CHAPTER - I
INTRODUCTION

1. Introduction

True Education is a flare that guides towards a life worth for living. It is an efficient utilization and proper acquisition of knowledge with the improvement in the quality of life. It involves both, teaching and learning, which have a reciprocal relationship.

Education can be considered as the conscious process of communication. Moreover, teaching is essentially creating an environment wherein the conditions of learning are provided. It is an activity, aiming at environmental arrangement to foster the processes of learning which takes place at different levels and is of different varieties. In learning, a particular intelligence cannot be conceptualized independently of the particular context in which an individual happens to learn, live and work, along with the opportunities and values provided by that milieu. Its effects are primarily cognitive, affective and connective.

It is also very fundamental that our modern world today exists, functions and progresses due to communication and hence the enhanced communication skills are must that can lead everybody to the success in the respective field of work. Therefore, in order to cope up with the fast-developing world, every individual needs to be well equipped with the tools to communicate effectively, whether it is on the personal front or at the public front. After all, if one communicates well, there is little or no scope for misunderstanding and for the better understanding, an appropriate use of the required language helps to communicate effectively.

 Though language, like life or a human body gets changing all the times, everyone needs to study language in relation to the present society. Everybody uses language in a variety of ways for a variety of purposes. Whatever may be the purpose, the use of language is undoubtedly an integral part of human life. Of course, language is not a static entity but it is dynamic
and its dynamism can be investigated at any of the levels: phonological, morphological, syntactic, semantic, and it may be due to number of factors like geographical, gender, age, education, social class, caste etc. Some of the other factors also give a clue for the significance of language for communication.

1.1 Language and Its Significance for Communication

“Language acts as a repository of wisdom, a propeller for the advancement of knowledge and a telescope to have a vision of the future”. Mohan (1998)

Communication is a social and cultural process and the language is the main tool for communication. According to Hockett (1958), language is “the most valuable single possession of the human race”. Each one of us makes the use of language in virtually everything we do. Actually, human language is a great mystery too. Its mysterious nature begins to unfold itself when one realizes that it cannot be studied in isolation. This line suggests that human beings require a long exposure to language in order to acquire particular language. Even the history of language states that language must have evolved because humans needed it for communication.

Language is an implement of communication and information. It is associated with individual's personality development. A language of any sort, a tribal dialect or a developed one, perpetually exerts its best for the integration of the society. Inapt adjustment on the other hand, will impair the society. Thus, language is very much instrumental for the development of individual as well as the society. Of course, communication becomes difficult if one cannot keep up with the changes in the language which has the denotative and connotative meanings. Effective communication with the appropriate use of language is interrelated. Language operates both in the cognitive domain and the affective domain. Therefore, as a communicator, one needs to remember that anyone can have connotative meanings as well as denotative meanings which reside in the minds of the users. For example; the denotation of pizza is flat dough topped with tomato sauce, cheese,
spices and other ingredients. The connotation of pizza is delicious, mouth watering and ecstasy. In fact, language has a wide variety of uses in human communication. Humans use language to affect the physical reality as well as the mental reality. Our language can represent both, the physical reality as when we give directions to a lost stranger and it can represent the mental reality as when the psychologists describe the ‘maps’ of the mind.

One reason for considering communication separate from language is that in communication one is ‘doing something’ without words also i.e. ‘non-verbal communication’. Of course, Language and Communication are very closely related but they are not the same phenomenon. On one hand, language does not only enable one to communicate with other people, it also has important mental functions and affects how one understands and reflects on the world around her or him. On the other hand, language is not only the means by which we communicate. For example, in a noisy situation, we often resort to gestures to convey simple message.

Even though language and communication exist separately, they are obviously linked to each other in inextricable ways. It is the urge to communicate that stimulates language to grow. The most important function of language is to facilitate communication with others. Conversely, from the moment communication moves beyond the ‘here and now’, it relies for its success on the resources that the language system puts at its disposal. The basic uses of language are i) to inform, ii) to persuade, iii) to entertain, iv) to destroy, v) to substitute for action and vi) to hide.

We use language ‘to inform’. Daily we communicate with others and inform them of our ideas, beliefs and so on. We can also use language ‘to persuade’. In schools, in the workplace and at home, we make continuing efforts to make others think, believe or do what we want them to think, believe or do. We also use language ‘to entertain’. We entertain ourselves and others by watching movies, listening to musical lyrics, reading poetry and novels. We use language ‘to destroy’ by calling people their derogatory names, by putting others down, by gossiping or by spreading rumors through language. Sometimes we use language ‘to substitute for actions’. If one
cannot afford a trip to Europe, one can read the travel books and experiences foreign travel. We use language ‘to hide’. We deceive ourselves and others through the use of language. Not wanting to hurt the feelings of the child, we praise the crayon drawing and proudly attach it to the refrigerator. This proves that the language has a wide variety of uses.

All these suggest that, like prestige, property and status, language is also used to acquire, exercise, consolidate and maintain power. It is worth noting from the cognitive view of language that language is constitutive of human thoughts and defines the limits of thoughts. For example, language is primary and it makes thought possible. It helps one to understand the thought of the other and express one’s own. Not only that but it also structures one’s idea in a variety of very complex way. From the communicative view, language is only a tool through which thoughts are expressed. It implies that variety of thought is also possible without language. For example, several important human activities including sculpture, painting, dance etc. involve the thoughts but may be completely independent of language. Yet there is no doubt that language conditions one’s thinking in a very substantial way. One can internalize a considerable part of one’s conceptual world and knowledge through language which is the representative of the systems of symbols. On the basis of this system, one can produce and understand the language in order to communicate. This essentially creative aspect of language means that the most important aspect of language learning must be the development of an internal cognitive system: that is, an internalized ‘grammar’ of the language. The basis for using language creatively should be a system of mental rules, but if a person wishes to use the language fluently in communication situations, these rules have to be applied automatically, like a set of mental habits.

1.1.1 The Systems of Language

One can improve one’s communication through the appropriate use of language system. Effective communicators must be aware of the importance of the need to select proper words (semantics), to combine the words to make sense (syntactic) and to direct the language towards achieving goals with other language users (pragmatics).
Language is a complex system of symbols that allows meaningful exchanges among people. There are three sub-systems that make up the system of language. i) Semantic System: Every language is composed of a set of vocabulary words called a lexicon. Semantics concern the relationship of words and their meanings. ii) Syntactic. Every language has system for putting words together in a meaningful sequence. The set of rules for putting words together is called the grammar or syntax. Syntactic concerns the relationship of words to other words. iii) Pragmatics is concerned with the impact or the effect of language. Pragmatics deals with the relationship of words and their users.

Thus, everybody uses language to ‘mean something’ in a given context but it is a selected and used as the standard language. This so-called standard language is used as a legitimizing tool for perpetuating the status quo. Languages evolve and sometimes transform, by interacting with other tongues. Those which refuse to socialize are fated to oblivion or fall into disuse. The Smart Languages are those that frequently borrow from other tongues, and thus maintain an ever expanding vocabulary. Such languages dominate the world. English is the finest example of a language that has expanded beyond its area of origin by being open to change. It allowed origin itself to be used as a tool for communication. English did not dictate terms to its users, but was willing to be moulded by them. That is why English is regarded as the standard language.

1.2 The Standard Language: English and Its Importance

English has become the medium of intellectual exchange all over the world with its technical importance, commercial weight and the cultural contact. English dominates International popular culture, notably through its rich literature, covering the vast spectrum of science and technology as well as industries and commerce, through Pop music transmitted by radios and by terrestrial and satellite television. Its label “global language” has proved its dominance all around the world. Its power has spanned over many centuries and today, with the Internet – the means of communication of the future recording 94% of its sites are being written in English. Therefore, it has acquired the status of an International language.
People talk freely nowadays of an “English Language Industry”; a vast, though diffuse, worldwide enterprise which provides employment opportunities for native and non-native speakers of English all around the world. There are language related fields such as publishing, the media and IT and the field where International communication is important like science, trade and international relations. It is a major medium of communication in technical and scientific education, governance, personal interaction, news, media, trade etc.

English is a flexible language as its history is a chronicle of the tremendous changes in culture and language. Learning of English as a foreign language, not only connects the people globally but also empowers, enlightens and makes them aware of the current streams.

1.2.1 English: As A Foreign Language

An importance of English as a ‘Foreign Language’ in the areas of diplomacy, mass-media, journalism and propaganda form the main components of persuasive and cultural diplomacy to achieve the aim of foreign policy of peaceful co-existence and mutual co-operation. In the world, there are more than 300 million speakers who speak English as a secondary language. Hundreds of millions of the world’s population who learn English in school as a foreign language. It is generally the first foreign language to be studied in many countries of the world because of its value in International communication.

The process of globalization of knowledge, market education has given English a status of International language for communication because it has made the dissemination of information easier and quicker, especially when used with computers and Internet.

English also plays an important role in the national life of the country by producing and promoting changes and accepting new trends in the society. English-generated modernity imparts new knowledge and skills and provides a formal system of living which is found in the advanced countries of the world. That is why English is also regarded as a common language.
1.2.2 English: As A Common Language

English is prominent in every public life of many countries where it is not a primary language. It has acquired a secondary and of ten supranational functions such as bilingual road signs in Greece and trilingual road signs in Israel [Hebrew, Arabic and Eng.]. There is also a cachet attached to its liberal contemporary use of shop fronts and in the world’s major cities, in the naming of businesses, products and advertisements. English is the “Lingua Franca” of airports and major hotels of civil aviation and the shipping lanes. It is the leading language of science, medicine, technology, commerce, academic publication and international politics.

For several hundred years English has functioned as a common language for our country, India. It continues to influence the life and profession of the majority of educated Indians in every walk of life. It is also considered as the library language in our country.

1.2.3 English: As A Library Language

A language is said to be “a library language” if and only if it were to be used as “a language for academic purposes”. English has been a library language in this country. The emphasis on reading and writing in our English syllabi in various faculties, as if these were the only language skills that needed to be mastered, is the evidence. If we accept English to be included as a library language in our educational institutions, then it can be assumed that the teaching of English is indeed English for Academic Purposes (EAP), i.e. English required for study purpose in formal education system. A note on EAP in McArthur (Ed) (1992) reads “English is taught to foreign learners who intend to follow courses of higher education in English”. It goes on to state that “Instruction and practice” are provided to students on EAP courses in comprehending lectures, and using libraries and research facilities. Thus, for almost two centuries now, English has been playing an important role in our educational system.
1.2.4 English in the Realm of National Education: Present Scenario

One can realize an important place of English in the realms of the national education of India. Indians have been initiated into the advanced fields of Higher Education through English language. In India, it is taught as a second language. The status of English in India is different from its status in, say Western countries. English is a second language in India, and as such, it is widely used in media, education, administration non-localized business etc. English medium schools of varying standards [locally known as ‘Convent schools’] exist in most cities and towns. In other schools, English is taught as a subject within the curriculum. The present scenario of education in India speaks volumes for the assured place of English in the higher education sector. Medical, technological and even agricultural education is imparted through English only. Further, English medium colleges are proliferating, not to mention English medium schools. So long as the stakeholders, viz., the guardians and students need English education for various purposes, it becomes a futile exercise. Over and above, our judicial system, administrative system, education system etc. have not been able to shed their colonial character properly.

1.2.5 English in Higher Education

Education is a key factor determining the nation’s progress. According to the study of the US-based consultancy firm Golden Sachs, ‘India produces over 2.5 million university graduates per year. The overall enrolment of students in the higher education is growing by, on an average, about 5.5 % per year. (Uni. News. Vol.5, May, 2007)

In India, English is taught as a compulsory subject in all the faculties at the U.G. level. In some universities of Gujarat such as the Gujarat University, KSKV Kachchh University of Kachchh, two separate levels of English language viz. Stream ‘A’ and Stream ‘B’ were in vogue. Stream ‘A’ (known as Higher Level) for the students who had opted for English as one of the subjects at their higher secondary school level and Stream ‘B’ (known as Lower Level) for those students who had not opted for English at their
higher secondary school level. But now with the Academic Year i.e. from 2007-08, the KSKV University has introduced ‘Common Level for Learning English’ for all the First Year Degree Students.

In competitive examinations, one experiences that there are not enough text-books in different mother tongues but these material is available in English. Indirectly, the dominance of English is ensured. This is further consolidated by the requirements and standards in foreign languages, laid down by the Union Public Service Commission in its Civil Services examinations. At university level, the usage of English becomes more intense. It is the medium of instruction and examination in all the prestigious institutes of technology, medical sciences, agricultural universities and university departments of engineering and technology, Post graduate level for many subjects in the majority of universities. IT and English are complementary to each other, as Acharya [2004] notes, English is still a world language, a common language of communication all over the world and it is the language of Technology too. For IT education, English is required from initial stage to higher education. Thus, English is not only limited up to education but it is equally related to the general life of India and it has been considered as one of the important languages of India.

1.2.6 Significance of English in India

India is a country with numerous dialects and languages. The decolonization of English in India does not mean the inheritance of the language. English education is institutionalized in India without the loss of international intelligibility. English in India stands almost decolonized and its identity is gaining recognition across the world. It has emerged as an important language of contemporary India.

English is as much our language today as are the other 17 languages including our national language Hindi, after the 71st Amendment to the constitutions. All over the world, India is the third largest English using population in the world. The language has penetrated deeply in the society, which has, in its turn resulted into several varieties of English in India.
English continues to serve as a link language also for the simple reason that English puts, everyone on a common footing and is closely bound up with education. Moreover the two developments such as Globalization and Information Technology during the last decade have jointly begun to make a great impact on the education scenario of the new millennium and have created a greater demand for English Education and Education through English.

Understandably, our heritage of English has enabled us to stand in the global context. We are in a position to catch up with the fast changing communication systems, which have necessitated various uses of English. It facilitates our competition with the best and brightest in the sunrise industries. Our judicial system, political organization and civil services draw on English. It can be pragmatically used as a tool for building up a prosperous and powerful India. In modern India, English is not only our intellectual make up but also our emotional make up.

1.2.7 Global Status of English

With the tremendous advancement in the field of PLG (Privatization, Liberalization and Globalization), ‘Success is the first priority in profession for everyone’. And as such, English plays an important role as a ‘link language’ from local to global level. The present era of globalization, liberalization, tourism, international trade and career opportunities has made proficiency in English necessary since it is recognized as international language.

English is said to be the world’s most important language having communicative rules. It is used all over the world not out of any imposition but because of the realization that it has certain advantages. Moreover, it is a progressive and dynamic language that nearly half of the world speaks and understands.
English has become a world language, spoken by at least 750 million people. It is more widely spoken and written than any other language. It can, indeed, be said to be the first truly global language. A very important reason for regarding English as a world language is that the world’s knowledge is enshrined mostly in it. Even the developed nations like China and Japan have started learning English today since they have been impelled to acquire skills in English to interact with the different communities for various purposes like education, business etc. After all, if one speaks and listens well, proper communication is possible. One can understand that the primary reason for misunderstanding is an inability to communicate effectively and for effective communication, language is a handy media to communicate properly.

But India is an idiosyncratic nation where people with different foreign origin also reside. Not only this, but if one looks back for ancient India, one can realize that English was the language of the government and the far-reaching consequence was that this tongue made higher learning impossible in modern Indian languages; then it also became inseparable from our intellectual make-up and the unifying common language in India. During freedom struggle, the English language became one more tongue to express Indian culture and heritage. Even during the second half of the twentieth century, English could not be driven out from India despite of many efforts by the linguistic chauvinists (extremists). It became a strong legacy of the post independent India. Though there was a racial emphasis on the shift to the use of vernacular languages, all the reports of committees and commissions appointed after independence were written in English.

During the last few decades, India achieved rapid industrialization in several sectors and it has resulted into the relocation of people in social hierarchy and mobility in some manners. It has also led to planned or unplanned growth of major Indian languages with the help of Constitutional, Institutional and Individual supports. These aspects show that in India where the multi-lingualism is in force, selection of language is a difficult task. Yet, a way out has been found in regard with a language as a communicative tool, known as the ‘Three Language Formula’. 
1.3 The Three-Language Formula

According to Kamal Snidhar (1989, p.22) in ENGLISH IN INDIAN BILINGUALISM, the Three Language Formula (TLF) is “a compromise between the demands of the various pressure groups and has been hailed as a masterly – if imperfect solutions to a complicated problem. It seeks to accommodate the interests of group identity (Mother Tongues and Regional Languages), national pride (Hindi), and administrative efficiency and technological progress (English).

Immediately after independence, the Central Advisory Board of Education, at its 15th meeting in January, 1949, observed that English should be replaced by “an Indian language as the medium of instruction in the shortest possible time and that this should be the aim of all universities”.

The University Education Commission of 1948-1949 agreed that English should be replaced as early as practicable as the medium of instruction in higher education supporting the suggestion of CABE. It suggested that pupils at the higher and undergraduate levels should be made familiar with three languages, i.e. the regional language, the national language and English, the foreign language. The learners should be taught English so as to enable them to acquire the ability to read books in English that can benefit them if their useful information is available only in English and not in any other language i.e. to use it as a library language, and in order that they may keep touch with the living stream of the ever-growing knowledge.

The National Policy on Education (NPE) of 1968, which was our first Education Policy after Independence, stated our resolve as a nation to lay special emphasis on the study of English and other international languages. It argued that ‘knowledge in the world kept on growing at a tremendous pace, especially science and technology’ and as a nation, India must do its bit by keeping up with this growth of knowledge and make her own significant contribution to it. It noted that the study of English deserved to be specially strengthened even if it were only for this reason. The NPE of 1986 only restated what the Education Policy of 1968 had to say. It noted that the
earlier policy had examined the question of the development of language in
great details and, therefore, its essential provisions could hardly be improved
upon, even at present. However, it expressed that it would be implemented
more energetically and purposefully. In other words, English was to
continue to be taught as ‘a library language’.

On the basis of the views expressed by the commissions, appointed for
the purpose, the Union Government formulated a Three Language Formula
Policy. This formula, as enunciated in the National Policy Resolution of
1968 and reaffirmed in the NP on education 1986, provides Hindi, English
and the Modern Indian languages in Hindi Speaking Areas and Hindi,
English and the Regional Language / Mother Tongue in the Non-Hindi
Speaking Areas.

The National Curriculum Framework 2005, which lays down broad
guidelines for teaching and learning, sums up the views of experts when it
says, “A renewed effort should be made to implement the Three Language
Formula, emphasizing the recognition of children’s home language(s)
Mother Tongue(s) as the best medium of instruction. These include tribal
languages”. The framework recommends that English should find a place
with other Indian languages. It adds that the Three Language Formula helps
in fostering “cognitive growth, social tolerance, divergent thinking and
scholastic achievement”.

In this way, English language has undergone many racial changes due
to the Three Language Formula in India. Thus, language proves itself to be
very powerful and vastly spread factor for communication whether we
communicate through writing or speech, language continues to play an
important role. It also indicates that language and communication are inter-
related. For instance, the increasing use of telephone, recording devices such
as Dictaphone, answering machines, live broadcasting, telecasting and video
conferencing have only shifted the focus from writing to speech. Of course,
one can communicate in many ways, verbally as well non-verbally.
Anyway, Communication is sharing of information or providing
entertainment by speaking, writing or other methods. People communicate
in many ways including talking, by moving their hands and even by
gestures, listening etc. This can be better understood by definitions and
explanation of the word ‘communication’ and its meaningfulness.
1.4 Communication and Its Developmental Uses

Communication is the key to success in any relationship. To communicate effectively can be said as the developed mechanism that ensures an easy flow of information. “An effective communication requires understanding and acceptance of oneself and the others. This understanding provides specific knowledge about each person’s unique individuality that develops an interpersonal communication. This nature of communication helps to enhance one’s social sensitivity, active listening and self-disclosure” Carolyn M. Del Polito (1977)

The term ‘Communication’ is used to express ideas, feelings and suggestions between two or more persons.

“Communication is the process by which a source sends a message to a receiver by means of some channels in order to produce a response from the receiver in accordance with the intention of the source”. (IPRI Publication of communication process-1992)

Mass communication is another important type of communication to convey message to large audience. Television is one of the networks. Books, newspapers and radio are other ways through which information can be sent to many.

The definitions emphasize four important points:

i) The process of communication involves the communication of ideas.

ii) The ideas should be accurately replicated in the receiver’s mind from the messages sent by the sender.

iii) The sender is assured of the accurate replication of the ideas given by the feedback from the receiver.

iv) Here it is suggested that communication is a two way process including transmission of feedback. Thus, the main purpose of communication is to bring round to a certain point of view or to elicit response.
Through communication, experimentation can be encouraged and knowledge relating to their success and failure can be widely diffused.

The developmental uses of communication can be understood as mentioned below:

i) Communication helps to enlarge mental horizons.

ii) Through communication, attention can be focused on problems having a bearing on the contemporary developmental context.

iii) It can also be utilized to teach specific skills and techniques.

iv) It can be effectively employed to build consensus on the new economic and cultural goals and on the instrumentalities of achieving them.

Further, if one desires to be an effective communicator, one has to be very careful and judicious in the choice of media which depends on various factors like the urgency of the message, the time available, the expenditure involved and the intellectual as well as the emotional level of the receivers.

1.4.1 Mediums of Communication

The realization of the need, by the organizations having service related business like tourism, travel and hotels, has led to understand the different channels of communication in the management and technological fields. In modern time, communication is possible through a vast variety of media. There are mainly two ways of communication, one is the verbal communication which is done through words and the other is the non-verbal communication which is done without using words just like by gestures, signs etc. But the mediums of it can be broadly classified into six groups.

1.4.1.1 Written Communication

It includes letters, circulars, reports, forms, questionnaires, manuals etc., everything that has to be written and transmitted in the written form. This kind of communication falls in the category of writing skill that can be accurate and precise, repeatedly referred to, a legal document which has permanent records and can have a wide access. Of course, it is time consuming and quick clarification is very difficult in case of its wide access.
1.4.1.2 Oral Communication

It includes face-to-face as well as telephonic conversation, interactive radio broadcasts, interviews, meetings, group discussions, conferences, announcements over the public address systems, speeches etc. that fall into the category of the speaking skill through which time can be saved and one can convey the shades of meaning, as well as the speaker can get immediate feedback. It is more powerful means of persuasion and control. It is extremely useful while communicating with groups at assemblies, meetings etc.

1.4.1.3 Visual Communication

It encompasses gestures, facial expressions, table and charts, graphs, diagrams, posters, slides etc. This kind of communication relates to writing skill and reading skill. It is very effective because it is sure and instantaneous. It has only signs and yet the message gets across.

1.4.1.4 Face-To-Face Communication

It is identical with the oral communication. It is related to the listening skill and speaking skill. It becomes more effective if accompanied with appropriate body language. Facial expressions and gestures help to communicate better. It is particularly suitable for discussion. It becomes ineffective in case of the inattentive listener.

1.4.1.5 Audio Visual Communication

It is a combination of sight and sound. It may make use of the written words also. It is a combination of writing skill, listening skill and speaking skill. It encompasses television and cinema films that combine the visual impact with the narration. It is most suitable for mass publicity and mass education. Information transmitted through these means is retained much longer than through any other means.
1.4.1.6 Computer-Based Communication

It includes E-mail, voice mail, cellular phones, fax, video conferencing, telephone answering machines etc. It is the quickest means of communication through all skills. Video conferencing can replace personal meetings. It is better means of keeping permanent record of valuable and bulky data: World Wide Web- better customer service, better dissemination of information.

Simultaneously with the explanation and mediums of communication, one should also be aware of the aims and objectives which are very much important like a positive reason and result.

1.4.2 Aims and Objectives of Communication

a) Knowledge: It is a very conscious process of communication that requires the efforts of the sender and the receiver of the message. The main purpose of gaining the knowledge is to educate as well as to improve skills. Knowledge communication is generally carried out at three levels in business organization.

i) Management Level: Our modern world is changing very fast. Every day we have new innovations and improved technology. Managers are, therefore, expected to know such things. Such knowledge can be gained through internet, books, lectures, seminars, case studies, study tours etc.

ii) Employees’ Level: Employees should be familiar with the new innovations in technology, commerce, banking etc. They can be made knowledgeable through orientation programmes, talks, demonstrations, bulletins and pamphlets.

iii) General Public Level: The general public needs knowledge on the new products being introduced in the market, the complementary and supplementary products, comparative prices, concessions and discounts. It can be communicated through advertisements, hoardings, articles and other literature.
b) **Information:** One of the most important objectives of communication is passing or receiving information. It can be done either through spoken or written language or by using some other system of signs and symbols. For the managers, complete, accurate and precise information is required to plan and organize. Similarly, well informed employees will be more efficient and responsible. Business organization, whether small or big, needs both, external and internal information to flow evenly. Information from external sources is required for knowing about the products/services- how well are they being received, their comparative price and trends etc., availability of credit, terms and conditions and financial institutions, keeping a steady eye on changing the policies, rules and regulations, finding the most efficient and suitable advertising medium, knowing the latest developments about science and technology. Information from internal sources is required for keeping on record every employee’s responsibility, range and nature of job, awareness about the policies and activities of the organization.

c) **Counselling:** It has become a very effective means of communication today. It is in many ways similar to advice but an advice is personal where as counselling is both, impersonal and professional. A counsellor is a person of great skill or knowledge on some specific subject and makes suggestions without any personal interest or involvement. Now a days business houses have started putting up counselling departments which offer the employees an encouragement for any type of work.

d) **Advice:** Advice plays a very important role in modern world of commerce. Even a well-informed businessman cannot have specialized knowledge of all branches like finance, taxation, publicity, engineering, public relations etc. within an organization, the supervisors have to constantly advise the junior staff about the company policies, functioning of the organization, rules and regulations. It flows horizontally or downwards- from board of directors, to management personnel, the supervisory staff and finally
the workers. An effective communicator being an advisor needs to pay attention to the point that an advice should be both, person-oriented and the work-oriented: it means it should deal with a particular work and should also suit the individual needs of the recipient. The advisor should judge the caliber of the employees and according to their level of understanding; one should explain the matter and give advice. One should have a friendly attitude. Its motive should be the betterment of the advice seeker. It can promote the better understanding between the advisor and her/his subordinates. The advisor must offer an opportunity to provide feedback to the junior staff. Making an advice is a two-way channel of communication as information is based on the fact and it is objective. An advice is subjective as it involves personal opinions to influence the receiver’s understanding or behaviour.

e) **Persuasion:** It is another important objective of communication. The persuader needs conviction on one’s part. S/he should be genuinely convinced that the alternative course of action being suggested by her/him is in the interest of the receiver. The art of persuasion consists of four important steps i) analyzing the situation ii) preparing the receiver iii) Delivering the message iv) prompting the action. It is better to use persuasion than compulsion. For example, if an organization wants to introduce new methods of production or administration, employees/workers might display resistance. In such cases, only persuasive communication is effective. It explains the situation to the employees and gives them the ‘why’ of the change proposed and succeeds in persuading them to accept the change.

f) **Suggestion:** It is a mild form of communication which encourages the workforce to come up with the practical suggestions to improve technology or production, to reduce waste, to effect changes, to prevent accidents etc. ‘To suggest’ means ‘to put forward an idea’ for consideration. It is an effective means of upward communication which gives the employee an opportunity to suggest an idea relating to the betterment. Business organizations today do not get work done only through orders and instructions. They involve their subordinate staff in the decision making process.
g) **Complaint:** A complaint forms an integral part of communication which formally or informally brings to attention the lapses or faults of an organization to make corrections.

h) **Instruction:** It is a common objective of communication. It can be short or in quite some details, depending on the task at hand. Mostly such instructions can be given orally, either to an individual or to a group. Difficult instructions may be supplemented with written material and audio-visual aid, booklets for mechanical and electronic devices, diagrams and pictures.

In this way, Communication is essentially a social process by which contacts are established between two persons and more. Communication employs many means, at many levels, for many reasons with many people in many ways. It involves interdependence that can be defined as ‘a reciprocal and mutual dependence’. It is usually a two way process involving stimulus and response and hence it is both, reciprocal and alternating. It includes all walks of life, social, political, economical, religious etc. In whatever area one works, social, management, political, finance, design, marketing, media, modeling, religious, tourism, education business at national or international level, one needs to communicate well. It is only through the art of communication; the formation of the society as well as many kinds of other organizations in the world is possible. This way Communication is essential for all human activities.

With the rapid industrialization and economic growth in the country, there has been an enormous increase in the number and size of professional organizations related to production and service industry and social advancement has to be matched with the development of efficient techniques of communication to sustain the tempo of growth. Therefore, a great deal of importance is attached to devising and maintaining an efficient system of communication. It helps in gathering and marshalling of data which is necessary for decision-making and research. It is the fact that 70% to 80% of the total working time of a professional is spent on communication. In our country, out of total time spent on communication, 64% is on communicating in English as against 27% in Hindi and 9% in regional languages where other languages are also used for communication. This data shows the significance of communication in business too.
1.4.3 Significance of Communication in Business

Communication is the life blood of business. It is equally important to carry on the business which includes the provision of goods and service by an organized group for social consumption. No business can develop in absence of effective internal and external communication. For this, one has to interact with a large number of people locally as well as internationally. Unless one learns to communicate effectively, one cannot achieve the goal of business. Effective communication is needed at all stages of any organization in order to ensure the general welfare. At the planning stage, information is needed on the various aspects of enterprise, the feasibility of the project being undertaken, finances involved, man-power required, prevailing conditions, publicity campaigns etc. At the execution stage, orders are issued to the employees to start work, the people associated with the project are constantly motivated and kept involved, a sense of discipline is cultivated among them and their morale is kept high. All this requires constant two-way communication. Then at the assessment stage, the manager is again required to communicate with the various sources, both internal and external, to assess the success of the project and to envisage modifications in the future plans. Moreover, proficiency in English which has emerged as the link language within different states in India and abroad is essential. Besides, communication skills of employees are given high weight age at the time of their appointment as well as promotion.

1.4.3.1 Effectiveness of Communication Within an Organization

This type of communication takes place within the organization. It is considered important for the following reasons.

a) Business has grown in size.

Large business houses have a number of branches within the country and abroad. Some of the multinational corporations are no smaller than huge empires. The central organization of a large business house is its nerve centre. For its healthy and even growth, it is
extremely important that the central organization maintains a thorough and up-to-date knowledge of the various activities at the branch offices, keeps the branch offices well acquainted with the activities at the centre and some kind of link is maintained among the various branches. This calls for an effective and efficient network of communication that is done with the staff having enhanced communication skills.

b) **Business activities have become extremely complex.**

In the modern age, as being an age of specialization, planning, production, sales, advertising, financing, welfare etc. are handled by different departments and organizations. If these do not communicate with one-another as well as with the management, there may be no coordination among them. So here all the concerned requires good communication skills.

c) **Effective communication promotes a spirit of understanding and co-operation.**

If there exists effective communication between the management and the employees, it helps to bring about an atmosphere of mutual trust and confidence. The employees know what is expected from them; the management is aware of the potentialities of the employees and knows how to exploit the first and make up for the latter. This mutual understanding is extremely beneficial to both the parties.

### 1.4.3.2 Effectiveness of Communication Outside an Organization

The communication outside an organization includes communication with the government agencies and departments on one hand and distributors, retailers, individual customers and general public on the other hand. It is considered important for the following reasons.
a) **Communication with the government agencies and departments.**

Business organizations are required to deal with the licensing authorities, foreign trade offices, custom authorities, banks and other financial institutions, income tax and sales-tax offices, post offices, transporters etc. Quite frequently they find themselves in formidable and tricky situations that can only be handled through tactful negotiation which requires mastery over communication skills.

b) **Communication with the distributors, retailers, individual customers.**

Modern business is a highly competitive phenomenon. Each product of common consumption is available in myriads of brands, not all of which sell equally well. Marketing researches reveal that the organizations that can communicate better can also sell better. Sales are promoted through persuasion which is another aspect of communication.

But Communication becomes difficult if one cannot keep up with the changes in the language which has the denotative and connotative meanings. Language operates both in the cognitive domain and the affective domain. Therefore, as a communicator, one needs to remember that anyone can have connotative meanings as well as denotative meanings which reside in the minds of the users. This makes it clear that on one hand, the effective communication and the appropriate use of language are inter-related that is why one needs to be well-equipped with the communication skills and on the other hand, language learning involves developing a set of habits that are called the automatic skills but these skills have their basis in the mind.

Learning a second language is in effect with learning the four skills, viz., Listening, Speaking, Reading and Writing. The first two skills are intimately related to each other, though one is a recognition skill and the other is a production skill. Both these skills depend almost entirely on the learner’s knowledge of the pronunciation of words and the articulation of sounds in the language. Listening is a receptive skill like reading whereas speaking is a productive skill like writing. Just as sharpening reading-attention benefits writing, sharpening listening-attention benefits speaking.
Two skills, namely, ‘Listening’ and ‘Reading’ are comparatively passive skills requiring less exertion on the part of the learner. These skills are also called the ‘Receptive Skills’ because when listening or reading takes place, a person engaged in it is at the receiving end of the communication channel. On the other hand, ‘Writing’ and ‘Speaking’ skills are ‘Productive Skills’. Here the person, being at the transmitting end of the channel, has to take initiative. From these divisions, it seems that the skills have common characteristics and there is more than one way of grouping them. The fact of matter is that language is not just a conglomeration of diverse skills. It is one integrated skill. This becomes apparent from the fact that in most situations, one has to use more than one skill simultaneously. Thus, the new dimension has already emerged as the human excellence through the developed human skills that are very much significant for the supremacy of performing something very proficiently. This is something through which one can realize the human excellence through the enhanced communication skills.

1.5 Importance of Communication Skills

Effective communication skill is a product of conscious effort, methodical learning and preserving practice. Learning by rote would not help in laying firm foundations for communication capabilities of a high order that is required as a professional.

The Dictionary defines ‘Communication’ as a process by which information is exchanged between individuals through a common system of symbols, signs or behaviors. ‘Skill’ is defined as a learned power of doing something competently and that is developed. Thus, ‘Communication skills’ can be learned and used effectively to deliver one’s message.

As communication plays a vital role in the smooth functioning of an organization, the need to know the communication skills has assumed a great importance in various fields. Communication skills are the set of skills that enables a person to convey information so that it is received and understood. These skills may be defined as the ability to employ language in ways that most efficiently and effectively transfers ideas from one person to
another. The emphasis is on clarity. Clarity is the quality of discourse that should transcend every element into which a given message can be analysed. Communication skills refer to the gamut of behaviors that serves to convey information. Initially everybody has communicative abilities, but proficiency levels have the tendency to drop if these skills are not used consistently.

Effectiveness of communication depends on acquired language skills. An effective communication is indispensable for effective human relations in this competitive world. The learners are now being challenged to exhibit the ability to think, write, listen and speak effectively. The right purpose of communication is the right perception, proper use of information, analysis of situation, creation of impulses and finding ways to put across.

Thus, there is no denying the fact that effective communication skills play a vital role in building a successful career in any field. It is not possible to obtain good marks in examination or fare well at an interview or successfully negotiate with the other parties unless one's communication skills are sufficiently strong and refined. That is why most business-oriented professional courses include communication skills as an integral component of their curriculum. Effective communication skills in English bring to the fore, each and every grammatical aspect needed for English language usage. Communication is directed to an 'audience' and makes adjustment to interests, attitudes, language habits and vocabulary of actual people.

The skills consist of time management, an ability to work under pressure, accuracy and attention to detail, proper communication, managing different tasks at the same time, creativity, entrepreneurship, versatility, teamwork, flexibility, willingness to contribute to innovation and shouldering responsibilities, coping up with uncertainties, interest and preparedness for life-long learning and for internalization of the labour market realities through an understanding of various cultures, social sensitivity, group dynamism, generic skills which cut across different disciplines, literate in areas of knowledge which form the basis for various professional skills. These competencies broadly relate to 'liberation of mind'
and ‘empowerment of hands’. They can be the specific parameters to judge the outcomes of educational programmes and activities of the institutions of higher education. These skills are the parameters by which the quality of higher education is assessed and make an individual play a more active role in her/his society either to preserve it or to change it.

As an inquisitive learner, a person can try to develop the four skills by making the self aware of the purpose of communication with the right perception, proper use of information, analysis of situation, creation of impulses and finding ways to put across. Therefore, through the bird view of these skills, one can understand the purpose, difference and the meaningfulness of these skills.

A. Listening Skill

Familiarity with the sound system and ability to articulate sounds prepare the learners for listening to English utterances with understanding. Listening precedes speaking which paves the way for them to develop oral fluency and accuracy. It is often said to be a passive (receptive) skill while speaking is described as an active one. Listening can be cultivated through listening practice, both extensive and intensive. Extensive listening implies exposure to a wide variety of structures and sounds. This equips the learners to listen with understanding in real-life situation. Intensive listening is concerned with just one or two specific points. Its practice is primarily for language items as part of the language teaching programme. These kinds of practices can be done with the help of recording and language laboratory. The learner should be able to recognize a sound before she or he attains an ability to produce it.

The weak learners of the vernacular language are hampered in their ability to listen for meaning by certain weaknesses such as a) inadequate knowledge of vocabulary, b) inability to maintain vocabulary, c) inability to understand the pronunciation other than the
personal or regional pronunciation, d) inability to understand against background noise through electrical interference. The main remedy for this vocabulary weakness in the target language lies in the learners enriching their vocabulary through reading and by looking up unfamiliar words in dictionaries. It is practically very important for everyone in this electronic age to listen with understanding against background noise. This can be dealt with seriously, tape-recorders and specially prepared recordings are indispensable for this.

B. Speaking Skill

To make the listener understand better, while one speaks to the listener, one should consider effective measures in speaking such as knowing the listener, knowledge regarding what s/he is talking about, saying straight way what one means, to be sincere, controlling the gestures and tone, avoiding the irritating words or those words having more than one meaning.

The manner of approach is very essential in every service oriented or hospitality industry. A person employed in the trades and for the organization, a technical person should always aim at pleasing the mass in contact. Her/his speech should not be defective but perfect and should develop interests in listeners and increase their listening power.

In face to face interaction, a person does not communicate only through words. The speaker’s whole personality, including facial expressions, postures and gestures, is involved in the speaking process. The eye-contact is the most immediate and effective means of establishing rapport with listeners. The speaker’s voice modulation should be proper. A good speaker should speak with conviction, sincerity, interest, familiarity, dramatization of certain ideas with the sharing views of the listeners. Adequate planning and preparation are the essential elements for a successful communicator.
C. **Reading Skill**

Reading, like listening, is a decoding process. But it is a very complex process involving many physical, intellectual and often emotional reactions. Moreover, it entails the ability to recognize graphic symbols and their corresponding vocal sounds. There are three important components in the reading skill: these are i) the recognition of the graphic marks, ii) the correlation of these with the formal linguistic elements and iii) the correlation of these with meaning. Reading becomes meaningful only if one gets at the meaning behind the graphic symbols through one’s ability to recognize the semantic content of the graphic symbols and the sounds they represent. There are two kinds of reading skill: the skill of reading aloud and the skill of reading silently. Reading aloud is primarily an oral matter; it is closer to pronunciation than to comprehension. The greatest amount of reading that is done in the world is silent. The skill of silent reading, however, varies from person to person and depends on several factors including each person’s requirement.

There are five uses of silent reading. These are i) to make a survey of materials to be studied and to look through indexes, chapter headings and outlines, ii) to skim, iii) to familiarize oneself with the material and its thought content, iv) to study the material in depth and v) to study the language in which the material is written from a literary or linguistic point of view. So, the good silent reading presupposes knowledge of cultural values of words and expressions and the ability to identify the thematic content of what is in the text. Extensive reading presupposes speed and ease which come only from copious reading. Intensive reading has the full understanding of the text with its argument, its symbolic, emotional and social overtones, the attitudes and purposes of the author and the linguistic and literary means the author employs to achieve her/his purpose.
D. Writing Skill

The first requisite in effective writing is to write with a definite reader in mind. Three things which every writer must be equipped with before s/he can transfer her/his thoughts to paper are: An Idea (something to say), A Purpose (some reason for saying it) and A Medium (language form which represents an idea). If one is equipped with these minimum essentials, one can proceed for writing.

Writing is a thinking process and is much more than an exercise in transcription or copying. It is different from speaking. It aims at compactness and precision in expression as well as grammatical, idiomatic and orthographic accuracy and in that conventions of writing tend to be less flexible than those of speech. Moreover, a person who learns to write English has not only to cope with the mechanical problems connected with the script of the language but also with the problems of ease and fluency of expression, of grammatical and lexical accuracy and of the appropriateness of the style of writing as demanded by the occasion or situation. Learning to write is learning to use grammar with ease and facts in some sequential order as tools. Skilled writer is expected to master the elementary mechanics of written work, viz., handwriting, spelling, capitalization, punctuation, word-order and word division, sentence structure and constructions before they are given free hand to develop ease and fluency in writing. S/he must be able to present her/his information in a format acceptable for the occasion, be that an informal friendly letter or a matter-of-fact for business communication, a report to the teacher or an article for the publication.

All this indicates that these skills, if mastered properly, cultivate a human practical ability in the person of any walk of life which makes an interaction excellent one, between two or more. Moreover, the present world seems to be so intact that it appears to be a small family. In ancient time, any individual had to wait for a long time if she or he wanted to communicate with person on the other part or out of the country. But now the technological advancements have made every communication easier and the common thing for convenient communication is a media that is the standard language.
In this new era of globalization, many changes in the world take place and therefore the knowledge of the standard language English is must for a person to communicate with the other business firms outside India. To be in touch with the multinational firms, English is necessary as the most of the countries of the world have accepted English as a mode of communication. Thus, English as a standard language has been inevitable to be learnt if a person, especially a student who wants to be an internationally effective communicator. So any internationally effective communicator is also required to enhance her or his communication skills in English that is must. This is equally true for the students who are in colleges and are planning for their betterment in higher studies as well as the other future prospects, not only at local level but also at the world level. Therefore, for them the enhanced communication skills in English are must.

1.5.1 Significance of Communication Skills in English for the Undergraduates

Looking to the importance of Communication Skills in English for the undergraduates, let us see the significance of Communication Skills during their study period and for their prospective.

The knowledge of English language is much more required especially for the college students of Gujarat as it is useful in almost all the fields. Too often, the undergraduates enter colleges without the basic knowledge needed to communicate effectively which can hinder their academic and job success. Graduates with proficiency in English are demanded more in foreign companies. English is used in many professions. Particularly Commerce graduates mostly prefer to do business for which many times the business people are supposed to contact foreign companies also and for that she or he needs to communicate in English. If she or he does not know English then she or he must depend on others for communication in English.

Moreover, the higher studies such as MBA, CA, CS, IAS, IPS, I.C.W.A etc. can be done in English only. Thus, it is a need to develop the Communication Skills of these undergraduates in English so that they can develop more opened.
So far as the communication skills in English are concerned with the professional development, these should be developed at the right stage and therefore these skills become more significant to be enhanced for the commerce undergraduates whose main purpose is to enter the world of higher education and international business.

With competition gaining such momentum on every front, time has virtually run out to merely 'pass the buck'. This responsibility and understanding on the componential fabric of the situation primarily mean that, first one has to begin by realizing the meaning of Communication Skills in the modern notion of professionalism. The expected response primarily means, preparing the students completely, where the student joins her or his profession not only as an academically trained and qualified person, but, also as an individual who is capable of relating and networking various people of varying profile and under varied conditions. This implies preparing the students psychologically and linguistically for situations she/he is expected to encounter and tackle. If this kind of grooming is given at the right stage and at the right time for the right duration, a lot of resources can be saved. These put the onus of training students in various 'soft skills', which are value-added skills in developing their entire persona, on the academia, particularly in B-Schools and universities. And Communication Skills stand out as the critical component of such courses to be offered during the academic phase of the students. This is what Communication Skills mean today!

Once again looking to the importance of Communication Skills in English for the undergraduates, let us see the significance of Communication Skills at different job places where these students will go for training, where they are found less proficient in Communication Skills in English.

1.5.2 Importance of Communication Skills in English for the Commerce Undergraduates

“The ability to communicate topped the list of recruiting companies’ desired traits this year among college candidates”. (National Employees’2006 Job Outlook)
The statement itself indicates the importance of Communication Skills for graduates required by the service sectors too. Nowadays the need for strengthening the communication skills is increasing day by day, especially for the Commerce students as they get admission in the commerce college with a plan to do their service or business not only at the local level but also at the distant level. Even if one sees the job advertisements, one finds that one of the most expected qualifications needed for getting job is good command over English language and well developed communication skills. In most of the occupations, an individual is supposed to be competent enough in English and Communication. Professional and highly skilled jobs will continue to grow at a faster rate.

The importance of Communication Skills in English at any mode, brand and concept of professionalism is a well known and accepted reality today. In fact, recruitment advertisements of not only many major but also even of several minor players in the corporate sector specifically ask for people with excellent Communication Skills in English (and also Interpersonal Skills) besides the requisite ‘skill set’ in the areas of specialization. This is true even for Information Technology (IT) sector which has hitherto concerned with only the particular ‘skill set’ of the individual. The realization that Professionalism and Communication Skills share a symbiotic relationship is driving many companies, including some very prominent IT majors like HCL, INFOTEC, etc. towards making conscious efforts to make their staff become smart and effective communicators!

Interestingly, the Government of India and also the Public Sector in our country are waking up to this demanding reality and apparently concerted efforts are being made in getting their executives trained in various soft skills, in general and Communication Skills, in particular. For example, Short term course in Communication Skills in English, offered by Institute of Secretarial Training and Management under the Department of Personnel and Training and the National Institute of Entrepreneurship and Small Business Development of the Ministry of Small Scale Industries to
Government officials, are quite popular as are the in-house as well as out-sourced training of Navratna Companies like the BHEL, amongst others. In addition, sessions on Communication Skills have been incorporated in the various training programs initiated by different departments such as National Science and Technology Entrepreneurship Development Board to promote new enterprise creation and to train Master Resource Persons in inculcating scientific temper amongst masses respectively. Thus, Communication Skills are very much relevant and important in today’s internationally networked world.

With the international developments like the opening up of the world economy, emergence of a strong and vibrant World Trade Organization and consequent international ‘haggling’ and contest for issues like trade zones, free trade and economy, intellectual property right etc, the notion of profession expertise has begun to change. The boom in software industry and the subsequent Business Process Outsourcing and the Call Centre explosion, has highlighted the need of the structured and focused training on Communication Skills in English for students of various professional courses and has been indeed much needed wake up call. Though several training programmes to impart the requisite skills in sales, services, customer relations etc to their executives is not a new phenomenon in India.

The academic institutions, churning out thousands of so called professionals every year, are now interested in preparing their students for the grind of the professional life. Of course, some elite academic institutions besides a handful of B-School have been making efforts at initiating some courses aimed at imparting Communication Skills or Personality Development packages to their students. Some of the companies have developed trend-setting expertise as Communication Skills' trainers. IICL is one such company, whose famous slogan ‘Contact, Connect, Communicate’ (Triple ‘C’ paradigm) today has become a very popular, catchy and a widely used communication tool.
Consequently the Commerce graduates need to keep in mind the long term benefits of focusing on a specific set of skills. Additionally, today's 'high tech' job market requires computer competency and strong communication skills for a successful career. Some areas like personnel-public relations, marketing, sales, and labour relations call for exceptional communication skills. Editors, writers, teachers, advocates, researchers also need a highly developed ability to communicate. Executives are also expected to be effective communicators in order to project a favorable image of their organizations.

Thus, the ability to communicate effectively has become an important job requirement. Investment banks, consulting firms and even technology companies stress on the importance of communication skills when hiring candidates. Some new employees in areas such as finance, marketing and consulting prepare multi page reports and presentations. No one can doubt that even drafting an e-mail is an art in today’s business world and strong writing skills are crucial for business majors looking to enter the corporate world.

In this way, communication can be considered as a social and cultural process and the language is the main tool for communication. Good communication and good English facilitate everyone in many ways. Therefore, being able to communicate in English is an absolute pre-requisite in today's cut-throat world of communication even at the local level. For example, in order to level Gujarat state with the globe, the Gujarat Government supports the projects like Society for Creation of Opportunity through Proficiency in English (SCOPE) for improving the Communication Skills of the youth in English. It indicates that there is a great need to enhance the Communication Skills in English especially of the youth. Gujarat is known for its 'Business' qualities. Here most students prefer to go for Commerce education in order to be the successful professionals. But sometimes these students lag behind in communication skills in English. In Kachchh region of Gujarat, especially at university level, English is offered as compulsory subject. Its objectives are such as, learning comprehensive
and expressive skills but in Commerce faculty ‘English’ is taught as a compulsory subject only in the First Year Degree course with more emphasis on comprehensive skills and in the remaining years of Commerce graduation ‘English’ serves the purpose of a tool to learn ‘Commercial Communication’ which is one of the compulsory subjects in all the three years of B.Com. Degree. The objectives of teaching ‘Commercial Communication’ arc different from the teaching of general English i.e. business letter writing, correspondence with different organizations, report writing etc. Here, it is obvious that only ‘written communication skills’ are emphasized in the F.Y.B.Com. level, Spoken and Presentation Skills are almost ignored. Therefore many Gujarati and Hindi medium students generally remain passive listeners and try to rote learn the subject contents in order to succeed in university examinations.

The undergraduation is the stage, where these undergraduates try to promote their academic achievements, where they seriously think and plan about their future to be moulded, where they begin to evaluate their strengths. Therefore, at this juncture, it is very much essential for these Commerce undergraduates to achieve optimal personal growth, acquire positive social skills and values, set appropriate career goals and realize full potential to become productive and contributing members of the world community.

The fact shows that in spite of English being so popular and common among the native speakers in usage of even local language, it continues to be difficult for millions of our students across the country. Especially the students who hail from the rural areas find it difficult to communicate in English even after many years’ learning English at school. Even college leaving students find it difficult to use English for social or academic purposes. Considering all the important aspects, the researcher felt the need of the present study in the area of developing and implementing a strategy to enhance the First Year Commerce students’ Communication Skills in English in its right perspective.
1.6 Need of the Strategy for the Present Study

The researcher, during her observation in the area where she has been working as a lecturer for last one decade, observed that there is a direct link between language and communication skills. Some of the F.Y.B.Com. Students are best in obtaining excellent results in both these subjects but the majority of these Commerce undergraduates get just above average marks in the same subjects due to various reasons such as ‘lack of prior foundation in English, limited knowledge of English vocabulary, poor personal motivation, deficiencies of interpersonal communication skills in English, no practical exercise, lack of extensive and intensive reading in English. Due to lack of communication skills in English, students’ self-concept, self-confidence and self-esteem remain low and a kind of ‘inferiority complex’ develops in them. Such students make use of readymade material of lecture notes to understand the required subject but this practice makes them handicapped in mastering the communication skills because the skills cannot be strengthened without systematic practice which is necessary for making them competent communicators in English. Their inability to cope-up with the present scenario might affect their personal and professional development at many levels if they do not have properly enhanced communication skills in English. In addition to the observation of the present scenario and in the light of the literature reviewed for the present study, the researcher had timely perception for initiating the present study.

As the Commerce education is directly linked with the economy and since English is having its global importance, the researcher felt that in the present global culture, it is a reed of the hour to enhance the Communication Skills of these F.Y.B.Com. Students in English by developing and implementing a comprehensive strategy that can be effective and efficient for them for their entry in the job market, leading to their personal and professional growth.
Furthermore, the development of the higher education in India, in the last five decades, presents a picture of light and shade. In the garb of quantitative success, there is a qualitative failure. Though many studies have been undertaken that are related to the area of developing different skills and strategies for teaching various aspects of English and other disciplines, there is hardly any study concerning the strategy for enhancing communication skills in English for the Commerce undergraduates. If a sincere attempt is made to utilize the period of graduation in teaching of language and enhancement of communication skills of these undergraduates along with the other studies, it would help them, both personally and professionally.

The brief summary of the review of the related literature by the researcher made it clear that various efforts have been undertaken to cover up the area of school and to enrich linguistic skills and language aspect in the area of teaching and learning English language for different levels of students, when various computer mediated technologies, programmes and strategies have been developed and implemented. It showed that there had been no dearth of studies in the area of English language. Some of these studies helped the researcher to gain thorough understanding about the need to evolve an instructional material according to the needs of the learners and to get an insight into the aspects related to the development of a strategy, to know about the innovation in classroom instruction and the learners’ positive impact in learning, different abilities, skills and attitude of the undergraduates required to be strengthened. But as a very few studies had been carried out that are related to the area of Communication before, it seemed that more sound researches were necessary to focus upon the area of under graduation where, there is a general negligence in developing and implementing a strategy for enhancing the communication skills in English for the First Year undergraduates specially for the Commerce students. The researcher had not come across any study which could help to understand the area of development and implementation of a strategy to enhance the Communication Skills in English for the First Year Degree students in Kachchh District of Gujarat, the less attended to so far. It seemed that there has been a great need to conduct such type of research that becomes helpful
to these Commerce undergraduates for their personal and professional development, required in the discipline of Commerce which, in turn, has great impact on national development. Considering all the aspects as mentioned above, the researcher proposed the present study in the area of developing and implementing a strategy to enhance the First Year Commerce students’ Communication Skills in English in its right perspective.

1.7 Research Questions

i) How to integrate the LSRW Skills among the First Year B.Com. students?

ii) How to enhance the Communication Skills possessed by the First Year Degree Students?

1.8 Statement of the Problem

Development and Implementation of a strategy to Enhance Communication Skills in English for the Commerce Undergraduates.

1.9 Objectives of the Present Study

1. To study the initial level of Communication Skills in English possessed by the First Year B.Com. students

2. To develop the strategy to enhance Communication Skills in English possessed by the First Year B.Com. students.

3. To implement the developed strategy for the First Year B.Com. students.

4. To study the effectiveness of the strategy developed.

   a) In terms of the achievement of the Communication Skills of the F.Y.B.Com. students.

   b) In terms of the students’ reflections about the strategy.
1.10 Organization of the Thesis

The present study is divided into five chapters.

The first chapter of the present study is ‘Introduction’. This chapter introduces the entire topic of the research along with its importance, background of the study, objectives of the study, explanation of the terms. It concludes with a paragraph that looks ahead to the rest of the chapters. This chapter gives the conceptual background to the specific area under investigation. It clearly states the problem under investigation with specific reference to the placement in the broader area under study. It describes the significance of the research problem focusing on why the present study is undertaken.

The second chapter is on the ‘Review of related literature’. It consists of the review of important literature related to the problem under study. This chapter begins with an overview of how the chapter is organized, followed by a review of the theoretical and empirical literature and ending with summary of what the previous research seems to mean and how it relates to this study. Here, the researcher has tried to identify research gap, focusing on what has been done so far, when and where earlier studies were carried out along with interpretation of the significance of the results. It also traces that it had been critically analysed and summarized in order to justify the necessity for conducting the present investigation.

The third chapter entitled ‘Research Design for the Present Study’ discusses the design of the study. It highlights the methodology of the entire study. This research design is a plan of investigation which includes an outline of what the researcher has done, from writing the objectives, hypothesis and their implications to the final analysis of data. It includes the subjects called ‘sample’, tools needed for the collection of data, procedure followed for collection of data and its analysis. It focuses on the functions as mentioned below. It conveys the facts about the nature and type of data required along with where such data is found. The design of the study answers many questions like: what, where, when, how much and by what, concerning the study. It answers to the questions such as, ‘How has the sample been drawn’? ‘What was the sample size’? ‘How were the tools designed’? ‘How have valid and reliable tools been constructed’?
The fourth chapter is about the Strategy. It focuses on the pre-requisites for the development of the present study strategy, identification of the entry behaviour of the students, the objectives for developing the strategy, selection of the instructional inputs in the context of the level of the students and the implementation of the developed strategy to enhance the Commerce undergraduate students’ communication skills in English.

The fifth chapter is about the ‘Data Analysis and Its Interpretation’ that deals with the outcome of the study. The data collected are presented in a tabular form and analysed with the help of appropriate statistical techniques. This chapter further gives the detail of actual findings and its discussion.

The sixth chapter of the report is entitled as ‘Summary’ deals with major findings, conclusion and suggestions.