



# Teaching Soft skills to Students of Humanities: A Cultural Perspective

Teaching soft skills to higher education students is an essential step towards the integration of their competence

better understanding of how things work. Employers can learn a lot by observing what other people are doing in their work. They can see how people interact, how their bosses work, and what results in a reward or a punishment. In this sense, an employer may be able to examine how people express themselves through clothing, what language they use, how they reach their goals, and how they define success [6].

Another lesson introduced to students of "cultural studies" is media. Media is presented to students as the outlet that affects people's attitudes, shapes their daily life, and redefines, the meaning of, e.g. happiness and success. To study media, one has to study its audience. Every media text/discourse is made with an audience in mind; it is necessary to think about how the viewers are expected to interpret and react to it. For instance, if the content of media discourse is an ad, will they buy the product? If it is a title sequence, will they keep watching? Etc. In the same stream, analysing clients in the marketplace, or what is referred to as the skill of "customer analysis", which helps employers identify target customers, determine their needs, and identify how products meet those needs.

Apart from audience, media language is another media concept that refers to the techniques used to communicate meaning in the production work. In other words, it is how media communicates to the audience. The reader has to encode different types of media messages, be it (captions for photographs), verbal (how the language is delivered), non-verbal (gestures and actions), visual (what is on the screen), and aural (sound). Here, students are introduced to Stuart Hall's process of "encoding and decoding" which reflects how media messages are produced, circulated, and consumed by the audience. To be able to decode the message of media language, it is important to understand the mediations that contribute to the construction/ representation of media discourses and realities. Mediation refers to how a representation is put together to direct the audience toward a desired outcome/ meaning. The camera angle is a perfect example of this mediation that its position can affect the production of meaning [4].

In the same stream, taking different positional ties/ different camera angles to understand customers' needs, especially their psychological needs, is an essential part of any business. Physical needs could be easy to identify, but psychological needs are somehow harder to identify. The key to understanding the customers' psychological needs is to

have different camera angles to direct them toward the products that provide them with a specific feeling, especially since every customer has a specific psychological need.

Generally, the course "Cultural Studies" helps students understand the complexity of everyday life and the way that habits, texts, objects, and beliefs are socially patterned and laden with values and meanings (Sydney University, 2022). It provides students with a range of tools to analyse how cultural practices and meanings are produced, circulated, and exchanged. These tools are essential to acquiring different soft skills that people may need in their workplace. Soft skills are becoming increasingly significant as a result of the increasing number of students lacking these skills as they enter the workforce. Employers are looking for candidates with good soft skills, and it is the role of teachers to introduce students to acquire, at least, some of these skills [5].

## Conclusion

The idea is that regardless of the major being taught to students; teachers have to think of linking their courses to everyday life to encourage students to improve, intentionally or even unintentionally, their soft skills. Thus, there would be no need for a specific course named Soft Skills if a teacher observes himself or herself as a coach and rethinks the popular/traditional educational paradigm. Richard Remedios states in his article the role of soft skills in employability. Educators have a special responsibility regarding soft skills because during students' School and University time they have a major impact on the development of their students' soft skills.

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5. Remedios R (2012) Coerse