

Current and Creative English for Communication and Employability

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Abstract

English has emerged as an international language and now it is a window to the world. Man has been using language as a tool of communication for centuries and it is the most widely used instrument. Today language is one of the most prized possessions of man. It acts as a repository of wisdom. As communication plays a vital role in the smooth functioning of an organization, the need to impart communication skills has assumed greater importance but it is still not free from ignorance, prejudice and superstition. Researches in this area have shown that 70% to 80% of the total working time of a professional is spent on communication. In India 64.14% is communicating in English. Thus the role of English in the professional world is still dominant and we have therefore focused our attention on the conventions of communication in English followed in India. To achieve success in one's career it is essential to acquire an ability to speak English effectively and fluently.

The present paper will highlights the importance of English and how English can reduce the unemployability by learning communication skills. It also helps one to attain his dream profession through proficiency in English.

Key words:

Introduction

English is rich in its culture and tradition, vast in its literary output and wonderful in scientific and technical prosperity. English is a West Germanic language from the Indo-European family, spoken only in English is now the most widely used language in the world. Now English is an International language. It is used as an official language in almost 54 countries and there are more than 1500 million uses of this language. English undoubtedly plays a major role in various aspects of development. Nevertheless, it is important that we should not exaggerate the importance of English nor should we undervalue the importance of other languages. We must temper our

enthusiasm for English with a sense of responsibility towards those who do not have easy access to it.

English as a Necessity

There are many points which contribute to this beautiful language necessary one of them is that it is an organized system of language which is easy to learn. Through this medium one can mingle with people from any state or nation. It is a link language. No other language has the same power of becoming a link language. Sometimes it serves the role of an impartial language, mainly in certain institutional and national contexts where inter-group rivalry is severe, to the extent that development is hindered, so it acts as a neutral language. In this way, it is hoped, inter ethnic tensions and frustrations can be eased and the energies of the institution or country can be focussed on development.

Language of Science and Technology

English is the language of Science and Technology. Scientific innovations or discoveries in other developed countries cannot reach India without English. All the latest technologies are now at our finger tips but to be able to access to this technology we need to develop English language skill. The syntax of most of the existing computer programming language is also made up of English keywords.

Internet

Though there are several websites in various other languages, English will always be the primary language for internet access. Most of the information, knowing English becomes a prerequisite.

Associate Official Language of India

Although English is just one of the official languages of India, it may perhaps be the only language that can be understood across the country. It is the primary language used in international affairs. It is used in building international relations through the involvement of professional diplomats with respect to issues relate peace making, global trade, economy and culture. If we live in India we have the knowledge of English, we can learn from the experience and mistakes of the people living in other developed countries. We can reject the unacceptable and accept the justifiable. Using English, we can also promote our theories among the global audience.

English has thus become an effective means sharing experiences and strengthening our cultural identity all across the globe. English being a global language and spoken by more than 950 million people across the world, certainly can make your life easier.

It's impossible to imagine the world without the two 'e'. Electronic Communication and English. English is all over the internet, books and all media. English language is followed by almost all the developed and developing countries today.

English in India

A lot of Indian personalities have won many global awards for creative literatures in English. In 1997, an Indian author Arundhati Roy, won the acclaimed Booker prize for fiction, for her book "The God of Small Things. Millions of copies of her book were sold all over the world.

Over the last 30 years, English language has emerged out to be one of our key strengths in procuring international acclaim for a number of films made by Indians in English language. In 1998 a famous Indian film director, Shekhar Kapoor's film "Elizabeth" received the nominations for Oscar Awards. Thus we can't deny the fact that English language has brought India to an International level.

Many Englishes

There are many difficult choices that have to be made if there is to be further standardisation of English in the future. These include the choice over whether to adopt a current standard, or move towards a more neutral, but artificial one. A true International English might supplant both current American and British English as a variety of English for international communication, leaving these as local dialects, or would rise from a merger of General American and Standard British English with an admixture of other varieties of English and would generally replace all these varieties of English.

We may, in due course, all need to be in control of two standard Englishes - the one which gives us our national and local identity, and the other which puts us in touch with the rest of the human race. In effect, we may all need to become bilingual in our own language. - David Crystal (1988: p. 265)

This is the situation long faced by many users of English who possess a "non-standard" dialect of English as their birth tongue but have also learned to write (and perhaps also speak) a

more standard dialect. Many academics often publish material in journals requiring different varieties of English and change style and spellings as necessary without great difficulty.

As far as spelling is concerned, the differences between American and British usage became noticeable due to the first influential lexicographers (dictionary writers) on each side of the Atlantic. Samuel Johnson's dictionary of 1755 greatly favoured Norman-influenced spellings such as *centre* and *colour*; on the other hand, Noah Webster's first guide to American spelling, published in 1783, preferred spellings like *center* and the Latinate *color*. The difference in strategy and philosophy of Johnson and Webster are largely responsible for the main division in English spelling that exists today. However, these differences are extremely minor. Spelling is but a small part of the differences between dialects of English, and may not even reflect dialect differences at all (except in phonetically spelled dialogue). International English refers to much more than an agreed spelling pattern.

Dual Standard

Two approaches to International English are the individualistic and inclusive approach and the new dialect approach.

The individualistic approach gives control to individual authors to write and spell as they wish (within purported standard conventions) and to accept the validity of differences. The *Longman Grammar of Spoken and Written English*, published in 1999, is a descriptive study of both American and British English in which each chapter follows individual spelling conventions according to the preference of the main editor of that chapter.

The new dialect approach appears in *The Cambridge Guide to English Usage* (Peters, 2004) which attempts to avoid any language bias and accordingly uses an idiosyncratic international spelling system of mixed American and British forms (but tending to prefer the American English spellings).

Spoken English is even more, because there are many cases where one knows his subject well, but fails to communicate it properly. The practice of spoken English, therefore, is quite essential. Learning English in a country where it is not a native language opens a number of opportunities for the individual. In today's corporate world, the need for effective communication has been recognized and accepted more than the technical knowledge. The language of the

corporate world is English. An individual can make strides in the management ladder if he/she can speak English fluently. If your English is poor, even though with brilliant business ideas, you may still find yourself languishing at the bottom of the management ladder. Your productivity will drop over a period of time since you will find difficulty in expressing your brilliant ideas. Those who can speak good English will probably usurp your ideas and get the credit for all the hard work you did to get the idea working. So there are immense opportunities for English Language trainer to train people incommunicative English for different purposes like group discussions, interviews, oral presentations, report writing, writing letters etc. English language trainers generally handle individuals' abilities to frame grammatically correct sentences or his lack of vocabulary, fear of speaking to groups of people, and in effective presentation skills. Here are a few skills that an English language trainer tends to teach. Standard English

The pronunciation of Indian English varies from region to region according to the influence of one's vernacular. So the questions that arise are what is the standard form of English is British English Or American English Or Indian English, with its variety due to the strong influence of regional languages. Till the time of globalisation. British English was considered as Standard English. But with the strength of the American economy, its advancement in science and technology, its power over other countries and the emergence and popularity of e-language, American English is largely followed by the tech savvy countries as well as the countries which are dependent technologies of these nations.

Tool for Employability

India too has contributed a good number of vocabularies to the modern English language and which have become a part of standard dictionaries. As the private sector companies are gaining ground and becoming more competitive due to changed world economy, the employees are always kept on their toes. It is like either you work hard and show your performance or perish for not taking care of your professional growth. The ability to use a language efficiently is very much required to remain employable. What is employability? It is the ability to remain employable as a result of the relevant skills one possesses. Communication skills are very much essential for one's professional growth. The ability to express fluently in both written as well as oral form of language is very much essential for the career growth. As it is stated above, English being the most commonly used language in the corporate world; the knowledge of English is one of the most important employability skills. Knowledge of English is much sought after in the corporate world. Proper English does not mean only the ability to make grammatically correct sentences. It means

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other related skills for effective communication like presentation skills, convincing and negotiation skills and interpersonal skills using that language.

Effective Communication Skills in English

Effective communication skills include oral Skills for public speaking, presentations, negotiating, conflict resolutions, knowledge-sharing; Writing Skills for preparing reports, proposals, instruction manuals, writing memos, notices, official correspondence etc. It also includes a combination of verbal and non-verbal skills marked with proper and distinct articulation, appropriate pause, and voice modulation. If the medium of communication is English, certain amount of proficiency is needed in it. As English for us is a second language and not our mother tongue, a constant practice at home, followed by language-lab sessions, is the need of the hour. Those institutes which want their students to get placed in MNCs and reputed companies, must give this an urgent thought. It is here that an English Language Trainer has a role to play. Quality job depends as much on knowledge of the respective subject as on good communication skills.

Role of Soft Skills in Effective Communication

It is true that communication skills tops the list of employability parameter, however other skills such as intrapersonal and interpersonal skills have become increasingly important. Surveys have shown that out of a large number of professionals being produced every year, only 10% are employable in various industries. The candidates are unsuitable because they lag behind in the soft skills which are essential for employability.

Intrapersonal traits include the following:

- Time management* Attitude* Responsibility* Ethics, integrity and values* Self confidence and courage* Consistency

Interpersonal traits include the following:

- Self awareness* Teamwork *

Communication and networking

- Empathy and listening skills*

Problem solving and troubleshooting

Why English is Difficult?

This is one familiar question to all who studies English as a foreign language or Second language. In the present world everyone likes English but consider it as an alien product never attained by an ordinary human being. The reality is that never take effort to learn it. If one has the curiosity and enough enthusiasm, he can easily dominate the language. It is true that there are many hurdles in the way of mastering good English by our citizens and students whose mother tongue is another language. The language used must have a proper pronunciation, error- free in grammar and usage to make it acceptable to all speakers of English. Let's have a glance through the hurdles of acquiring English language. The first and main problem is that the lack of learning basics properly. It is like performing on the stage without practise. So it is the duty of school teachers to give proper guidance through the simple methods on basic grammar.

The second problem is lack of consistent hard work. During studies one should concentrate on getting more marks never try to make use of it for their future. Most of the students try to mug up the exercises instead of enjoying the vast entertaining capabilities of the language. One can enjoy a poem or a prose after reading and re-reading it. To cultivate the habit of reaching English books in young age itself help you to attain fluency on this language.

The third problem is that while speaking one may think in mother tongue and try to translate it into English. It will take more time and seems childish, results lacking fluency. Another same problem is non usage of time, which means nobody think of English or use English in our daily life. For students, they get more time in their class room to make use of English and reading English but never utilise it.

The one and only solution is continuous and conscious effort to bring your language up to the mark. Use English whenever possible mistakes will happen but if you understand your mistakes and correct it you will not make the same mistake again. Slowly you become mistake free. But it will take time and consistent effort. If you refuse to use English every time, you are refusing the chance to learn English. Those who have a desire to learn English language will definitely start reaching and thinking in English. If you put some effort continuously this language will be your best friend.

English for Employability

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The English language has always offered aesthetic pleasure and literary enjoyment to the reader. Now its role has changed to encompass social prestige and criteria for employment. Knowing English opens job opportunities in many countries and markets multilateral institutions and companies in the Four United Nation cities of New York, Vienna, The Hague and Geneva recruit professionals with multilingual skills but also expect the candidates to have good English speaking skills. The Commonwealth of Nations made up of 50 plus countries that were former British colonies or dependencies, also offers numerous employment opportunities to those who understand and communicate in English. In every business, whether it is a shop or stock market we need to learn English in order to run it smoothly. We have to learn how to tackle the customers so that all the customers and clients wish that they should be satisfied by the owners. For this also we must be proficient in English language. The best, efficient and healthy communication is enough to generate international relationships. If we are fluent enough in our communication skills then the dream job is not far from us. Now-a-days the creativity, innovative ideas and hard work should be back up due to the lack of fluency in communication skills. They are not poor in their skills but poor in attracting the people. English language makes them unique personality.

There is a co-relation between the empowerment of English and employability. If your English is very powerful, no corporate world can reject you and you can have the best job opportunity. Today is the world of trade and commerce, technological world we need to have good command over English along with our technical skills. It can reduce unemployability. It makes the candidate confident, self reliant, good communicator which is a need of present time. English is a medium which ensures your present employability.

Conclusion

To sum up, English is a world language, International language, business language, language of commerce and trade and above all it is a Neutral language, one cannot deny the fact that English is a tool of empowerment through employability because for employability this language is a necessity in all the fields like business world or software companies, engineering, medical science, aviation, education, humanities, etc.

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