

English as a tool of Empowerment for Employability

Entrepreneurial opportunity and impact of large scale projects in English Education on Employability

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Abstract

English has emerged as a world language today. It has not at all remained the language only of a single country, England. It is used as an official language in almost 54 countries, and there are more than 1500 million uses of this language. It is one of the most important languages in the world. Spoken English is extensively used in business, industries, research, government and education for day to day transactions. It is also a tool of intellectual discussion and social interaction among the members of the educated class. It is widely studied language, spoken around the globe and has wider dispersion than any other language. English has now established as 'lingua franca' of much scholarship. To achieve success in one's career, it is essential to acquire an ability to speak English effectively and fluently. The Great Britain statesman, Gladstone, had rightly stated-

"Many a professional man now in obscurity might have risen to the highest rank if he had been far-seeing enough to train his voice."

Communication is the life blood of social as well as corporate world. We exist because we communicate. The ever growing need for good communication skills in English has created a huge demand for teaching and learning quality English around the world. Today's Corporate is troubled by untrained manpower and attrition for which reason again is a lack of communication skills. In the current scenario whether an individual is an M.B.A., Engineer, a graduate or undergraduate everybody needs to communicate in English somewhere. But they fail as they are lacking in English language. Such is feedback from corporate and alarming reports of unemployable Indian graduates come as an eye opener for both the students and the Business Schools. English language which has many features of capturing the corporate as well as the markets. It makes the candidate confident,

self reliant, good communicator which is a need of present time. English is a medium which ensures your present employability.

The present paper will highlight the importance of English and how English can reduce the unemployability by learning communication skills. It also helps the people to acquire a dream job through communication skills. It also explores the different ways of learning communication skills through communicative activities.

Key words: *Lingua franca, Transactions, communicative competence, corporate.*

Introduction:

“It is a language which is rich in language, literature-humanistic, scientific and technical. If under sentimental urges we give up English we would cut ourselves off from the living stream of ever growing knowledge”

-Radhakrishna university education commission

This is very true in Indian context as we live in an era of modern science and technology where the media or the language of communication is only English which is demand of time and need of everyone who wish to be grown up with the knowledge, skills and information. It is also a tool of securing the job a dream job which is possible through English language.

English is a West Germanic language spoken originally in England is now the most widely used language in the world. It is the 4th most common native languages in the world after mandarin, Chinese & Spanish. English has emerged as a world language today. It has not at all remained the language only of a single country, England. It is used as an official language in almost 54 countries, and there are more than 1500 million uses of this language. It is one of the most important languages in the world. Spoken English is extensively used in business, industries, research, government and education for day to day transactions. It is also a tool of intellectual discussion and social interaction among the members of the educated class. It is widely studied language, spoken around the globe and has wider dispersion than any other language. English has now established as ‘lingua franca’ of much scholarship. To achieve success in one’s career, it is essential to acquire an ability to speak English effectively.

Importance of English: It is an international language of Diplomacy, Science, technology, banking medicine, aviation, UN & NATO ARMED forces engineering, tourism etc. There are many points which make this language necessary; one of it is that – it is an organized system of language which

is easy to learn. It is a vehicle that gives you more advantage to work with people from different states & nations. It is a “lingua franca” – a link language. No other language has the same power of becoming a link language. It is English language which makes a man very powerful to sustain him in the corporate world. Now a day in India its importance is increased. Being vast country with various languages in different parts of the country it is difficult to communicate with people of other region with our common language.

Further, India is growing on all fronts whether it is social or economic angle. India is on the journey to become a strong and prosperous nation in the world. India is trying to maintain a good foreign policy, for all this, there is a need of a common language i.e. English. It is this language which is understood almost all over the region in addition to national language of Hindi, all schools and colleges teach English & this language is a store house of social and political knowledge. Hence, study of English language is of great importance for a developing country like India, with our knowledge of this language, our technicians, mechanics and engineers cannot progress. So to survive in modern society, knowledge of English language is as essential as water.

As we all know it is an international language along with this it is an official language in the world. It is a primary language of global trade & commerce used in international affairs.

We are living in the digital age where we have to make the software's, deal with various technologies & World Wide Web. Everywhere the language which is used is only English. So English is the language of latest version applications and programs and new era where, shoreward, peer to peer, social media networks and all websites, all the software manuals, installation guides and product fact sheets of populate consumer electronics and entertainment devices usually are available in English first before having made available in other languages.

English is used for higher learning. All the students who go abroad for higher education whether it is medical , business schools or advanced studies their medium of instruction is English. All the Universities and colleges in Great Britain, The United States, Canada, Australia, Newzealand and Singapore which are center of attraction for higher studies for International students they teach only in English. All the journals, periodicals and reports that inspire today's scientists, engineers, technologist and technocrats are published in English.

The influence of The United State and Great Britain on political affairs and international relations for the past hundred years has ensured the proliferation and acceptance of English as the primary spoken language in many countries. The wide spread acceptance of American pop culture

also has contributed to the primacy of the English language. A working knowledge of English is important for diplomats and high ranking officials in such major countries as Germany, Japan, France, South Korea, Brazil, Italy and Russia so they can better understand the nuance of craft of global affairs and international diplomacy.

It has many qualities like flexibilities, simple form, and openness of vocabulary etc which have made it rich and powerful. When there is a language which is very rich and powerful it is ultimately going to reduce the chances of unemployment. For employability if we see all the fields everywhere English is necessary whether it is a matter of science and technology, media, research and education and press, advertisement and broadcasting, international travel etc, all these agencies use only English.

Employability (Job opportunities) with English language: Knowing English opens job opportunities in many countries and markets. Multilateral institutions and agencies in the Four United Nation cities of New York, Vienna, The Hague and Geneva recruit professionals with multilingual skills but also expect the candidates to have good English speaking skills. The commonwealth of nations made up of 50- plus countries that were former British colonies or dependencies, also offers numerous employment opportunities to those who understand and communicate in English.

In every business, whether it is a shop or stock market we need to learn English in order to run it smoothly. We have to learn how to tackle the customers so that all the customers & clients wish that they should be satisfied by the owners. For this also we must be proficient in English language. As it is well said-

“In organizations, real power and energy is generated through relationships. The patterns of relationships and the capacities to form them are made important than tasks, functions roles and positions.”

– Margaret Wheatly (management Consultant)

And the relationships can be built up through communication skills. If we are fluent enough in our communication skills then the dream job is not far from us. For good communication skills we need to learn English. Most of the students who pass out their degrees of engineering, management but are not able to get the desired job. It is only due to lack of communication skills. They are not poor in their skills so being skilled technically they are poor in attracting the people. They are unable to attract the people as a result they remain unemployed or suffered from exploitation. English

Language makes them unique personality. It leads to words soft skills, life skills, interpersonal skills and many more skills.

There is a co-relation between the empowerment of English and employability. In fact in today's scenario we can say that both are two sides of a same coin. If your English is very powerful, no corporate house can reject you and you can have a best job opportunity. Today in the world of trade & commerce, technological world we need to have good command over English along with our technical skills. It can reduce the amount of unemployment. It is well said---

“Good English equals good job”.

So it gives various opportunities of employability whether it is a corporate world or personal business of any kind. Here are some of the benefits which are reflected through the employment of English employability. These are communication skills confidence, self reliance and enthusiasm etc.

Need of English for communication: Communication is the life blood of social as well as corporate world. We exist because we communicate. The ever growing need for good communication skills in English has created a huge demand for teaching and learning quality English around the world. Today's corporation is troubled by untrained manpower and attrition for which reason again is a lack of communication skills. In the current scenario whether an individual is an M.B.A., Engineer, a graduate or undergraduate everybody needs to communicate in English some where. But they fail as they are lacking in English language. Such is feedback from corporate and alarming reports of unemployable Indian graduates come as an eye opener for both the students and the Business Schools. English language which has many features of capturing the corporate as well as the markets. It makes the candidate confident, self reliant, good communicator which is a need of present time. English is a medium which ensures your present employability. As a visionary leader –Jawaharlal Nehru could see that-

“Some days English would not only be a stop gap language for communications, but it would become the most important language for national and international dealings.”

And it is possible only through English because it opens the doors of many jobs where one has to do many tasks like electronic communication, intercultural communication, written communication like report writing, proposal writing, classified advertisements, various kinds of letters, memos, circulars, notices, business correspondents and employment related communication etc. and in all these tasks powerful English is a must. In this one has vast scope of employability if he is good in

communication skills. The knowledge of all the above tasks enables a person to reduce the chances of unemployment. Today there is no field where English is not used so one must be not only aware of English language but proficient, fluent and accurate in English and be a good communicator. As this leads to be a good listener, speaker, reader, and writer which is a demand of high officials such as production marketing, sells and market place because merely being in passion of employer- relevant knowledge, skills and attitudes is not enough for an individual to either 'move self sufficiently' in the modern labor market or 'realize their potential.' People also need the capability to exploit their assets to market them and sell them. For employability there are many sets of abilities, one of them are job search skills for this everything is done in English. From advertisements in the news paper to personal interview. An individual has to pass all these stages with the knowledge of English. The performance of these stages finalizes the suitability of the candidate. The knowledge of English helps an individual to become a communicator but a skilled entrepreneur.

Entrepreneurial opportunity: An entrepreneur is person who visualizes a business an opportunity, decides to take the risk, arranges the resources and successfully organizes them in his venture. If his own language is good his English is excellent he can visualize a business opportunity. He can do novel things and take the risks. With the help of English language, he can launch new marketing strategies.

At last to say when an individual is good in his English he can attempt to entrepreneur ship and with this attempt he can create value, through recognition of business opportunities, the management of risk taking. Through the communicative and management skills he can mobilize human, financial material resources necessary to bring a project to fruition. All it is possible through the language as it makes an individual a good initiative, acquire the wide knowledge, willingness to assume risk, open mind and optimistic outlook, adaptability, self confidence, leadership qualities as well as orientation towards hard work. Such qualities can be brought through a tool called English. No-other language has a power to cultivate these qualities in an individual. So it broadens the opportunities for entrepreneur ship and a communication skill if such is the condition then we cannot avoid the ways to improve our communication skills it is possible through some communicative activities and practices.

Communicative Activities: Adult English language learners at all proficiency levels, including literacy- and beginning level Learners need to speak and understand spoken English for a variety of reasons. Immigrant adults need English for daily life to communicate with the doctor, the school,

the Community and the workplace. Learners at all proficiency levels *can* communicate, and they appreciate being encouraged and challenged to further their skills. They participate in Interactive, communicative activities in all facets of the class—from ice-breaking activities, needs assessment, and goal-setting to life-skills, phonics, and spelling. This is especially true where there is a strong classroom community that supports natural language production. Here are some of the useful activities-

- Conversation Grid
- Class Survey
- Line Dialogue
- Information Gap
- Language Experience Approach
- Games
- Confidence building
- Mind mapping

Impact of large scale projects in English Education on Employability: There are many large scale projects but among all I would like to present here the impact of scope. This is highly esteemed project of creating the society for creation of opportunity through proficiency in English. The impact of this project is very vast. It improves the job prospects and opens the doors of higher education. It creates the opportunity for youth as well as the employs by providing the database of available skills and well accepted certification of skills. It also provides the database of the required competencies and shows the future path and establishes the level. So many students and employers have taken the training and got the benefit of it. They have not only got the new job but also got the promotion on the basis of these certificates. So there are so many positive effects of large scale projects of English education.

Conclusion: At last to sum up English is a link language, world language, International language, business language, language of commerce and trade. we are living in the digital world of information communicative technology and we cannot deny the fact that English is a tool of empowerment for employability because for employability this language is a gem of all the fields of business world whether it is a soft ware companies, engineering, medical, science, aviation, education, humanities etc every where their process starts in English. So English is not only very important and necessary now a days but it opens the gateway of business world and makes us a good communicator with entrepreneur ship. The essence of the paper is, in future the demand of

English will grow and capture all the corners of the business world which affects a lot to the employability because there are so many large projects which aims at improving the society through English and can be a mode for sustainable development through these three Es' that is **Education, Equity and Employability**.

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