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## THE NECESSITY TO COMMUNICATE IN THE GLOBALIZED WORLD

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### ABSTRACT

Communication is the life blood of social as well as corporate world. we exist because we communicate. The purpose of communication is to elicit action necessary for furthering organizational goals. The importance of the ability to speak or write English has recently increased significantly because English has become popular for business, commerce and cultural reasons and especially for internet communication throughout the world. Students need to develop their English communication skills and other soft skills in order to cope with increasingly tough competition in the job market. As there is an increasing focus on and demand for soft skills the English for science and technology practitioners in engineering colleges are expected to play the role of communication skills consultants and soft skills trainers.

Though the aim of the course is to enable the students of engineering to learn certain macro and micro skills in the English language and use them effectively as students while following other courses and later as engineers at the work place most students and professional engineers who have undergone the course are not proficient enough to communicate effectively in the language.

**Keywords:** Communication, Importance of English, Language Teaching, Teacher's Responsibility

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### 1. INTRODUCTION

English as an international language has had a great impact on the work force in India. The prevailing view across India is that unless students learn English they can only work in limited jobs. Those who do not have basic knowledge of English cannot obtain good quality jobs. The votaries of English language also claim that without English language proficiency one cannot communicate effectively with others. There are a number of factors which contribute to engineering student's lack of proficiency in English and deficiency in communication skills.

In India there are two basic streams of school education, namely government schools and private schools, especially at primary level, generally the medium of instruction in government schools is either Hindi or regional language and in private schools it is usually English. When students enter in the university education it has often found that they lack competence in either language the exception being the students coming from elite schools.

In the Indian context engineering student's success in the on-campus recruitment is mainly based on their demonstration of communication skills. only 25% of technical graduates are suitable

for employment in the out sourcing industry because of their lack of abilities to speak or write well in English. Most students are not ready due to lack of communication skills.

The students coming from government schools are found to be good at spoken Hindi where as spoken English is good among the students studying in private schools. However both categories of students lack competence in both the languages. The fact that though we teach English. They are not good at their communication.

## 2. COMMUNICATION SKILLS

Communication skills include many things using the target language effectively, the way in which to the person we are speaking to, our body language including facial expressions, pitch and tone of our voice, inter personal skills and a lot of other things. Effective communication skills are now required in each and every aspect of our life. We expect teachers of English to have good command over the language and possess excellent communication skills.



Fig. 1: COMMUNICATION SKILLS

## 3. SUGGESTIONS

The present study was an attempt to ascertain the status of communication skills to provide suggestions to enhance the skills. The following are the suggestions to develop communication skills in English.

Exposure to the real language: learning to communicate in a globalised world although a key component in English language teaching programs, English text books were criticized for learning authentic language. Exposing the importance of the real language to the students by providing an opportunity to discuss features of spoken and written texts. Encouraging them to practice in completing tasks in which language skills in the testing focus.



Fig. 2: SUGGESTIONS

## 4. PARENTAL CONCERNS

Men and women who cannot comprehend and interpret instructions in English even if educated are unemployable. They cannot help with their children school homework every day or decide their income options of the future. The fact that though they are taught in English schools they do not get the appropriate environment to practice it at their home because students like to speak in their mother tongue rather than speaking in English. Parents should focus and see their children to speak in English language by encouraging them to acquire fluency and proficiency in English language than speaking mother tongue.



Fig. 3: PARENTAL CONCERNS

## 5. TEACHING THROUGH COMMUNICATIVE APPROACH

Being on time turning up with the right and exact materials and producing well planned lessons with suitable materials. Adopting teaching materials and being able to empathize with the students. Role playing works especially with the lower level learners. Most of the current text books are designed for study rather than enjoyment and hence may fail to sustain the interest of the students language not only informs but also enables students to explore and understand their world. They can

explore their own feelings, shape their own values and imagine their lives.

### Communicative Competence



Fig.4: COMMUNICATIVE COMPETENCE

### 6. TEACHER AS A PARTICIPANT IN LANGUAGE LEARNING TASK

The must provide daily time for students to practice their reading skills and by allowing them to read books of their own choosing and at their own pace and for their own purposes. A good teacher therefore understands the importance of providing a variety of reading activities and greater access to books so that the students can derive satisfaction and pleasure there by stimulating more reading. Hence the teacher needs to motivate students by emphasizing not only on individual words but also should try to generate their own ideas to create their own knowledge which helps for the development of language learning.

### 7. USING LITERATURE

Literature contributes to growth in Childs reading comprehension and vocabulary. If students want to become readers and improve their reading abilities, they should read a variety of books. Also young learners need time and space in rich literacy surroundings to develop their literacy naturally. According to charlotte huck (1922-2005) the motivation for learning to read comes from the desire to read for enjoyment and it is an easy and effective way for children to learn to read if they got excitement and pleasure. Literature can provide a panacea for an effective way of acquiring LSRW skills

because it helps with the natural development of language, including listening, speaking, reading and writing.



Fig.5: CREATING TASK

### 8. RECOMMENDATIONS

Based on the findings the study recommends

1. Teaching English with the components of placement training that the activities foster learner's critical thinking and group skills.
2. The course develop learner autonomy through language labs, web based learning.
3. Arrest the interesting focus on test and exams
4. Instructing to teach some content or information using the language that the students are also learning.
5. To teach the content of the language with the collection of specific abilities that may play a part in using language.



Fig.6: RECOMMENDATIONS

### 9. TECHNOLOGIES

Technologies play a very important role in teaching English language. Computer and other information technologies are used in many technical educational institutions in different ways of learning. Technology improved a lot for present generation for ex., we can have authentic materials in the form of films, radio, t.v which helps us to implement us for the effectiveness of teaching process. Technology as a tool includes a large array of

hardware and software word processors, graphics, packages, scanners, digital camers, presentation applications, data based, spread sheets and more. It is true that these technologies have proved successful in replacing the traditional teaching. The advantages of teaching facilities and equipment can increase learning and reduce the time.



Fig.7: TECHNOLOGIES

## 10. CONCLUSION

The Present paper focus on the role of teaching methods and the recent computer based learning and teaching (CLT) in determining the above mentioned crucial capabilities. A learner centered approach is more effective in the context of teaching language. It helps the learner during the process of language learning. The language laboratory installed in most of the engineering institutions serve the needs of the students in developing their language skills. It is observed that the purpose of language labs has to help the students to gain exposure to the language they were studying and that the trends in language learning are moving us forward in such a way as to empower the students to communicate with others.

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