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Importance of English as a Communication Language

For the business school, English Language is the PILLAR of it. In addition, business schools adopt four English Language courses focusing on business communication skills. It also supports and motivates students to get part of learning English language programs that conducted outside the university. However, students who face significant problems in English Language, they fail to get the required score, and then they are dismissed.

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Communication, of late, has become an important area of studies in the 21st century contemporary society which is increasingly getting diverse and communication is getting more complex. It is because the world is in the making of a "global village", predicted years ago. Today, it is not at all surprising to find a French buying Indian saris or German buying books on Indian Philosophy in a local market, Even Indian students, scholars, IT professionals and business wizards commute all across the world for their respective personal and professional needs. This has posed a great challenge for the researchers and educators as how to communicate effectively.

Communication is a skill which involves systematic and continuous process of speaking, listening and understanding. Most people are born with the physical ability to talk, but we must learn to speak well and communicate effectively. Speaking, listening, and our ability to understand verbal and nonverbal cues are the skills we develop in various ways. We learn basic communication skills by observing other people and modelling our behaviours on what we see and perceive. We are also taught some communication skills directly through education. By bringing those skills into practice and getting them evaluated, we can hone them further.

Communication as a discipline now includes interpersonal communication; small-group communication; organizational communication, intercultural and international communication; public, mass, and media communication. The study of communication, therefore, considers how people communicate as individuals, in society and across cultures.

Importance of Communication :

Today the success of any venture whether taken individually or as an organization, hinges on the ability of communicating effectively and clearly.

Using the right tools to communicate the right message at the right time can salvage a crisis and motivate people to work towards success. Nevertheless, it is not all about knowing how to speak in English but how you understand every words using this language. It is important both to the individual and to the organizations in the following ways.

(1) Helping Individual :

- (i) In writing an effective Job letter or resume.
- (ii) Preparing for an Interview
- (iii) Organizing a meeting

(2) Helping The Organization :

- (i) Art of conveying the message of the officer
- (ii) Generating consensus through logical arguments
- (iii) Ability to receive, evaluate, use and to pass on information from within and outside the organization.

The Basics Forms of Communication :

- (1) Non - Verbal and
- (2) Verbal

Non Verbal communication includes all the cues, gestures, vocal qualities, attitudes towards time, persons and things and everything that allow us to communicate without words. The expression such as superiority likes and dislikes, happiness, anger, respect, love and a host of other feelings and attitudes can make an effective communicator.

The other modes are : Personal appearance, Postures, Walking Gracefully, gestures, Facial expressions, Eye contact, Space and distancing, Chronemics (the study of

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how human beings utilize time while communicating.), and obviously maintaining silence and remaining silent. We can be expressive through these means yet it has its own limitations.

Verbal communication primarily involves language in a meaningful pattern and sequence. Reading, writing, listening and speaking are its main domains which are powerful enough to establish high order of communication. Despite all restrictions a person should always avoid cramming sentences by heart as it is not at all useful in improving either speaking or writing skills. One should take full freedom in the beginning and speak with hesitation.

Career Oriented Communication :

Effective Presentation :

The need for, communicating and interacting with people is an imperative component of any job. In our professional lives there come numerous occasions when it becomes essential to address a larger congregation and elucidate an important point. Many people are panic stricken and that creates .the need for excellent and influential communication power. Some of the tips which can guide us to master the skill of communication and be an effective communicator are:

(1) Survey and Research Outcomes : Gives clarity about facts and figures. * Helps develop confidence in answering queries.

(2) Specificity of Topic : Good communicator must learn to keep tie topic always clear in mind and prepare on specific issues only. Many a times speaker deviate from the topic leading to confusion and commotion.

(3) Adoptong a Narrative Style : Linking to a story or experience.

(4) Interesting Introduction and Conclusion : Introduction must catch the attention of the audience through a quote, slogan, anecdote, statistics or an example. The conclusion must remind the audience of the whole content.

(5) Ensure Audience Participation : Presenting a questionnaire.

The Importance of Communication for Your Career :

Understanding and adapting one's communication according to the accepted professional style can have a substantial impact on one's career potential and success. By speaking professionally a person can more effectively demonstrate his knowledge, skills and ability to contribute successfully to the organization. The communication and interaction with others, determine one's effectiveness, reputation, capability, and ultimately one's success in the professional world.

There are several elements of communication that significantly influence the success in career.

These include :

(i) Organizing ideas and information clearly and completely.

(ii) Expressing, and presenting ideas and information, coherently and persuasively.

(iii) Listening to others effectively.

(iv) Communicating politely' and convincingly with the people from diverse background and experiences.

(v) Providing right and appropriate feedback.

(vi) Communicating ethically even when choices are not crystal clear.

Assimilating such skills in one's personality boosts confidence and ensure the clear expression of thought and information flow. These skills are perceived in the career avenues like academics, journalism, law, engineering, business, broadcasting, public relations, soft-skills training (Inter personal skills, conflict resolution skills, Public speaking, Adaptability, Negotiation Skills, productivity enhancement translations, Business Process Outsourcing etc.

Public Relations :

Public relations consist of managing and enhancing the public image of individuals or organizations. Individuals working in public relations interpret their clients' actions and situations to the public. Anyone who enters this field must be aware that writing 'and communicating effectively is an essential skill.

Institution Providing Courses in English Communication :

There are number on Institutions and universities that provide full time and short-term diploma and certificate courses in Communication across the country, Just to name a few :

(i) Indian Institute of Technology, Roorkee

(ii) Indian Institute of Technology, Kharagpur

(iii) Indian Institute of Technology, Kanpur

(iv) Indian Institute of Management, Ahemdabad

(v) English and Foreign Language University, Hyderabad

* English and Foreign Language University, Lucknow Campus.

Remuneration :

After completing the course in Communication, one can easily find a job in any private or government organization. A course in Professional and Business Communication is provided in professional institutions. The one who is employed with public sector gets the salary as per the terms and conditions of government whereas the person who is recruited with private engineering or business institute draws a salary between Rs. 30,000- Rs. 70,000 per month, which increases over the years. On the other hand, those who prefer to work in the corporate Sector as instructor; and Soft-Skills trainers, their salaries vary from Rs. 30,000/- to Rs. 80, 000 per month with, regular increments.

What else we need from the skills of communication.

Recognition, Reputation, Name and Fame and Handsome salary.

In particular, most of the textbooks in all the different disciplines are in English, including business textbooks.

Students who aim at getting master or Ph.D. in one of the business disciplines, they must consider that. However,

some student may be confused or misled to become fluent English speaker or may don't realize how much English language is important, or they are frustrated because they don't speak well.

In this paper, I need to shed light and to cast attention about the ways the students can follow in order to improve their English Language skills.

Someone can ask what English fluency is or how can I learn English language? In fact, this is an important and wide question as well as it is elusive question.

First of all, the student should differentiate between textbooks language and real English Language. For textbooks, student should study and read business textbooks line by line to get familiar with business terms, namely, economic, financial, accounting and management terms, such as fiscal and monetary policies, derivatives, materiality, accounting theory, pensions, capital leases, etc., therefore, this process allow student write in business language. In addition, you should focus on grammar in order to write statements free from mistakes.

On the other side, real English Language is the daily language used by its speakers in the street, supermarkets, companies, public places, in buses, etc.

First, don't memorize individual words, but study and memorize phrases and statements.

Second, read articles, conversations, stories and try to write new statements and imagine stories that simulate the stories you red before.

Third, Download videos, films, conversations and repeatedly listen to them (listen for more than 20 times)

Fourth, try to repeat what the native speaker said during the conversation.

Fifth, study the words and phrases that are familiar and repeatedly used. This requires listening to movies, CNN, BBC, WWE, and News Bulletins.

Sixth, focus on pronunciation, be patient to listen conversations several times, try to repeat what do you hear, and sometimes try to write the difficult idioms that native speakers used.

Fortunately, with the introduction of internet, students find easy access to websites in this respect, and download hundreds of articles, stories, conversations that related to our life aspects.

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To conclude, listening patiently and speaking unhesitatingly are the keys to get proficiency in English Communication.

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(3) <http://www.indiabix.com/group-discussion/topics-with-answers/>

(4) <https://public.wsu.edu/~brians/errors/>

(5) <http://www.dailywritingtips.com/>

