

The Use of Election Campaign Banners to Develop Communication Skills

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Abstract-Developing the communication skills among the students is interesting and difficult task for the teacher. The teachers keep himself / herself busy in thinking about the innovative and interesting activities every time so that the student should take interest in the activities and the teacher should meet the expected goal. If the students get surprise with the activity organized by the teacher for the communication skills, they get enthusiastic to participate in the activities. Therefore, if the teacher uses different activities for developing the communication skills, students becomes the good communicator. Even teacher also takes the interest to excite that activity. In this research paper, the researcher tries to find out the effectiveness of a new tool that is Election Campaign Banner and for it he designed many interesting activities to enhance the communication skills.

Key words: Election Campaign Banner, Communication skills, posters, etc

INTRODUCTION

After Globalization, the whole World converted into a village and the result of this is the aspirants got the opportunities to set up and spread their business according to their interest wherever they are comfortable. Not only recognized or popular companies have been expanding their business in other countries but also new companies have been coming up with their business. As the business grows, the requirement of the assets grows. Manpower is the main asset of any organization. Therefore, there is a huge demand from these companies of skilled manpower. Just having the domain knowledge is not sufficient. Communication skills became one of the most important skills along with the domain knowledge. Engineering institutions and ultimately teachers are playing an important role for enhancing the skills. To develop the communication skills among the students, the teachers have to think about the innovative and interesting activities every time. if the

students get surprise with the activity for the communication skills, they are enthusiastic to participate in the activities. Therefore, if the teacher uses different activities for developing the communication skills, students becomes the good communicator. Even teacher also takes the interest to excite that activity. In this research paper, the researcher has used Election Campaign Banner for the activities to enhance the communication skills.

RATIONAL OF THE STUDY

There are two concepts; Language acquisition and Language learning. Language acquisition is based on the neuro-psychological processes (Maslo, 2007: 41). It is a subconscious process by which children acquire their first language which is mother tongue (Kramina, 2000: 27). Language learning is a conscious process. It is the product of either formal learning situation or a self-study programme (Kramina, 2000: 27). When second language is introduced to the learner, he/she under goes the process of language learning. Here learner learns all the aspects of the language consciously. For developing communication skills, students require learning and then slowly move towards the second language acquisition. There are many activities which motivates the learners to learn the communication skills. The researcher found that students are more interested in election campaign banners and decided to use for the present experiment.

LITERATURE REVIEW

“Cartoon is an excellent form of expression, which can deliver positive messages and can create awareness among learners as the characters speak to you and narrates the whole story through their gestures” says Ian Diamond, the senior vice president and General Manager of Turner Entertainment Networks Asia, Inc (TENA) (Dr. A.G. Sudha, Factors Influencing The

Change In Behaviour Of Children On Viewing Cartoon Programs, 2004).

As cited in Bracher (1998) Handron (1994) states that poster presentations provide a platform for students to explore facts and understand concepts thus arousing their curiosity and boosting their motivation and enthusiasm. Basically, notes Carter (2013), a “poster is a visual aid that should attract members of the audience and further support spoken communication between the author and the audience”.

METHOD

The researcher used the Election Campaign Banners for developing communication skills. The activities have been designed in such a way that the learners would get to expose in listening, reading, writing and speaking. In every class, the learners were assigned different activities. The opportunities were provided to every learner. The survey method was used for collecting information whether learner benefited from the experimented activities.

DISCUSSION

The researcher used the students of Computer Science & Engineering and Electrical & Electronics Engineering of first semester of Gaya College of Engineering, Gaya Bihar as sample students for the experiment. Activities like, role play, presentation, group discussion, interview, writing an application, writing questioner for the interview, writing script, reading application, listening speeches, listening opinions etc. have been designed and conducted. Following are the activities.

SPEAKING SKILLS



1. Supposing that you are contesting an election for ward councillor; address the audience.
2. Assuming that you are contesting an election first time; address the audience by pointing out the failures of the sitting candidate.
3. Considering that you were the sitting ward councillor and now contesting an election; address the audience.
4. Imagine that you are contesting an election for ward councillor. The Election Commission assigned you a particular symbol (ex. Deer, TV, Rising Sun, Flower, Hammer, Kite, etc); address the audience by using the symbol as tool of motivation.
5. Predicting that you are contesting an election for Ward Councillor; address the volunteers.
6. Think that you are contesting an election for Ward Councillor; address the group of people to vote for you.
7. Considering that you are the friend of contesting candidate (Ward Councillor); address the group of people to vote for him.
8. Assuming that you are contesting an election for ward councillor; discuss in group to prepare the strategies to win.
9. Assuming that the election for councillor has been announced. You and your friend are voters. Interact with him / her on Mobile.
10. Assuming that you are the manager of drama. A candidate hired you for the campaign and asked to perform a street play.
11. Assuming that you are contesting election for Ward Councillor, you came to your home and sit with other family member and discuss the condition.
12. Imagine that you are contesting an election for Ward Councillor. Listen the points raised by other candidates against you and address the audience.
13. Considering that your friend wants to contest an election. Meet the Advocate for the legal advice and documentations.
14. Predicting that you want to contest an election. Meet the Election Commissioner and submit an application.
15. Consider that you are a citizen of a ward where the posters of election campaign have been hanged. An old illiterate lady sees those banners and ask your help to understand them.

16. Suppose that your friend is contesting an election; he asked you to book the auto for the campaign. Meet to the auto owner and fix it.
17. Imagine that your friend is contesting an election; he asked you to print the material for the campaign. Meet to the printing owner and deal.
18. Think that you are contesting an election for a ward councillor; during the campaign you meet a group of people which is not interested for the voting. Interact with them.
19. Imagine that you are contesting an election for a ward councillor; a disable person is not interest for the voting. Meet with him / her and convince.
20. Suppose that you are contesting an election for a ward councillor; a group of people does not like you. Meet them and convince.
21. Predicting that you are the Election Officer; aware the new voters about their rights and appeal them to participate in voting.
22. Envisage that you are contesting an election for a ward councillor; You are giving an interview to the reporter before the election day.
23. Envisage, imagine, predict, think of
24. During the writing skills activity, the instructor conducts the interactive session and asks some questions. Students get the chance to address the questions.

- area. Write down a complaint letter to the Chief Election Officer.
5. Suppose that you are contesting an election and want to organize the rally. Write a letter to the Police station / Superintendent of Police.
6. Predicting that you are contesting an election. Write a letter to the municipal corporation for the permission to hang the posters in the area.
7. Think that a contesting election candidate hires your team for performing the street play. Write the script for it.
8. Assume that you are contesting an election. Appeal to the best volunteers.
9. Consider that you want to contest an election. Find out the 10 characteristics in you for the suitability of the post.
10. Suppose you are the supporter of a contesting election candidate. Write facebook blog to campaign for him.
11. Predicting that you contesting an election. Write the Twitter blog.
12. Think that you are the contesting election candidate. You have been criticised by your opponents. Prepare your speech.
13. Consider that you are the news editor. Write a news about the rally organized by a contesting election candidate for the English newspaper.
14. Assume that you are a contesting election candidate and want to send emails to the voters for requesting vote to you. Draft an email.
15. The instructor shared the pieces of papers written by the students in previous practical and ask to edit them.

WRITING SKILLS



1. Assume that you are contesting an election; design your campaigning banner.
2. Consider that you are contesting an election; prepare the speech to attract the voters.
3. Imagine that you are the voter. You want to add some problems of your area in the manifesto of a contesting election candidate. Prepare a detail report taking help of the survey.
4. Assume that a contesting election candidate is distributing the gifts and asking the vote in your

LISTENING SKILLS



1. The speech given by a leader (Mr. Nitish Kumar) during election is played and asked to note down the important points.

- Students will listen the Group Discussion (conducted in the language Lab) and note down the important points.
- Students will be asked to see the Role plays (conducted for speaking skills) and give your feedback.
- Students will be asked to listen the Janta Darbar of Hon'able Nitish Kumar, Chief Minister of Bihar and note down the problems of the common people.
- A group of five girl students has been asked to discuss on the issues facing by the women of their area. Other students have been asked to note the points.
- A group of six boys' and girls' students has been asked to discuss on the issues people are facing in their area. Other students have been asked to note the points.
- Students have been asked to watch the recorded videos of the role plays performed by the student at the speaking skills activity and prepare your feedback.

- Read the material from the banner and do the correction, if necessary.
- Read the instructions given by the candidate to the volunteers and if necessary, do the corrections.
- Read the script of the street play and do the necessary changes, if required.
- Read the reports of previous election and prepare your strategy to win the election.
- Read the pamphlets and other campaigning materials of the opponent candidates and prepare you counter.
- Read the news published in the newspaper of your area regarding the election or election campaign. And write down important points for your campaign.
- Search how to write an emails for sending to the voters.

READING SKILLS



- Instructor distributes the collected responses under writing skills among the different groups of the same class and ask to give their response. (one practical session will be used for this activity).
- As a competent authority, read the letter received in the municipal corporation office submitted by a contesting election candidate and provide the suitable reply.
- As a competent authority, Read the letter received in the Police station submitted by a contesting election candidate and prepare the response.

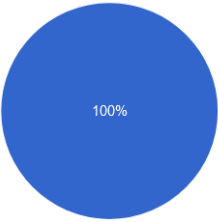
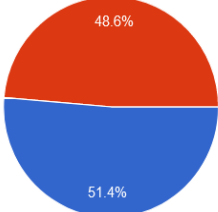
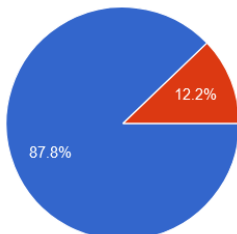
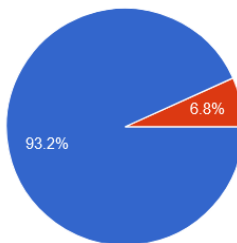
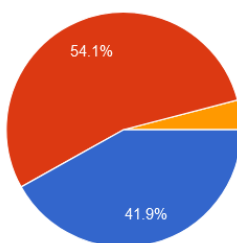
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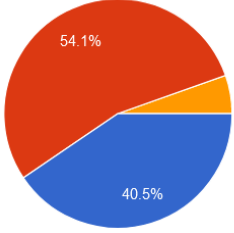
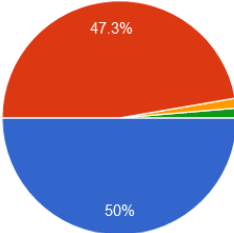
At the end, a google form was circulated among the students of Sem I who opted Electrical and Electronics Engineering and Computer Science & Engineering in Gaya College of Engineering, Gaya. In the feedback form, the researcher asked the information about student's satisfaction under five heads –Strongly agree, Agree, Neutral, Disagree and strongly Disagree. Out of 120, 74 students submitted their responses. They provided their feedback according to their experience.

The researcher got very surprising data. 87.8% students actually participated in the activities in which the Election Campaign Banners were used to develop the communication Skills and 12.2% students not participated but they submitted their feedback. 93.2% students said that the activities which developed reading, writing, speaking and listening were conducted by using Election Campaign Banners. Addressing to the information that the activities designed by the teacher by using Election Campaign Banner has helped the students to improve their communication skills 54.1% opted Strongly agree and 41.9% are with Agree and 4.00% students are with the side of Neutral. It may be said that 100% participants are admitting that Election Campaign Banner helped to improve their communication Skills. Addressing the question, Election Campaign Banner motivated the students to involve in the communication skills activities, 54.1% respondent have chosen Strongly

Agreed option, 40.5% respondent are with the Agreed side and 5.4% respondent are Neutral. It can be said that 100% respondent are agreed with the point that Election Campaign Banner motivated the participants to involve in communication skills activities. Reply for

the question that “Election Campaign Banners should be used to develop the communication skills?” 97.3% students gave positive reply but 1.3% students said Neutral and 1.4% students replied for disagree.

Sr. No.	Question	Response
1	Name of the College	 <ul style="list-style-type: none"> ● Gaya College Of Engineering, Gaya
2	Name of the Branches	 <ul style="list-style-type: none"> ● Electrical and Electronics Engineering ● Computer Science & Engineering
3	Have you participated in the activities in which the Election Campaign Banners were used to develop the communication Skills?	 <ul style="list-style-type: none"> ● Yes ● No
4	Has reading, writing, speaking and listening activities been conducted by using Election Campaign Banners?	 <ul style="list-style-type: none"> ● Yes ● No
5	Do you think, the activities designed by the teacher by using Election Campaign Banner has helped you to improve your communication skills?	 <ul style="list-style-type: none"> ● Strongly Agree ● Agree ● Neutral ● Disagree ● Strongly Disagree

6	Do you think, Election Campaign Banner motivated the students to involve in the communication skills activities?	 <p>Legend: ● Strongly Agree ● Agree ● Neutral ● Disagree ● Strongly Disagree</p>
7	Do you think, Election Campaign Banners should be used to develop the communication skills?	 <p>Legend: ● Strongly Agree ● Agree ● Neutral ● Disagree ● Strongly Disagree</p>

CONCLUSION

On the whole, it is said that the Election Campaign Banner is one of the best tool which the English teacher may use to develop the communication skills of the students. The teacher can design activities which motivates the learner to improve the listening skills, speaking skills, reading skills and writing skills. The students will also enjoy these activities because they get the actual experience of speaking like a leader writing like a leader giving permission like an officer questioning like an authoritative person. It is because, they are the witness of such activities somewhere in the society and therefore the students take much interest in the activities and involve themselves from their heart. They enjoy a lot and finally their communication get improved.

LIMITATION AND SCOPE OF THE RESEARCH

The present research has been carried out in Gaya College of Engineering, Gaya. Bihar with the students of two branches of engineering namely Computer Science & Engineering and Electrical & Electronics Engineering of Semester I. All students of the college have not been included. Further study may include students from various colleges of all the branches from I to IV years' students.

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