2.1 REVIEW OF LITERATURE:

A Review of past research helps in identifying the conceptual and methodological issues relevant to the study. This will enable the researcher to collect relevant data and subject them to sound reasoning and meaningful interpretation. This chapter attempts a brief review of the relevant research literature related to the present study. Keeping in view, the objectives of the study reviews are presented.

According to Bharadwaja’s Pictorial Gem Dictionary (2004) Credibility is credible, worthy of belief. Context is the order of discourse, the parts that proceed and follow a sentence. Content means holding capacity that contained. Channel is a means of passing and conveying. Consistency is the thickness or firmness. Capability means ability, power, and resources. Clarity means clearness.

Cambridge dictionaries online explains (2013) Credibility is the fact that someone can be believed or trusted. Context is the situation within which something exists or happens and that can help explain it. Content is the list of articles or parts contained in a magazine or book with the number of the page they begin on; the ideas that are contained in a piece of writing, a speech or a film. Consistency is the physical nature of a substance especially a thick liquid, for example by being thick or thin, smooth or lumpy etc. Channels mean a way of communicating with people or getting something done. Capability is the ability to do something.

According to Cambridge Learners Dictionary (2003) Credibility means when someone can be believed and trusted. Context is all the facts, opinions, situations etc., relating to a particular thing or event. Content is the information or ideas that are talked about in a book, speech, film etc., Clarity means the quality of being clear and easy to understand. Consistency is when someone always behaves or performs in a similar way or when something always happen in a similar way. Channels are a way of communicating with people or getting something done. Capability is the ability or power to do something.

Chambers Twentieth Century Dictionary explains (1982) Credible is that may be believed; seemingly worthy of belief or of confidence. Context is the parts of a discourse or treatise which precede and follow a special passage and may fit its true meaning; associated
surroundings, setting. Content is that which is contained; the substance; (in Pl) the things contained (in pl) the list of chapters sections etc., in a book. Clarity means Clearness. Consistency means fixed, not fluid, agreeing together, compatible; free from self contradiction; true to principles. Channel means a flat piece of wood or iron projecting horizontally from a ship’s side to spread the shrouds and keep them clear of the bulwarks fore, main and mizzen channels. Capability means quality or state of being capable. Ability for the action indicated because provision and preparation have been made.

According To Collins Online Dictionary. (2013) Credibility is the quality of being believed or trusted. Content is everything that is inside a container, all that is contained or dealt within a discussion, piece of writing etc., substance. Context is the conditions and circumstances that are relevant to an event, fact etc., Clarity is clearness as of expression, clearness as of water. Consistency is agreement or accordance with facts, form, or characteristics previously shown or stated; conformity with previous attitudes, behavior, and practice etc., Channels means a means or agency of access, communication etc., a course into which something can be directed or moved. Capability means the quality of being capable, ability.

According to Compact Oxford Reference Dictionary (2001) Credibility means able to be believed, convincing. Context means the circumstances that form the setting for an event, statement or idea. Content means the things that are contained in something. The material dealt with in a speech or text as distinct from its form or style. Clarity is the state or quality of being clear and easily understood; transparency or purity. Consistency means the state of being consistent; confirming to a regular pattern; unchanging. Channels means a means of communication; a passage along which liquid or a watercourse may flow. Capability is the power or ability to do something.

According to Longman Dictionary of contemporary English (Online): (2013) Credibility is the quality of deserving to be believed and trusted. Content is the things that are inside a box, bag, room etc., the things that are within a letter, book etc., Clarity is the quality of being clear and easy to see or hear. Consistency is the quality of always being the same; doing things in the same way; having the same standard etc., used to show approval. Channel means a way of expressing your thoughts, feelings or physical energy. A system
or method that you use to send or obtain information, goods, permission etc., Capability is the natural ability, skill or power that makes a machine, person or organization able to do something especially something difficult.

Longman Dictionary of Contemporary English New Edition. (1993) Credibility means the quality of deserving belief and trust. Context is the parts of a piece of writing, a speech etc., which surround a word or passage and which influence or help to explain its meaning; the surrounding condition in which something takes place. Content means the subject matter especially, the ideas of a book, speech etc., Clarity is clearness especially the quality of being easy to understand. Consistency is the state of always keeping to the same principles or course of action; the degree of firmness stiffness or thickness. Channel means any course or system by which information travels. Capability is the fact or quality of being capable or a way in which someone or something is capable.

According to Oxford Advanced Learners Dictionary, Indian Edition (1993) Credibility is the Quality of being believable; Quality of being generally accepted and trusted. Content is that which is contained in something; it is that which is written or spoken about in a book, an article, a programme, a speech etc., it is the amount of something contained in something else. Context is the words that come before and after a word, phrase, statement etc., helping to show what its meaning is; it is the circumstances in which something happens or in which something is to be considered. Clarity in Clearness; lucidity; clarity of expression, thinking, vision. Consistency is the quality of being consistent; Degree of thickness, firmness or solidity. Channels are any way by which news, information etc., may travel. Capability means Quality of being able to do something. Undeveloped gift or quality.

According to Oxford Advanced Learner Dictionary of Current English (2005) Credibility is the quality that something or somebody has that makes people believe or trust them. Context is the situation in which something happens and that helps to understand it; the words that come just before and after a word, phrase or statement and help you to understand its meanings. Content is the things that are contained in something’s; the different sections that are contained in a book; The subject matter of a book speech, programme etc., Clarity is the Quality of being expressed clearly; The ability to think about
or understand something clearly. Consistency is the quality of always behaving in the same way or of having the same options, standards etc., Channels is a method or system that people use to get information to communicate or to send something somewhere; a way of expressing ideas and feelings. Capability is the ability or qualities necessary to do something.

According to Oxford Dictionary & Thesaurus (2001) Credibility means believable; worthy of belief. Context means what proceeds and follows word or passage. Content is what is contained especially in vessel, house or book. Clarity is the state or quality of being clear and easily understood. Consistency means the state of being consistent; conforming to a regular pattern; unchanging. Channels are a means of communication. Capability is the power or ability to do something.

According to Oxford Students Dictionary of Current English (1994) Credible means that can be believed. Context is the words etc., used before and after another word, phrase etc., and helping to fix or illustrate the meaning. Contents mean things contained in something; the amount which a container, pocket etc., can hold. Clarity is the state of being easy to see through; the state of being easy to understand, hear etc., Consistency means the state of always being the same in standard, from behavior et., Channels means anyway by which never, ideas etc., may travel. Capability is power, fitness or capacity.

According to the New International Webster’s student Dictionary of the English Language (2001): Credibility means Capacity of being believed. Context is the portions of a discourse, treatise etc., and proceeding and following a passage quoted or considered. Content means all that a thing contains or deals with. Clarity is the state or fact of being clear; clearness. Consistency means Compatibility or harmony, as between things, acts or statements; Agreement with what has been previously done, expressed; Firmness or density as of a liquid. Channels is the official course or route through which communications, requests etc., are handled or transmitted; Capability is the quality of being capable, ability; A feature, quality etc., that may be used or developed; potential.

According to Webster’s New World College Dictionary (2006) Credibility is that can be believed, believable; reliable. Context means the parts of a sentence, paragraph,
discourse etc., immediately next to or surrounding a specified word or passage and determining its exact meaning; the whole situation, background, or environment relevant to a particular event, personality, creation etc., Content is all that is contained in something; everything inside; all that is contained or dealt with in a writing or speech; all that is dealt with in a course or area of study, work of art, discussions etc., Clarity is to make or become clear and free from impurities said especially of liquids; to make or become easier to understand; to clarify ones meaning. Consistency means agreement; harmony; logical connection; agreement with what has already been done or expressed; conformity with previous practice; holding always to the same principles or practice. Channels is any means of passage; A course through which something moves or is transmitted, conveyed, expressed etc., Capability is the quality of being capable, practical ability; A capacity for being used or developed; abilities, features etc., not yet developed or utilized.

According to Word reference .com dictionary of English (2013) Credibility is the quality of being believed or trusted. Context is the parts of a piece of writing, speech etc., that precede and follow a word or passage and contribute to its full meaning; The conditions and circumstances that are relevant to an event, fact etc., Content is everything that is inside a container; the chapters or divisions of a book; A list, printed at the front of a book, of chapters or divisions together with the number of the first page of each; All that is contained or dealt with in a discussion, piece of writing etc., substance. Clarity is clearness, as of expression; clearness, as of water. Consistency is agreement or accordance with facts, form or characteristics previously shown or stated; Degree of Viscosity or firmness; the state or quality of holding or sticking together and retaining shape. Channels means a means or agency of access, communication etc., to go through official channels; A course into which something can be directed or moved. Capability is the quality of being capable; ability.

Alexandra, Correal. and Sara, Monsalve (2006) in their research paper on Children’s oral communication in English class Activities: An Exploratory study, revealed that children’s oral production was possible. Hoping this the teachers put the maximum efforts and equip them with all the skills they need. Their sincere efforts created among student’s opportunities for learning. The researcher made use of techniques like field notes, video
recordings and also used interview schedules to elicit relevant information from teachers of English and pupils.

Alsout, E. Ali. (2013) in his paper entitled, ‘An investigation of English language: Needs of the first year pre-medical students at the University of Sebha, Libya’, reported that most of the scientific & Technical works (spoken or written) are done in English. Therefore English language is considered as an international and very important language and it is also considered as the second official language used in many developing countries like Libya. Like other professions, English plays a very important role in medical profession as medical students need to use English for various purposes. They require English to read text books as well as journals written in English, to understand the lectures given in English, to communicate with their teachers to write their exams and projects in English.

Balachandran, Kamala. (2014) in the article, “Rote learning too has a place in curriculum”, opined that rote learning is learning or memorization by repetition, often without an understanding the reason involved in the material that is learned.

Till about a couple of centuries ago, rote learning was the only way any learning was mastered. Progressive thinkers in the west, sought to move away from force-feeding book knowledge and focus instead on training the mind to understand concepts and think originally. Schools still rely heavily on learning and students can still earn their certificates with superficial understanding of the subjects. But since the educated class is familiar with the progressive ideas in the field of education, rote learning is looked down upon. The writer addressed this mental block and explained students that rote learning still has a place in education and it is as it is often made engaged with the task totally. Some students, who learn through their ears, have only to stay attentive in class to get the sequence of ideas in their head. Students should not think that memorization is not an anathema to good learning. They should pick up memorization techniques that suit their style and file away the lesson in their brain. Brain can very effectively store all the learning and still have a whole lot of cells left original thinking.
Balkrisnan,V.(2010) in his paper on, ‘Introduction to managerial communication’, opined that communication is the critical activity of managerial process. It is an integral part of the social life of human beings and basic requirements of business activities. In the international business new organizational forms are emerged, new skills are developed and new behavioural patterns are noticed. The globalization of business activities, emergence of service organisations as leaders in business processes and emergence of e-organizations redefined work culture and managerial communication.

Balkrisnan,V.(2010) in the article, ‘written communication’ enumerates that, written communication is an important segment of communication. Understanding the purpose of communication, different forms of written communication and the features of written communication along with the use of internet for speedy communication through e-mail and websites is essential for using written communication for achieving the desired goal. In order to ensure good relationship, goodwill messages are sent on the New Year eve, birthday, and wedding day or election to a high office.

Bhat R.V. (2014) in the article ‘Getting students employment ready ‘ described that as per a recent survey on graduate employability by aspiring minds, an assessing and grading firm, only 19 percent engineers are fit for employment and only 5 percent graduates from other streams are employable. Degree alone cannot fetch students a job. They will have to keep in touch with the current affairs and also possess qualities like good self confidence and effective communication skills. Such qualities can’t be taught. They can only be inculcated through a serious of learning methodologies and tasks. Good communication, commercial awareness, time management and analytical abilities are a part of the employability skills. Leadership qualities, interpersonal skills, innovation and creativity are also a huge part of the same domain. Classroom is one of the best places to start preparing students early for the big, bad world. To make the students understand the importance of these traits, it is imperative that the teachers motivate them to get involved in different activities.
Chen, Wenkai. (2013) in the paper, ‘An Empirical Study on the Acquisition of English Rising Tone by Chinese EFL Learners’ reported that, intonation is the melody and soul of speech and it plays an important role in oral communication. It is found by empirical study that the main problems existing in acquiring English rising tone are improper placement of nucleus stress, failure to control the contour of pitch of nucleus replacement of rising tone by falling one. The acquisition of rising tone is influenced by lack of intonation knowledge. To improve the learner’s ability of perceiving the utilization of modern phonological technologies is more important.

Cloudston, M. Lessard. (1997) in the paper, ‘Language Learning Strategies: An overview for L2 teachers’, informed that, the paper has provided a brief overview of LLS by examining their background and summarizing the relevant literature. It has also outlined some ways that LLS training has been used and offered a three step approach for teachers to consider in implementing it within their own L2/FL classes. Using language learning strategies encourages pupil in acquiring language and help English language teachers to think more and more about their performance as teachers.

Codruta, B. Elena. (2012) in the research report , ‘Teacher as learning Facilitator in ELT’ revealed that, the Classroom is called a magic place where a host of educational activities like intellectual, emotional, socio-cultural, and curricular etc, take place. These things will influence the classroom environment. Pupil is involved in a continuous educational scheme and they are evaluated on what they have studied. Technology has created a fertile ground that will successfully foster teacher-student communication.

De Rolf, J. D. (1995) in the research article, ‘English communication Through Practical Experiences’, shared some teaching methods to incorporate both inside and outside the English classroom and discussed how they can be beneficial to the practical task of communicating in English. The English teacher should be clear that more than teaching methods or curriculum, a language must be experienced before it can become a part of a person’s being. A person must live the language. It is a great challenge, as the language
teachers try to give students various kinds of opportunities to live the language but it is also very rewarding to be able to see a student make English become a part of his/her being.

Desikan, Bashree. (2014) in the article, ‘The quiet ones too need attention’ described that; Students usually have a number of complexities in studies. Reading is one among them. Students with Dysteria i.e. reading disorder require a lot of attention. Such students have a very poor I.Q. in school because they are not able to synthesize and read. Even basic reading, identification of letters and writing breaks down. Often students with this difficulty are isolated in class, until the problem is identified and attended to. So, the attention they get in a school meant for them really comes as a tonic. Their parents may not realize the problem, or they may come to know very late. So it is more important that teachers give attention not only to those students who are doing well in studies but also silent ones. Hysteria can be avoided if the problem is detected and the students with such difficulty are supported with remedial teaching. If these students are left. The more teachers and parents sensitive to this difficulty the better it can be managed. Teachers in addition to giving more and more care and attention to good and talented students should also give special care to these silent ones in the class.

Devimeenakshi, (2013) in the research article, ‘A study on teaching business communication /English in Indian classrooms’, enumerated the type of syllabus introduced for business administration (English) classes. The learners were joyful due to adopted teaching methodology, communicative language teaching. Students earned enough experience in having command over the language. English language is highlighted and equalized with computer language. Any literate in the world knows that English can communicate to the other person in any part of the world. He is proud to say those pupils who are specialized in English language are now officials in multi-national companies.

Doganay, Yakup. et al (2013) in the article, ‘Making culture happen in the English language classroom’, revealed that, the modern practitioners found a way of having the language learners acquainted with the target culture and introducing culture through
culture based textbook activities. However the issue of additional culturally-oriented activities in improving students learning habits is questionable today. The purpose of this paper is to examine their effect and to investigate the attitudes of students towards language teaching and learning through culture based activities (games, role plays, dialogues, video clips, discussions and comparisons of local and target cultures).

**Dorothy.** (2014) in the article, ‘Developing skills in written communication’, described that written communication demands formal language, conformity to recognized patterns and some level of proficiency in the rudiments of language. The difficulties are deterrents to developing skills in written communication. even so , getting the hang of efficiency articulating thoughts and idea is a forte that can b unlock the door to a world of greater understanding. The importance of written communication should primarily be discerned and appreciated. Writing exercises should be undertaken on a regular basis. Many tutors advice writing daily, at least a couple of paragraphs on any topic of interest. This not only helps focus the mind, but also acts as a powerful drill that will sharpen writing skills. This exercise stimulates the mind to think as well. It aids reflection, fosters ideas and acts as a catalyst in the flow of creative juices, culminating in a literacy cocktail that can be an unforgettable learning experience.

**Erfani,S.Mahdi.** (2012) In the paper, ‘The Rationale for Introducing “Global Issues” in English Textbook Development’ examined that the main motto of English language learning is English is a global and international language. English language is playing a major role in the awareness of global cultures and issues. In the globalizing world, English language is doing wonders to the modern society. It is also helpful to understand other cultures, and the challenges and problems which we face in day to day life. The students with the Confucian heritage culture backgrounds are not familiar with the skills, independent minded industrialistic knowledge, since they are not emphasized in their secondary education. This can create challenges for the Newzealand lecturers who need to manage the culturally learning skills of the students while meeting the industry requirements.
Gai, Fangpeng. (2013) in the article, ‘Application of Multimodal Discourse Analysis in Intercultural Communication Teaching’, reported that Chinese scholars have begun to pay attention to Intercultural communication teaching and put it into teaching practice but mostly focus on how to make use of this new approach in reading class. This paper discusses the importance and great significance of multimodality in intercultural communication. After the analysis of the current teaching situation, the author suggests methods to strengthen the function of multimodality in intercultural communication teaching in order to improve college students intercultural communication competency.

Gilakjani, A. Pourhosein. (2012) in the paper, ‘The significance of pronunciation in English Language Teaching’, studied that it is very easy to find out the English knowledge of a person by the way he/she speaks. We judge people by the way they speak. So it is easy to find out the learners with poor pronunciation which is judged as incompetent, uneducated or lacking in knowledge. Many learners find pronunciation one of the most difficult aspects of English to acquire and need explicit help from the teacher. Pupils with bad pronunciation hesitate; avoid speaking English and experience employment troubles in their future life. Therefore some sort of pronunciation instruction in the class is very much necessary.

Gillian, Mansfield and Franca, Poppi. (2012) in the research article, ‘The English as a Foreign Language / Lingua Franca Debate: Sensitizing Teachers of English as a Foreign Language Towards Teaching English as a Lingua Franca’ reported that the present contribution is an empirical study carried out in an Italian University environment which aims to show how teachers should take on board awareness raising activities in the recognition of other varieties of English which albeit not exploited as benchmarks for language testing and certification. This can be achieved in practical terms by interrogating an expressly made corpus of Chinese English news texts and carrying out simple concordance activities.
Haraldsson, Kim. (2011) in the article, ‘The poetic classroom: Teaching Poetry in English Language courses in Swedish upper Secondary Schools’, the researcher enumerated teachers’ attitudes and their opinion on teaching poetry as a part of English language studies. It also presents the research done earlier about the development of poetry teaching in class rooms and the importance of reading poetry. The poetry is one area of English language studies that the majority of teachers opined that they consider it as less important.

Hebblethwaite, Denisa. (2010) in the article, ‘Effective teaching strategies in the culturally diverse classroom’, studied that there is a large percentage of students who study English as an alternative language in New Zealand. When these students want to develop their skills either technically or industrially in their workplace, they found it difficult to meet their industrial or technical requirements for the lack of oral English. There is a need for independent minded students with good problem solving and communication skills in the workplace. Therefore the writer suggests that classroom teaching should be based on student-centered approach with appropriate business communication skills.

Huang, Liangguang. (2011) in the paper, ‘Nonverbal Communication in College English Classroom Teaching’, revealed that, generally the human communication can be divided into two categories; that is verbal communication & non verbal communication, where verbal means the commonly considered to be the most important, efficient, powerful means of communication over the decades. Much attention has been given to the research on verbal communication. In face to face communication, the use of non verbal communication is more common than that of verbal communication and it is an essential part of human communication which plays a significant role. Students should be encouraged to improve their non verbal communicative competence.

Huang, Huan. (2009) in the research paper, ‘How to Teach Aural English More Effectively’ reported that, listening is a good habit to receive things in a better way in communication, listening plays an important role in people’s life. In a foreign language classroom, listening comprehension has never drawn the same attention of educators as it
now does. It is of vital importance to teach aural English more effectively. The students’ passive roles in the class should also be modified by harmonizing their extrinsic motivations and intrinsic motivations. The relationship between examinations and development of abilities should be co-ordinated by using different strategies in indifferent cases.

Huang, Ying. And K, Ying.(2012) in the paper, ‘Empirical Study on Intercultural Communication Teaching for English Majors in Chinese Universities’ revealed that, the importance regarding the relationship between intercultural communication competence and foreign language teaching has been recognized in China. Many universities in China have run intercultural communication as an individual course both at undergraduate and post graduate levels. Based on data analysis, this paper puts forward some implications on intercultural communication teaching. Teachers should help students to develop appropriate cultural attitudes and improve their intercultural communication competence so as to meet the demand of the globalized world.

Istifci, Ilknur, et al(2011) in the article ‘An effective role of e-learning technology for English language teaching by using meta communication actors’, revealed that meta communication is a communication about communication. It is something that goes beyond communication. Students and teachers of English should become familiar with this concept. English language teachers teach the students to establish successful communication with other people. Each society should grow with professional development, mastering new information technologies. E-learning has introduced new approaches of instrumental delivery where the roles of the teacher and the student have significantly changed.

Jayashree, Long Term (2014) in the article, ‘Sustaining academic interest in students ‘ explained that this is an age in which teachers have begun to realize that he/she is a helping hand to the needy who fumble for want of orientation, interest and motivation. The role of a teacher is a fast changing and has to adapt to the needs of the students. What makes the teachers often worried is lack of interest and motivation among the majority of
students as they involve in the process of learning no wholeheartedly, but only mechanically. The only solution is to transform them all into internally motivated individuals and this can be done by inculcating a feeling in their minds that education is not something separated from life. The theory of operant conditioning propounded by B F Skinner emphasizes the importance of factors which can motivate the students from outside, either in the form of a reward or punishment. Most of the time, it remains the duty of the teachers to elicit and maintain the attention of the students, and we all do it. But it has its own limitations and the highly heterogeneous nature of the group make it further difficult. The teachers can sustain the interest of students if they can give them a holistic view of all those things they learn. In this case information which characteristically appears dull will suddenly get illuminated with a brighter shade of understanding since information is then liberated from the water tight compartments of distinct subjects.

**Jin, Guochen.**(2009) in the paper, ‘Application of communicative approach in college English teaching’ reported that, the prime purpose of teaching English in classrooms is to communicate with English. To achieve this purpose one should have more effective way of communicative approach. This is the innovation of the foreign language teaching. It improves students’ competence effectively and carries out the quality education in foreign language teaching. Teachers provide students opportunities in the classroom to engage in real life communication in the target language. The paper is very helpful to know about the difference between communicative approach and other ways of language teaching. It helps to understand communicative approach continually.

**Jing, Chen.**(2005), in the article ‘Using Games to promote Communicative English Skills in Language Teaching’ reported that, the use of games can be a powerful language tool. They stimulate communicative skills. They foster authentic language use that integrates listening, speaking, reading and writing skills. The competition gave students a natural opportunity to use together and communicate using language with each other. By integrating playing and
learning, students practiced the learned linguistic knowledge in a vivid and meaningful context.

Kannan. (2014) in the article ‘Need of English in day today life’ described that English a world language and the students from all parts of the our country study it either as a first or second language in their schools and colleges. They consider its importance in their future life and they always want to make their dream come true. Even though the students study it from their primary classes, they failed to have clear-cut knowledge of the language. They are not good in communication and it is very sad to see that they are unable to communicate well in English. All who are involved in should take equal share or responsibility. He has also suggested recommendations to elevate students’ performance on oral and written communication. Students should not be made to learn English just for passing their examinations. The teacher should guide and provide proper attention, to average and slow learners also should be asked to stay back after regular classes. The English teacher should motivate to learn and speak and prepare as his/her own friend, classmate and guide.

Kantharaj. (2009) in the book, ‘A modern approach to Teaching of English’, describes that communication approach is one of the best approaches of English language teaching. It is said to be a means of communicating thoughts, feelings, and emotions. The main purpose of this approach is to facilitate the improving and enriching of the skills and competencies in English. It enables the learners to acquire communicative competency for the purpose of developing communicative skill. The teacher has to make use of the spoken form.

Karunakaran, et.al (2013) in the article ‘English language anxiety; an investigation on its causes and the influence it pours on Communication in the target language’ reported that, the demand to have a good command over English has been increased. Anxieties of the students prevent them from the expected goal. Most of the students experience this resulting in anxiety and nervousness. The study investigated a number of basic causes and reasons of English learning anxiety from the student’s perspective and effects of it. At this juncture language teachers should assist the learners and uproot their learning fears.
Kathleen, S. (1996) in the article, ‘Testing Communicative Competence’ reported that, Communicative language tests are those which make an effort to test language in a way that reflect the way that language is used in real communication. Teaching language has traditionally taken the form of testing knowledge about language, usually the testing of vocabulary and grammar. It is not possible to make language tests communicative all the time. It is possible to give learners communicative elements. Learners should be encouraged to study for more communicative tasks.

Khanna Vikrant (2014) in his article ‘Arduous journey of gaining good writing skills’ described that good writing skills are in demand in all the sectors. In today’s world a learned person is supposed to be dynamic person. He/she is advised to more exploring himself /herself to good write ups can increase vocabulary an help to express better in future. One is required to constantly communicate with friends, co-workers, juniors, seniors, and readers. Therefore if one knows how to form effective sentences. He/she is considered more qualified and reliable. A copy writer, a script writer, a journalist, editor public relations executive and the author is supposed to posses writing skills. The language in demand i should be simple short and without any jargons. The person with good writing skills can reduce the competition and may lead to a better and successful position.

Krish, Pramela. (2001) in the paper, ‘A role play Activity with Distance learners in an English Language classroom’ reported that presently in English language learning, more and more emphasis is on the development of learners communicative ability. The teacher should create an atmosphere to teach the target language in a vibrant, active and interesting manner. It is very essential for teachers to think and plan to facilitate the use of spoken English for academic purposes effectively. Role play can be played when making oral presentations and in a variety of other classroom situations.
Krishnaswami, Mallika. (2014) in the article, Forging teachers of quality and commitment explained that Excellent teachers make students into responsible, educated and well groomed citizens of the future. Teachers have the capacity to make or mar a student capability at the vulnerable age. His/her commitment also depends on external reward like salary, position, and recognition as internal rewards like in the form of a good work culture, teaching aids, the kind of student, their aim and values. A child is a bundle of emotions and feelings and hence should be treated with care. If teachers use punishment the students resort to other means of help life drugs and aggressive videogames. They become victims of violence. Giving allowance to the maturity level of the child, patience, advice and guidance would go a long way on handling problematic cases. The teaching profession is a unique one as it requires working with the organization, stakeholders like colleagues, parents and students. The responsibility of forming future leaders lies on the shoulders of teachers. By setting excellent standard for the students to emulate, they can ensure children who are committed and are qualitative in their work. Appreciating their achievements and helping overcome student’s limitations will help students at their crucial period. The excellence of a school is defined by the student’s character, social and emotional skills and academic competencies. Activities in the classroom and colleges will develop leadership skills, goal setting, problem solving and decision making among students. Communicating at student’s level, frequent parent teacher meetings, value driven education, anger management, yoga and meditation would go a long way in solving some of these problems. Therefore the teachers should realize that teaching profession is a unique one. Therefore they should set excellent standard for their students to emulate.

Kumar, Rakesh. et al (2011) in the article Role of communication in management teaching and research in the international context, reported that, students of management must understand the complexities and need of communication in a pluralistic society. The knowledge of how to convey and interpret meaning is always essential for effective communication. Presently our business environment
is changing very rapidly. There is a need to prepare students to be effective communicators. The critical reflective framework challenges students to evaluate how to learn and teach management communication.

Lahey, Jessica. (2015) in the article “Helping a perfectionist child worry less, do more” enumerated that perfectionism in its dictionary definition is ‘simply a disposition to regard anything short of perfection as unacceptable.’ But the word carries a powerful double meaning in ones achieving obsessed culture. Parents usually shake their heads and sigh with frustration in conferences describing their children as perfectionists with unmistakable note of pride in their voice. It is known that perfection is an unreasonable burden to place in students, but we also reward them when they strive for that perfection. Whether it germinates in a student’s own mind, is sowed in the high expectations of parents, or grafted on from larger societal expectations, perfectionism robs children of opportunities to become stronger, more adventurous thinkers. One has to View failure more broadly. Try to help students see mistakes as an opportunity to improve performance or even to learn that a particular activity is not for him/her.

Lauder, Allan. (2008) in the research article, ‘The Status And Function of English in Indonesia, A Review of Key Factors’, analyzed that English has been taught in Indonesia in such a way to make the pupils understand and to know something about, how historical, political, socio-cultural and linguistic factors have shaped its status and functions over the last century. The use of English in Indonesia has developed in the context of post-colonial educational competency building and more recently the need to support development, in particular its role in state education.

Liu, Ya. (2008) in the research paper, ‘A Study of Language Teaching from a Sociolinguistic Perspective of Communicative Competence’, examined that if any linguists want to succeed in cross culture communication, the interlocutors should be equipped with social cultural and sociolinguistic abilities. At the same
time, the problems with cross culture communication are also identified. Lack of real communicative environment and most often foreign language learning is in the classroom. Practical solutions to those problems are also proposed. Role-play is particularly effective in drawing learners attention to socio-linguistic aspects and making parallel comparison between the mother tongue and the foreign language.

Madhulika, (2012) in the paper, ‘Sociolinguistic Approach in English Language Teaching: A critical Assessment’ reported that, today, English is recognized as an associate official language of the union of India. It is the only language which is a window to the world of knowledge for Indians. If a student wants to do his higher Education in science, medicine, engineering, technology without English, it is not possible. Now a day’s no country can afford to live without English. It is essential for e-education, e-learning, e-commerce and e-governance. English has become an international asset which can be called world English. English is spoken and understood all over the globe, so it has got international importance.

Madya, Suwarsih. et al (2004) in the research paper, ‘Developing a model of teaching English to primary school students’, reported that, the secret of success in classroom management is nothing but the establishment of teacher-student rapport. It works for the success in classroom management. The active participation of the students both physically and mentally is very much necessary. The development of a model of teaching English to the primary students, which consists of opening, content focus, language focus, communication focus and closing. If the teachers increase the talk that makes the students to participate in the tasks involving various games which successfully elicit students’ English.

Mani, Alice. (2014) in the article, “The art of asking the right questions enumerated that the teacher by posing questions to students generate interest of the class. Asking questions is an art through which the purpose of the teaching in the classroom should be understood. The teacher can change the students a lot if the kinds of questions that are usually asked are changed and this can have the way for
knowledgeable citizen of tomorrow. It involves a dynamic conversation which will arouse curiosity, encourage multiple points of views, and draw on personal perspectives and the most importantly foster collaborative learning. Therefore a creative and concerning teacher usually helps such discussions take place in classrooms. He/she has to mentor to prepare thought provoking questions. These questions could be analytical or those which push group discussions. The teacher could ask by starting the class with questions to arouse curiosity. It is also very helpful for students that force them apply the concepts they have learned.

**Marcellino, (2008)** in the article, ‘English Language Teaching in Indonesia : A continuous challenge in Education and Cultural Diversity’, reported that, there are as many as seven hundred plus vernacular languages spoken in Indonesia and learning English language in Indonesia is not so easy as compared to other countries. Success of English teaching in Indonesia can’t be free from the students’ cultural background, values, customs and beliefs as well as the political stand point of the government regarding this foreign language. Other aspects related to the teachers performance and class preparations equally contribute to the ineffective class room interactions.

**Mazer, Joseph. et al (2012)** in the paper, ‘Application essays as an effective tool for assessing instruction in the basic communication course: A follow –up study’, the researcher reported that generally in higher education, the assessment of students’ learning is not much important. This study examines the utility of writing assignment (application, essays) in a basic communication course as an effective assessment tool. The authors conducted a content analysis of student portfolios to determine the extent to which application; essays provide evidence of student learning in the basic course. Generally more students made appropriate connections between the communication event and concept.

**Mondal, N. Kumar. (2012)** in the research article, ‘Higher Secondary level student’s evaluation of communicative language teaching in Bangladesh’, reported
higher secondary level students evaluation of CLT method by which they would be able to communicate with their teachers for learning English language very spontaneously in Bangladesh. The main purpose was to investigate the evaluation of communicative language teaching (CLT) by higher secondary level students of Bangladesh. 83 participants were selected randomly. Structured interview and questionnaire were used to collect the data. Students were fully capable of communicating with a non-native speaker and performed group work activities.

Nayrnia, Akram. (2011) in the article, ‘Writing Errors - What they can tell a teacher’ Categorises writing errors of pupils into two; interlingual and intralingual errors. The study revealed that a language learner faces difficulties with the target language system therefore syllabus designers and material developers should prepare systematic syllabuses and arrange the sequence of materials in the most appropriate way, learners should get remedial materials.

Nelson, P. (2010) in the book Managerial Communication, described that communication is a natural instinct of all living creatures. It is a basic need of all human beings. It plays all the more significant role in the present day organizations which are complex, dynamic and socially oriented. Effective communication keeps the organization vibrant, vital and smooth sailing.

Offner, Mark. (1997) in the research paper, Teaching English conversation in Japan: Teaching How to Learn, studied that, learning is a complex process and various skills and strategies must be taught and developed to be successful. Sometimes students may seem apathetic, uninterested, stubborn, and passive to learn. These attitudes are the results of being frustrated and after some years schooling they acquire a very little spoken skill in English. In order to make students better equipped to enjoy and succeed in their language learning, teachers should make the pupils to get more awareness regarding learning process as well as the fluency in the language. Short exercises and activities may also make a specific point work better.
Qian, Xiaoging. (2012) in the article, A Study on the teaching methods of improving students’ oral English, reported that, in the Modern Scientific World, English is more and more essential to any human being for the development of the International relationship among countries. English language is a significant communication tool for all the people. China paid more and more interest to the teaching of oral English in colleges, to meet out the current challenges in education after its entry into WTO. It is the duty of the country to teach and strengthen their oral English. If the students find out the advantages of it, no doubt that itself will make them to learn it.

Prahallada, N.N. (2014) in his article, ‘Corners of knowledge’ researched that presently students know how to make use of technological gadgets. It is not very easy to make students develop reading habits. They fail to achieve lasting reading skills. Once reading was carried out for a number of reasons, pleasure is one among them. Reading well helps students to do well in all subjects. It requires the development of a knowledge base and academic vocabulary to go along with it. The role of teacher becomes very important in the life of a student. They are the facilitators between knowledge and the young minds. When students learn to read, the teacher’s task is to make sure that the students use this skill for a variety of purposes. Therefore reading corners bridge the gap between the wonderful world of books and the students. Reading with comprehension and writing with purpose is essential. Since reading and writing are complementary to each other, students will benefit more if they jot down interesting points from what they have read regularly. The young minds need writing to help them learn about reading and they need reading to help them learn about writing. Moreover, research points to the fact that reading and writing skills develop at the same time and are intimately linked. A reading corner is a space in the classroom where colorful books are kept along with some basic stationary. To create such an atmosphere is not so difficult for an English teacher. Since reading and writing go together students will benefit by it.
They will start writing creative things. Therefore the teacher of English should sow the seeds of creativity, imagination and zeal in students.

Rai, Urmilla. and Rai, S.M. (2006) in the book, B.Com. Business Communication reported that, no business or any other human activity can be conducted without communication. Everyone needs good skills in communication in order to be successful in life. Communication is a dynamic process and has to keep pace with people’s life style, business and occupations. There are inevitable changes in communication style as technology influences everything that we do; business, industry, education, thinking, entertainment and our daily lives. The relevance of life skill.

Raviram. (2014). Graduates now a day’s hesitate to communicate in English because they study in the regional language medium. Truly speaking if one aspires to learn the English language, he/she can learn the language in three or four months. Even some politicians who could only converse in Hindi compel people that Hindi is sufficient for their survival and when they are in Lok Sabha they speak in English With English becoming the global language of commerce and communication, greater stress should be laid on the way the language is taught rather than on creating meaningless controversies. One should not perceive that he/she should give up the language to learn one should learn a common global language. Or he/she will spoil his/her native or regional languages if he/she starts learn English language. The main purpose is one should learn a common language.

Roopkumar, Sheela. (2012) in the book, English for communication stated that communication performs a number of functions and plays a significant role in the running and growth of an organisation. There is a network of communication within every organisation. The importance of communication has greatly increased as a result of the growing complexity in organizational and individual behaviour under the impact of rapid industrialization and modern technology. In the fast changing
world of today it is clear that today’s communication system will not meet the demands of tomorrow.

Sahu, Sudhaansubala (2014) in the article, ‘New age of teaching reported that the advent of internet in the teaching-learning process has made changes in the role of teachers. Many educationists are of the view that this change is functional to cope with the copious needs of new generation learners. Teachers need to direct student to access to reliable and meaningful resources available online. Knowledge resources will stand – still in the absence of systematic and deeper understanding facilitated with the intervention of teachers. Usage of the acts in the class learns teaching and learning practice might prove precarious, especially in the absence of a mentor. Teachers, therefore, have an additional responsibility of continuously monitoring the performance of their students. Unfortunately in the era of information revolution. Many teachers possess less technical expertise compared to the young urban students. Students today are equipped to get information faster and sometimes have an attitude that they know more than their teachers. Use of technology in education should not be overemphasized ignoring the drawbacks. Teachers have to play a much more active role for the optimum use of interest and technology in education.

Sebastian, R. Mol and Meera, K. P. (2013) in the research paper, ‘Effectiveness of reader response pedagogy on communication apprehension in an E.L.T. classroom’, revealed that the motto of English language teaching is to give more effectiveness in the ability to communicate in English. Learners usually have a fear of learning English called Communication Apprehension (CA) and it will result in their low achievement. For this purpose the researcher used two groups of students: experimental and control group. The results revealed that there is a significant difference in the mean scores of the experimental and control group.

Serone, Luisiana (2013) in the research paper, Language of Instruction Vs Instructed Language: A systematic Review of Research of what language to use in
the teaching of English as a second/foreign language, found out that several well experienced foreign language teachers and researchers have investigated the validity and the effectiveness of the limited use of the students’ mother tongue as a medium of instruction in a second foreign language educational context. The fact is that, most of the articles reviewed came to the conclusion that a limited and judicious use of the students’ mother tongue in the classroom does not reduce the exposure to the target language.

Shamrao, M.V. (2014) in his article “Importance of English communication for engineering students from rural areas and its remedies”, revealed that English language should be mastered by all students irrespective of their background and classes in which they study. As English is a language which is learnt only in classrooms, many students do not master the required skills. One of the problems of students for not learning English effectively is their background that is rural background. Students who study in urban areas have good educational background and they find it very easy to acquire the skills. The author highlights the importance of English communication for engineering students from rural areas because English communication competence plays an important role in the academic life and career of engineering students. Of them 75% students are from rural areas that are exposed to their regional languages. There are a number of reasons of which they lack in English they are Education system, shortage of good teachers, regional medium, teaching learning process and lack of proper guidance. Therefore engineering students should realize the need of learning; they must know the hurdles and how to overcome them. They should always bear in mind that English language is the language of the international business, technology, aviation, diplomacy, banking, computing, medicine engineering and tourism. English is a good tool in work, school, on vacation, when building a career.

Shetter, I. (1993) in the article entitled, ”Mass media and communication systems”, enumerated that The present age is called an age of science and technology. There is fantastic improvement in means of mass communication systems. The
happenings in any corner of the world are brought to the people of the entire world, that too within few seconds. Twentieth century is really a remarkable century. The transport development, advancement of technology and science has provided variety of means for mass communication. Mass communication system has almost made the world to small. All the means of mass communication must work for national integrity and prosperity. They must work to create healthy atmosphere and opinion. They must glorify the culture and tradition of the country.

Srinath, Gayathri (2014) in the article, “The relevance of life skills in schools” revealed that teachers and elders should recognize talents of their wards and help them to develop them into skills. Growing students should not be let drown under the conventional educational system. Skills are those attributes that focus on preparing young minds for a social and fruitful life, they are not livelihood skills, and they are the qualities that make students responsible citizens. The students should be taught how to utilize of the gained knowledge in real life situations. the organization like Prepmyskills. Com collaborates with schools and conduct classes to make learning experience more enjoyable. Students’ success in college and later in workplace is dependent upon team work, interpersonal skills and good communication skills. Human interactions are complex and demand a sense of dedication and communication skills. Imparting life skills to students early in their lives will aid them in taking decision related to their careers.

Subramanya, J.V. (2010) in his article “Communication explosion” describes that, when the second world war ended, the entire world knew it within a few minutes because of the communication explosion. The speed with which things are communicated is stupefying. Mass communication devices have made everything possible to reach distant corners of the country and try to educate people. The revolution in the communication system has revolutionized our system of life.

has been called as an International Language because of its worldwide growth and the importance of that language in teaching. It is no longer be considered as a property of its native speakers. Students should get familiar with different varieties, native and non-native. It will help students broaden their appreciation and knowledge of the language they use and get prepared for any variety.

**Tehrani, A. Rahimi. Et al (2013)** in the research article, ‘The effect of methodology on learning vocabulary and communication skills in Iranian young learners: A comparison between Audio-lingual method and natural approach’, reported that the countries in which English is learned as a foreign or as a second language, children’s language education has been recognized as an important factor. The researcher in this study focused upon the acquisition of English words and communicative skills in a certain period of time and on the best method for improving communication in English for EFL learners. It is found that young learners can learn vocabulary significantly in a natural approach.

**Thomas, Sonia. (2014)** in the article “Motivating students” explained that to be one of the most vital foundations of student’s academic achievements. Early developmental stage of infants and toddlers shows that they are naturally motivated to learn the why and how of the world around them. But they become less interested and motivated in the school environment that at times even successful students get low grades or fails. Research has consistently found that academically motivated students tend to perceive school and learning as precious. They like to learn and enjoy activities related to learning. Students have also identified lack of motivation as reasons for underachievement and dropouts. Often teachers and school counselors are enthusiastic to assist students in academic motivation. But they find it difficult to understand the motivational behavior or unable to determine how best to embark upon motivational problems and provide proper guidance to students. Helping students in need of academic motivation may seem an overwhelming task, but when considered as an important component of academic development, working

with students or their academic motivation can be a transformative experience for school teachers and school counselors.
Toft, Birthe. (2012) in the paper, ‘Language in Web Communication: A Crash Course - How to raise the linguistic awareness of non-linguist professionals in the workplace’ reported that, generally the differences and troubles crop-up again and again from the inferior status of language in the business environment. The course on web communication definitely raised the students’ awareness of the role played by language and terminology. The writer suggests to offer this crash-course to students and professionals and also finalized them and corresponding course elements discussed and taught in the crash course.

Trinder, Ruth. (2010) in the article ‘Student and Teachers ideals of effective Business English Teaching’, argues that students’ own experiences and goals, including their past, present, and projected use of English, shape their expectations and consequently, their evaluations of the teaching reality. The study reveals that though learner and teacher beliefs tend to be aligned in most areas, students’ judgments of effective teaching and learning practices are highly dependent on personal motivations and specific language use purposes, and this difference manifests itself most clearly in teachers’ and learners’ divergent views on the value of grammatical accuracy and corrective feedback.

Victor, Dorothy. (2014) in the article, ‘Teaching students to think and analyze’ studied that Indian education has evolved into a mere mechanical, programmed and grade oriented system that is marred by inadequacy of thinking caps for students to enable and empower them to dwell deep into the realm of mind power. Memorizing and mugging word to word has always been an integral part of our curriculum. Parents, teachers and academicians all contribute towards the flowed method of insisting students to memorize information that they may never use effectively in their thinking. A majority of teachers still believe in dictating notes during their lectures instead of investing that time in getting the students to think deeply on the concept dwelt with and encouraging them to form their own interpretations. If we as a nation need to usher quality, thought-based education for prosperity, turning students’ minds to think ought to form the crux of all our education programmes. The role of the schools and colleges must be clearly defined in the objective of making today’s students
into thinkers. The main aim of education should be to convert the minds into a living foundation, and not a reservoir. That which is filled by merely pumping in will be emptied by pumping out.

Welker, J.R. (1996) in the article, ‘Easy English Communication at the Secondary Level: Easy Ways Teachers Who Are Non-Native Speakers Can Use More English in Class’, enumerated that the writer had worked in class with almost twenty different junior high school Japanese teachers of English. The best the English teacher can give is to help students teach English more communicatively. A thousand meetings, the best books, creative teaching materials, regular visits from native speakers won’t make pupils efficient in linguistic ability. The teacher should teach the value of communicating in English along with spellings, vocabulary and grammar.

Xu, Qing. (2011) in the article, ‘Role play – An effective approach to developing overall communicative competence,’ reported that the most important task for an English teacher is to help pupils develop and improve communicative competence. This can be successfully undertaken by the teachers in their classes. Role play helps learners to interact and provide them practice in the target language context. Role play in the educational institutions and English learning centers can also increase student’s intercultural awareness and help them develop competence over English.

Yunus, M. Md. et al (2012) in the research paper, ‘Effects of Using Digital Comics to Improve ESL Writing’, reported that now a days the information communication technology is used in modern education to help teachers to perform administrative tasks more efficiently and students learn more effectively. This study aims to investigate the perceptions of teachers with regard to the use of digital comics in teaching writing to low-achieving ESL learners. The teacher trainees perceived the use of digital comics in the classroom as time consuming and impractical.

Zhu, kui. (2011) in the research article, ‘On Chinese-English Language Contact through Loanwords’ reported that, in the society, all communities are involved in correlations with
other communities which leads to frequent contact between societies. There appear a great number of loan words in any language and this is especially true for English and Chinese. Thus further promoting language contact between these two languages and the communication between China and other English speaking countries.