance of misunderstanding. Speaker and listener should maintain cordial and friendly atmosphere. Clarify each other any misunderstandings and solve the problems by accepting amicable solution.

With the purpose to develop social intellect of students at the process of studying the teachers will organize interviews. *The interview is a two way process of communication where you need to introduce yourself to the company. There are three types of interviews*

for professional jobs and executive positions like information technology, science and technology, medicine, engineering, agriculture, chartered accountants, company secretaries, business, marketing, sales communicators, management, public relations, civil services etc.

The types of interviews are: (1) Personal interview (2) Subject / Technical Interview and (3) Group Discussion. In all the three interviews, your intellectual abilities, communication skills, language skills, way of walking into interview hall, initiative and drive etc., will be observed and judged. You must be well prepared and present with an objective of «first impression is the last impression» (http://www.monax.ru/culture/00006_714_0.html).

Interview is a major obstacle for many job seekers. Although you have the qualifications, experience, and proven track record, you may lose «better interviews». So what does «interviewing better» actually mean? It comes down to you being well prepared and confident. You can answer questions in a way which is acceptable but not necessarily right to the interviewer, and you also know something about potential employer's business and hope to fill the post. These are your basic components of a «well prepared interview».

Good preparation instills confidence. The basic approach to an interview is to be well prepared. This means two things-preparing you practically for the interview and gathering knowledge and information you can draw on during the interview.

Continuous learning and practice is essential for a person who seeks employment. You should spend 18 hours per day and do hard work, home work, team work, smart work and net work.

Utilize the facilities that are available and avail the opportunities in developing the knowledge, update the knowledge, preserve the knowledge and apply knowledge.

Do not go to the interview laden down with baggage – psychological as well as physical. Take the bare minimum belonging necessary. Concentrate on the interview at the interview – nothing else.

If you are asked to bring original certificates, references, passport size photos etc. get them ready the day before. Take your interview letter.

Plan to reach the city where the venue of the interview is fixed, a day in advance to avoid last minute tension and reach the venue half-an-hour easy on the day of interview (<http://www.lanqua.eu/theme/intercultural-communication>).

1. Personal interview

Personal interview plays a critical role in the selection process of the company. Personal interview is conducted by the human resource department of the company. Some of the areas you may be evaluated on the personal interview are: Communication skills. Reasoning ability. Leadership abilities. Assertiveness. Flexibility. Nurturing ability. Creativity. Ability to receive and give constructive criticism. Stress management. Ability to motivate oneself. Time, resourcefulness and priority management skills. Personality – inner and outer beauty.

Rehears yourself two or three days before attending interview. Build your self-esteem and confidence. This includes your strengths and weaknesses, your accomplishments, reviewing your strong and weak subjects and recording some of the key decisions you have made in your life. You should also review interests, the disappointments you have encountered in the past, your work environment, likes and dislikes, your business and personal values, human values and ethics, your goals, needs restrictions and life style preferences.

2. Subject / Technical interview

Your technical / subject competence, strategies, professional skills, your projects, assignment which you have prepared during your studies, earlier experiences and impressions gained in internship programme, creativity, initiative, drive, interest in the subject and improving knowledge etc., will be tested in depth. Your concepts and mindset will also be judged.

The interview will be handled by a team of technical experts or subject matter specialists of the organization.

As a part of a technical interview which would require you to go back to your books, project reports, assignments etc., and brush up on certain facts and figures and discussion on general awareness for which you need to read the newspapers, periodicals, foreign journals, everyday. Also watch group discussion, interviews, quiz competitions, current affairs programmes. Telecast by certain private channels to acquire latest information and developments on various fields.

3. Group Discussion

Group Discussion is all about communicating with a group of people. Group discussion is not just talking about a given topic or expressing one's version. In academic circles it is popularly known as GD. Normally, in a group discussion, a candidate is tested in

terms of group behavior, communication skills, content collection and leadership attributes. A set of persons brought together to express their opinion and the subsequent exchange of views on an allocated subject is a group discussion.

Group discussions are held as a part of recruitment process, as a part of eliciting views, opinion, ideas on any subject or plan of action, as a part of decision making, problem solving, as a part of reaching a consensus etc. Why group discussions are held? In the recruitment process, when a large number of candidates are present, group discussions are held for assessing the skills of candidates (<http://globalizen.wordpress.com/2011/03/03/barriers-to-effective-intercultural-communication/>).

So, social intellect of the person is essential for *effective communicative behavior*. There is no life without communication and communication flows like a river. Hence communication is the life line of management and it is vital for good management. Unless and until one should master the communication skills, he/she cannot get employability. He/ she should develop communication and language skills practicing the following: While interacting with someone, give importance to the message. Do not be pre-occupied with grammatical accuracy. Once you become fluent, you should try to improve grammar. Accept yourself as you are. Practice is very important. Whenever you get an opportunity to speak in front of others, make use of it. Face the audience boldly. Keep a good dictionary with you as your companion. Read newspapers, read articles, news-items, watch news on T.V., Radio, Develop your listening skills. Mingle with others freely; it helps you to develop interpersonal and group skills. Cultivate habit of reading books. By reading books, you can improve and develop «Creativity». Selection of right books, good books to read is the key factor to success. Motivate the young minds and activate to learn subject and language. The great ideas will definitely help the reader in his later life. So read, Mark, learn and inwardly digest what is there in the books. Books are temples of knowledge. Visit the Library regularly at fixed hour. Now-a-days, knowledge is open for all in so many forms. You need to acquire desired knowledge from vast sources available.

A community's ways of speaking or signing are a part of the community's culture, just as other shared practices are. Language use is a way of establishing and displaying group identity. Ways of

speaking function not only to facilitate communication, but also to identify the social position of the speaker. Linguists call different ways of speaking language varieties, a term that encompasses geographically or socio-culturally defined dialects as well as the jargons or styles of subcultures. Linguistic anthropologists and sociologists of language define communicative style as the ways that language is used and understood within a particular culture. These questions will be the theme of our publications in future.

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