

# A Study Impact of English Communication Skills in Daily Life

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**Abstract** - 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 by observing other people and modeling our behavior on what we see and perceived. We are also taught some communication skills directly through education. By bringing those skills into practice and getting them evaluated. The face of modern India is changed drastically due to globalization it has brought to India different cultures. In today's world of competition no organizations want to remain local their aim is to expand all over the world.

**Index Terms** - English communication, speaking, listening and understanding.

## INTRODUCTION

English is acknowledged passport to better education and employment opportunities. English language plays a crucial role to weave the world into a single thread. English has a status of a second language in almost all the countries where it is not the first language. To acquire simple language for day to day communication is main aim of learning any language. In turn, today's workforce is expected to be highly competent to continually improve skills and engage in lifelong learning. Language is a skill, like any other skill until and unless we practice the skill mastery is highly impossible. The aim of learning a language is directly linked with the (LSRW) skills that are to be developed. As a universal process communication influence the activities of the human community at large. Social development is a prominent feature of effective techniques of communication, which is necessary for sustaining the growth and development. The need for learning a language arises from the point of view of its adaptability, productivity, utility,

universality and teaches ability. Communication is a sharing of feelings, ideas and opinions with others. This can be intellectual, personnel spoken or written in nature. We live in groups and man is invariably a social animal. As the social needs insist, we share our thoughts with others. The two-way processes of communication motivates, inform, suggests, warns, orders, changing behavior and stability better relationships to make interaction meaningful and make oneself understood.

Communication becomes effective when a communicator is effective enough to communicate competently, simply, clearly sincerely and dynamically. Communication is essential for close sympathetic relationships in a society and for transformation of men, material and thoughts from one place to another. This process involves initiation reception and response that serve as feedback. Hence, communication is interactive by nature. Today the compulsions of learning English are no longer merely political but scientific and technological. And no longer is English language of Great Britain only; it is the language required by the world for greater understanding it is the most international of languages. English has become a global language a connecting link, a language of modern science and technologies, a language of latest sciences, like information technology and space science, a language of all competitive examinations-be they the state level, national level or international level. Whether we realize it or not we are now living in the world of information and communication technology.

In this digital age, computers can be seen populating everywhere. Eighty percent of computer data are processed and stored in English Scientists have found out that five thousand newspapers more than half of the newspapers published in the world are published in English. Even in many countries where English is a minority language there is still at least one newspaper

in English. It has become the language of international affairs and international correspondence. It has become a language of International commerce and trade, a language of status and symbol. English is window to world. "English has been widely accepted as the most widespread language in the world." (Tatter all 38-44).

By the end of 20th century English began to emerge as a global. It has a great acceptance at social, economical and political levels. The outlook behind the usage of English has been changing significantly. In our country middle class is also not keeping itself in isolation by neglecting the importance of English. In view of the growing importance of English as a tool for global communication and the consequent emphasis on training students to acquire communication skills. No one can get mastery over communication skills in a day or two. It is an academic imbroglio for the students lacking in effective communicative skills.

English language communication is the most common problem faced by students. Most students are not "industry ready" because they lack communication skills. There is no effective communication between the faculty-student and student-student. No effective training is imparted to the students who are very poor at communication. Much importance is being given to the technical skills ignoring the most indispensable communication skills. To perform effectively in the business world or organization, communication plays a pivotal role. One who is good at effective communication thinks soundly, enjoys self-esteem, dignity and gets respect in society, academic or profession.

People with effective communication skills 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 order to have the technical know-how and other related skills should learn to develop the competence in application of English language.

In every walk of life, language that we use for communication is very important. If we don't have an effective language, the works which we take up remains dull and cheerless. Among all the modern languages, English claims to be the first rate language. It are because all international communications are carried out in English. English is taught as a tool for

international understanding. By learning this language, one can overcome one's prejudices, fanaticism, intolerance and narrow mindedness and contributes one's share to promote international understanding.

Employability refers to a person's capability of gaining initial employment maintaining employment, and obtaining new employment if required (Hillage and Pollare, 1998). It depends on knowledge, skills and attitude the employer seeks. In order to be employable it is important to understand the needs of the market place and identify what skills you already have and what skills you need to include in your career plan. In a list of skills and attributes identified by companies that belong to National Association of Career Educators and Employment (NACE) communication skills holds the first position. It's mandatory to have effective English invariable of the sector and industry. The National Curriculum Frame Work 2005 has underlined the importance of English with sole objective of developing the ability to communicate through English.

Communication is the central human activity. We are now witnessing the emergence of an advanced economy based on information and knowledge. Probably the most important skill for knowledge workers in the new environment is ability to communicate. This means to able to listen and to express your ideas effectively in writing and in speech. In order to achieve desired success, professional needs to assess and respond to communication situations that occur constantly. The four main goals of communication are:-

- To inform
- To request
- To persuade and
- To build relationships with others.

In today's India without English, a student cannot enter the sophisticated world of science and technology. Further, in the present global context, it is felt that English is of paramount importance.

#### EFFECTIVE COMMUNICATION

People frequently fail to communicate effectively because they don't express themselves clearly or forcefully enough. Or, they may go to the other extreme, expressing themselves in such a belligerent

way that they alienate others. For example, if a husband says to his wife, "I like your face but not your food," his wife may feel bad after hearing this kind of comment. But if the husband knows the art of communication, he would say the same thing in two sentences: "I like your face"; and then some pause he would say; "The food needs some improvement." With this kind of communication, she will never feel about it.

English is not only the link language within India but abroad also. People of one country able to share and appreciate the ideas of the people of another country only through English. People all over the world could appreciate Gitanjali only when it was translated in English which brought the greatest honor of Noble Prize to our country. It is most widely spoken language of the world. It is mother tongue of more than 300 million people and more than 800 million people use it as the second language.

We can make use of English to promote our worldview and spiritual heritage throughout the globe. Swami Vivekananda established the greatness of Indian view of religion at world conference of Religions Chicago in 1893 addressing the gathering in impressive English. Many spiritual gurus have since converted thousands of English people to our spirituality by expressing their thought and ideas in masterful English. English has thus become an effective means of promoting Indian view of life, and strengthening our cultural identity in the world.

In India, people going from North to South for education or business mostly communicate English, which has become a link language. Keeping this in mind, Parliament has also recognized English as an official language in addition to Hindi. All the facts of history and development in present day India underlines the continued importance of learning English addition to vernaculars.

It is this realization of opportunities which English offers that is persuading a number of Indian parents to opt for sending their wards to English medium schools, official statistics in the number of children enrolled in recognized English medium schools in the country show that it has more than doubled within just half a decade from over 61 lakh in 2003 to over 1.5 crore in 2008. Data collected by the National University for Educational Planning and Administration (NUEPA) show that the number of those opting for Hindi grew by just 32 percent.

Language has a power which no other instrument can have. It is a medium of expressing our views and ideas to another individual. The role of English in changing Indian society has become manifold. The students reading in English medium institutions have better potentials and prospects in the global market. The craze for English has resulted in the growth of English Medium schools and colleges. These schools charge high fees and also affect the lifestyle of the students in them. No language can be a threat to the English language. English has revolutionized the world. It has become a global language. It has opened a plethora of opportunities in all fields. English is no more confined to classroom learning alone. It has being used now as a measuring rod in most of the jobs. With the advancement of technology, English serves as a facilitator. Children of today become acquainted with computers and internet as exposure in English. It is true that English has empowered Indian youths. English has gained numberless opportunities for Indian youths both in their homelands as well as in foreign countries.

The importance of the ability to speak or write English has recently increased significantly because English has become the de facto standard. Learning the English language has become popular for business, commerce and cultural reasons and especially for internet communications throughout the world. English is a language that has become standard not because it is widely used by many information and technology industries and recognized as being standard. The call centre phenomenon has stimulated a huge expansion of internet-related activity establishing the future of India a cyber-technological super-power. Modern communications, videos, journals and news papers on the internet use English and have made 'knowing English' indispensable.

With the world steadily heading towards economic globalization, it is essential to give importance to English, so that the common man can keep up with the world issues. Barriers of race, color and creed are no hindrance to continuing spread of the use of English. It is a language of the future.

A positive attitude to English as a national language is essential for the integration of people into Indian society. There would appear to be virtually no disagreement in the commonly about the importance of English language. By using English one can become a citizen of the world almost naturally. English plays a

dominant role in the media. It has been used as medium for inter-state communications and broadcasting both before and since India's independence. The impact of English is not only continuing but increasing.

Reimer says, "Communication skills are essential for an engineer who aspires to carry out his/her professional practice in the global arena." Union Finance Minister P. Chidambaram asked software graduates to give importance to communication skills in English besides a good technical knowledge, as premier companies like Infosys looked for the students with ability to communicate in English well.

Companies from all parts of the world are setting up their branches and business out sourcing centers' in India and tying up with Indian companies. The most ambitious young men and women are searching for lucrative jobs in the outsourcing sectors. And the first and foremost condition of success in these areas is ability to communicate effectively in English language.

English empowers young minds not only in passing exams but in demonstrating their acumen 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 organizations require people in different capacities with good communication abilities which comprise interacting with customers and clients, explaining policies and procedures, entertaining foreign clients, conducting meeting, delivering presentations, responding to customer complaints and taking orders, etc. Since the world has gone global, the need to compete in it without efficiency in English is difficult. Many organizations have started training their employees in English from time to time. This has ameliorated the life styles of people who considered their future blocked forever if they failed to make it to teaching or some other tradition jobs. In fact, the knowledge of English plays you in all times

#### CONCLUSION

Thus today, it can be said that though English has almost lost its pre-colonial beauty of literariness, but it has acquired a very colorful communicative mode. Just like the fast moving consumer goods, English language is transforming its multidimensional communicative structure day by day, and in the

process has enhanced its utility quotient in India. English is available to us as a historical heritage in addition to our own language. We must make the best use of it to develop ourselves culturally and materially so that we can compete with the best in world of mind and matters.

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