
Effective use of English: An Emerging Need for Teaching Learning Process in Professional Studies

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ABSTRACT:

The acceptance or denial of English language as a mode of communication is ever a matter of debate especially in Indian context. The emergence of English in past 2 decades as a prime corporate language has put up a new benchmark. The corporate world is source of demand for a human resource which is directly supplied by the educational institutes who are conducting professional courses of various streams. Hence it becomes an area of exposure where English must be taken seriously as we all are marching towards globalization. The teaching learning process involves method by which the importance of English as a connecting language can be taught. A huge resistance in students of Engineering is observed towards English through loose excuses of regional and national attachment. There is need to irrigate English as an effortless entity along with technical knowledge backup to nourish a student to be a perfect mix for corporate world. The teachers in the system are responsible and committed for manufacturing of Student as a product for Global Corporate Demand. This paper throws a light on the factors which are responsible for acceptance or denial of English as a connecting language. Now a days there is need to mould the product according to Global market.

Keywords: *sophistication, corporate communication, impact and persistence, etc.*

INTRODUCTION

The use of English in corporate world is not unidentified. As progress is a regular activity, every company, every firm is heading towards continuous improvement and making global relations. The company which is multinational will be obviously a common platform for all the countries. And as there is direct or indirect communication and business transactions between various countries worldwide, the use of national or regional languages will be of no use. English is becoming a globally accepted language.

Teaching Learning is a multi-directional process. It is a tri-polar activity which includes input-activity-output. If the learners achieve the target the teacher will achieve success in his mission. Teaching in English in India is a more challenging job. It is generally believed when a target subject is difficult to teach, the teacher of the same must be indeed knowledgeable, well equipped, modern, and innovative for attainment of some pre-determined objectives. A teacher can be operationally defined as one who is more enlightened, experienced and skilled to train the target learners for their life as well as careers. Some people are 'born teachers'. They teach effectively in any circumstances even if they haven't gone through any formal training. It is

better if such people have some specialized teacher training so that they can further improve their inborn traits.

APPROACHES TO BE ADOPTED

The approaches refers to the general principles, pedagogy and management strategies used for classroom instruction. Your choice of teaching method depends on what fits you, your educational philosophy, classroom demographic, subject area(s) and school mission statement. Teaching approaches primarily fall into two categories viz.

1. Teacher-Centered Approach to Learning

Teachers are the main authority figure in this model. Students are viewed as “empty vessels” whose primary role is to passively receive information (via lectures and direct instruction) with an end goal of testing and assessment. It is the primary role of teachers to pass knowledge and information onto their students. In this model, teaching and assessment are viewed as two separate entities. Student learning is measured through objectively scored tests and assessments.

2. Student-Centered Approach to Learning

As the student is the target, teachers and students play an equally active role in the learning process. The teacher’s primary role is to coach and facilitate student learning and overall comprehension of material. Student learning is measured through both formal and informal forms of assessment, including group projects, student portfolios, and class participation. Teaching and assessment are connected; student learning is continuously measured during teacher instruction.

BARRIERS IN INDIA FOR ENGLISH

The repulsion and apprehension from English is observed in Indians upto very huge extent. The reasons behind this repulsive attitude may be as follows.

- The cultural diversity of India as we have a wide variety of languages with geographical, regional and communal diversity.
- The patriotic attitude of Indians towards their origin, birth place and mother tongue act as a barrier for accepting English.
- The all spread phobia for English and the myth that English is the most difficult language to learn.
- A myth that speaking English is an act of being over smart of in other words if a person is speaking English, he is trying to dominate and influence the system.

HIDDEN BEAUTY OF ENGLISH LANGUAGE

The negative attitude and misconception regarding English hides the actual beauty of English language. There are some factual peculiarities of English Language by which one can understand the beauty of English such as

1. A huge vocabulary treasure

English language has a huge vocabulary of various words, idioms and phrases. There are many words for expressing and communicating a single thing. One can use the English as a tool for effective communication with ample words and phrases. One sentence of information can be communicated in several forms. For eg. If we want to call someone... you can say “Come here” or it can be also said as “Please come here”. The second sentence is a better substitute.

2. No Emotional Bias

The sentences of English do not contain the feeling and the emotional indicators. Due to this quality, English can be used as a formal language. Especially as far as formal written communication is concerned, English is a very favorable language. You can express your emotion with a set of words which will be communicated directly without any misconception.

3. Universally accepted

English is indeed a global language. There is universal acceptance of English as a second language. The people throughout the world are using English for any kind of formal or non-personal communication. The world is connected with web. And the web language or language prevalent in social media is English. In a global platform, English is also used as a medium of translation.

4. Impact and Persistence

This is another important factor. The impact and the persistence of any sentence on the mind of listener or we can say receiver is very remarkable if English is used as a language for communication. Any information received by a person in his comfort language (which is generally a mother tongue or regional language) taken informally by him. There are chances of negligence. But any information in English has an impact of importance on the mind of person. The persistence is so high that it hammers back periodically in the person's mind.

5. Sophistication

Sophistication is one of the factors which play an important role in corporate world. By the use of English and particularly its acceptance in computers, English is a most sophisticated language.

There are predefined format and templates for every kind of corporate transactions. The communication becomes systematic and clear cut. For eg. Resume, Termination Order, Contracts, Appointment order, etc.

NEED OF ENGLISH IN TEACHING LEARNING PROCESS :

The negative attitude and misconception regarding English hides the actual beauty of English language. There are some factual peculiarities of English Language by which one can understand the beauty of English such as

- To describe something in English is very easy. There is a huge scope for incorporating the exact feeling behind the sentence.
- There is a huge need of English teaching especially in the professional courses such as engineering, management, law, medical and accountancy. Ultimately the person completing the course would definitely be exhibited in the corporate market where the use of English is somewhat mandatory.
- The use of English in technical and professional courses ensures the output to be globally beneficial and acceptable. The person lacking the knowledge of English or one who is poor in communication is never a choice for recruitment.
- Ultimately all the streams of education combines in an ocean of corporate world. And the importance of Behavioural sciences in corporate is universally known. The English improves the behavior of the person. It actually focuses the person's aura irrespective of his background and upbringing.
- The material which is available for the reference purposes are widely in English. So one cannot complete the professional study without English. The ultimate truth is that wantedly or unwantedly English has become a language to accept, a language to embrace, a language to use and a language to apply.

CONCLUSION

The heated discussion and the debated opinions about the worthiness of English and the questions about the importance and significance of English are of no use. Every discussion will end up accepting the miracle and the importance of English. The concluding remarks are quoted as follows

- There is a huge need of English awareness in the students who are pursuing professional courses or any other courses in the field of education.
- The fearful attitude and phobia for English is to be sidetracked and overcome.
- The useless excuses and boycott of English should be completely stopped. English is now not a language to criticize on the name of regional or national attachment. It is now a truth to accept.

Language is always a bridge to connect

Not a wall that separates....

Language is the fulfillment of need...

Language is the fuel of communication

Communication is the vehicle of Corporate!!!!

English is difficult only to those

Who don't want to learn it!!!!!!!

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