

Running Head: An exploration of communicable English Competency
in global employability

1

An Exploration of Communicable English Competency in Global Employability

Dr.Manisha Dwivedi.

Dr Archana Sharma.

Assitt. Professor English College of Agriculture ,Rewa JNKVV Jabalpur.

**Assitt. Professor English College of Agriculture, Powarkheda JNKVV
Jabalpur.**

Running Head: An exploration of communicable English Competency
in global employability

2

Abstract :

Having strong communication skills aids in all aspects of life -- from professional life to personal life and everything that falls in between . good communication skills are essential to allow others and yourself to understand information more accurately and quickly. Being able to communicate effectively is perhaps the most important of all life skills. It is what enables us to pass information to other people , and to understand what is said to us . you only have to watch a baby listening intently to its mother and trying to repeat the sounds that she makes to understand how fundamental is the urge to communicate. Developing your communication skills can help all aspects of your life, from your professional life to social gatherings and everything in between.

Key Words:

Technology , manifold , implemented , prominent , effectiveness.

Introduction :

To understand how important communication is to our daily lives, we need to know the importance of communication skills. Communication occurs in many forms. It is a process involving the sorting, selecting and sending of symbols in such a way to help the listener receive and perceive in his own mind the meaning of the message sent. Communication is one of the main principles of organization. It has been considered as an effective tool for achieving the goals of an organization. All organisations may be small or big simple or complex. General or technical have the necessity of communication network. It plays a vital role as functioning of all other important principles of the organization depends upon its availability and effectively.

The ability to communicate information accurately, clearly and as intended, is a vital life skill and something that should not be overlooked. It's never too late to work on your communication skills and by doing so. You may well find that you improve your quality of life. Communication skills may take a lifetime to master --- if indeed anyone can ever claim to have mastered them. There are however. Many things that you can do fairly easily to improve your

Running Head: An exploration of communicable English Competency 4
in global employability

communication skills and ensure that you are able to transmit and receive information effectively.

Having strong communication skills aids in all aspects of life --- from professional life to personal life and everything that falls in between . good communication skill are essential to allow others and yourself to understand information more accurately and quickly. Being able to communicate effectively is perhaps the most important of all life skills. It is what enables us to pass information to other people , and to understand what is said to us . you only have to watch a baby listening intently to its mother and trying to repeat the sounds that she makes to understand how fundamental is the urge to communicate. Developing your communication skills can help all aspects of your life, from your professional life to social gatherings and everything in between.

The importance of communication skills increases as one's career progresses; the ability to speak , listen , question and write with clarity and conciseness are essential for most managers and leaders. Communication skills are needed in almost all aspects of life. Verbal communication skill are ranked first among a job candidates's must have skills and qualities. According to a 2018 survey by the National Association of Colleges and Employers (NACE).

Professionally , if you are applying for jobs or looking for a promotion with your current employer, you will almost certainly need to demonstrate good communication skills. Communication skills are needed to speak appropriately with a wide variety of people while maintaining good eye contact, demonstrate a varied vocabulary and tailor your language to your audience, listen effectively, present your ideas appropriately , write clearly and concisely, and work well in a group. Many of these are essential skills that most employers seek. In your personal life, good communication skills can improve your personal relationships by helping you to understand others, and to be understood. failure to talk has been blamed for the breakdown of many number of partnerships and relationships.

Communication is the heart of every organization. Everything we do in the workplace results from communication. Therefore good Communication skill is required. Good Communication skill is essential to allow others and yourself to understand information more accurately and quickly. In contrast poor communication skill lead to frequent . misunderstanding and frustration. People with effective communication are more confident because they know that they can tell other people exactly what they need. In order to communicate effectively one has to think ahead and organize one's thoughts. In

Running Head: An exploration of communicable English Competency
in global employability

6

every walk of life language that we use for communication is very important. The importance of communication

Use of English language skills has become vital for better learning and earning. Therefore it is necessary to teach English and develop English language skills among the entrepreneurs . Excellent English proficiency is the ultimate key to success both in academic and professional arena.

The importance of language skill in English needs to be viewed as a core value for teacher and students. English language skills plays vital role in better learning and earning. So to teach English and develop English language skills among the teacher is the need of the hour. Various approaches and methods used to develop English language skills among the teacher are old and slighter effectual. So to use modern approaches and tools of ICT (information and Communication Technology) for developing better understanding and acquisition of basic skills of English language is need of hour. In every walk of life language that we use for communication is very important.

Today English is now considered as the most influential Lingua Franca in the global village . It is a part and parcel from academic to professional sectors. In academic perspective. English is instructed

Running Head: An exploration of communicable English Competency 7
in global employability

to prepare the participants in order to overcome global linguistic challenges . it covers both curriculum and syllabus. In professional world, employers often require higher proficiency in English , organization especially multi -national companies recruit their human resources from communities of language variety this strategy facilitates organization from the level of technical proficiency. As employees have different linguistic back grounds they need common language to assimilate ideas and activities .English has occupied this position. Effective communication among the employees or maintaining corporate attachment with external organizations requires outstanding performance in English hence participants strength on academic affiliation with English influences their recruitment and positioning in the respective organizations.

As India is an agriculture- oriented country there are hundreds of companies and organization which are working for the development of the sector. These companies and organization recruit their employees generally from the graduates of the agricultural universities. During assessment recruiters often notice the weakness in the English language. A number of applicants have only minimum proficiency in English though they are proficient in technical skills so human resource personnel often suggest development of English

Running Head: An exploration of communicable English Competency 8
in global employability

language proficiency to potential employment . Students weakness in English reduces overall performance of the company including negotiations, project adoption The inappropriate recruitment causes loss of money and quality of employee.

After the completion of graduation and post graduation the students make themselves ready to serve in various local and multinational organization and companies In the workplace English requires additional focuses along with students subjective expertise due to their prime medium of communication in English. In the case of recruitment employers often suggest them to develop English language proficiency. So teaching and learning English is worthy of focus in regard of the agricultural colleges. A large number of students studied English course who could communicate efficiently with other's. However many participants had no clear idea about social and business English . They have suggested the students to focus on English proficiency for professional success. English courses which are credit based will help in enhancing both their academic and professional skills to a greater extent as well.

The main purpose of learning of English is to get command over the language everybody including native speakers makes mistakes. Without error no true learning can take place. Since language learning

Running Head: An exploration of communicable English Competency
in global employability

9

is a slow and continuous process, errors are inevitable. We have to create English speaking environment even child starts speaking in a particular language after listening to it for many months. Our people are deprived of speaking abilities because they have not been properly guided that's why they have not been able to speak English in a proper manner. The importance of English as a communicative tool is not realized. The illiterate parents are unable to realize the importance of education and also they do not understand the importance of communication skills in English, which plays a vital role in their onwards career.

English empowers young minds not only in passing exams but in demonstrating and highlighting their qualities before the world. Technical institutions have realized the importance of communicating in English in response to the increasing needs of job market. Most of the organization require people in different capacities with good communication abilities in English, which comprise interacting with customers and clients, explaining policies and procedures, entertaining foreign clients, conducting meeting, delivering presentation responding to customers complaints and taking orders etc. since the world has gone global the need to compete with it without efficiency in English speaking is difficult. Many Running

Head: An exploration of communicable English Competency 10
in global employability

organizations have started training their employers from time to time to improve their communication skill in English.

English language enjoys a high status in India. Its importance as a second language has grown manifold in the past decades English language teaching is evolving as the time, particularly alongside advances in technology. The main purpose of using multimedia technology in English language teaching is to promote and motivate students for learning English language and also to create interest among the students for English language. With the gradual increase in the number of English learners, a range of methods and approaches to teaching has been implemented across various institutes of the country to test the effectiveness of the teaching- learning process. technology has started playing a prominent role in English language teaching and is largely seen to have transformed the traditional teaching methods.

The digital age has undeniably changed the human experience. Today everything we see , feel taste and smell has a virtual overlay . we cannot deny the fact that today we are living in the digital age. No sphere of modern life is untouched of digitalization. Even the teachers of English language across the world are on pins and needles to achieve digital equity for their students. This paper aim to explores

Running Head: An exploration of communicable English Competency 11
in global employability

new dimensions of English language teaching and strategies used in context of today's media saturated world.

Electronic-English or E-English is a recent outcome. The astounding global penetration of internet has metamorphosed the English language in a pleasant and predictable homogeneity of convenience and necessity. Never before in the history of mankind has a media been made available to bind humanity across every conceivable barrier of language regional boundaries and racial religious and cultural microcosm. English language teaching is evolving all the time particularly alongside advances in technology.

With the significant development in information technology, the teaching of English has gained a new dimension. The shift is from the structural to the communicative language teaching approach and equipping the learners with language skills that can be used effectively in everyday life. There is a paradigm shift in the teaching of English language. Technology supported teaching and there is a big role of modern multimedia technology for developing proficiency in English.

Running Head: An exploration of communicable English Competency 12
in global employability

Modern multimedia technology is the knife without handle and therefore suitable adaptation of technology is of paramount importance. In today's life with the amazing development in technology especially information technology has acquired a new dimension. In this changed facet it has become more exciting and challenging than it was in olden days.

Today the English class room has pre-se morphed into a high- tech laboratory called the English multimedia language lab , and the English teacher has to metamorphosed into a techno-savvy computer teacher . Days are gone when the teacher used to enter the classroom with a box of chalk pieces , a duster , book of grammar and a language exercise painfully dictated and dutifully noted by the students, it indeed a thing of past. And it is English teachers are still persisting with this they are Dinosaurs in Jurassic park and they have not updated themselves with the new changes in English language teaching.

Running Head: An exploration of communicable English Competency 13
in global employability

Conclusion :

Today English has acquired a very colorful communicative mode. Communication skills in English can also ensure that you are able to manage interactions with businesses and organisations over the course of your lifetime . you are likely to have to interact with a wide range of organisations and institutions such as shops offices and schools. Good communication skill can ease these interactions and ensure that you are able to get your point across calmly and clearly we have to make best use of communicative English with the purpose to develop ourselves culturally and materially so that we can establish ourselves best in the world of mind and matters.

References :

1. Prem bhalla p. to 7 steps effective communication. Goodwill publishing house.
2. Raman meenakshi Rama. Sangeeta Sarma. Technical Communication principles and practice. Oxford university press 2004.
3. Krishna mohan and meera bannerji. Developing Communication Skills. Macmillan India Ltd.