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IMPORTANCE OF COMMUNICATIVE ENGLISH FOR THE READERS

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ABSTRACT

In recent years the importance of professional communication has increase manifold. This is because of growing complexity in organizational behavior. There has been rapid industrial growth and great advance in business management techniques. There is also the impact of modern technology on professional communication. Communication techniques have to meet the demand of fast changing business world. There is constant need for review and modification of professional communication system. There is constantly growing realization by the professionals about the importance of professional communication. To meet the challenges of rapid industrial growth and globalization business houses are giving greater attention to professional communication techniques. The ability to communicate effectively has become key to the success of a business venture. No business organization can think of success without an efficient and competent system of communication at its disposal. In spite of modern techniques of communication made available by technology, letter writing still remains the most important means of professional communication. Machines have taken over most of the common functions of an office. They have reduced the paper work considerably. Computers are being used for the storage of information and the reproduction of documents. E-mails and video-conferences have bought a revolution in the techniques of communication. Yet the importance of letter writing as a means of professional communication has not waned.

Communicating with others is a part of everyday life. In large part, communication is about explicit language speaking and writing words but communication is also about implicit messages, such as tone, or eye contact. In recent years the importance of professional communication has increased manifold. This is because of growing complexity in organizational behavior. There has been rapid industrial growth and great advance in business management techniques. There is also the impact of modern technology on professional communication. This is because of growing complexity communication techniques have to meet the demands of fast changing business words. There is content need for review and modification of professional communication system. There is constantly growing realization by the professionals about the importance of professional communication. To meet the challenges of rapid industrial growth and globalization business houses are giving greater attention to professional communication techniques. The ability to communicate effectively has become Key to success of a business venture. The present paper is an attempt to attract the attention of the readers towards the importance of Communicative English.

**Key-words:** professional communication, organizational behavior, business, management, demand, globalization, modern techniques.

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Language is the vehicle of social interaction and effective language functions properly in the work place, social interaction, and indeed, for functional literacy. English as a medium to communicate undoubtedly plays a major role in various aspects of development. Nevertheless, the importance of English should not be exaggerated nor the importance of other languages should be undervalued. There is no denying the fact that English has established itself as a language of trade and commerce. The spurt of technical revolution too conforms to the accessibility of English. English empowers both the young and the adults and its application seems an unavoidable reality right from the kitchen's oven to military sirens. Moreover, effective English Communication skills provide better job opportunities. With the speedy wings of technology, the scenario in the job market has become more lucrative. The use of English in polishing our life-styles and also in imitating decencies in terms of human behavior is a fact not to be forgotten. There are still many districts in India where despite the expansion of modern amenities of life, English seems to be revered as a very prestigious language and its users a facilitated lot. The reasons for the slow pace of its spread are varied.

In fact, English teaching strategy in India is a hit and miss affair. The domineering nature of traditional teaching strategy makes learners passive in class. The reasons are many, such as, use of regional language in the lower classes of the primary school; lack of knowledge and understanding in grammar both on students' and teachers' part; and teachers resorting to the use of mother tongue to teach and explain the English language from the senior primary to the secondary school levels.

It would be no exaggeration to say that English communication skills are passports to white collar jobs. Proficiency in communication skill has proved to be a major contributor in raising standards of higher education. But, the majority of students have a general aversion to the language course. Most of them remain ill-trained in the languages and are unable to use either the mother tongue or adequately the essential idea in the other subjects they have to learn at the undergraduate level. The inability of the students to use languages effectively as a means of communication is a major problem of school or university level. The poor linguistic skills of the college students seem to have a bearing on the method of instruction as well as the nature of the reading material used by them. A common saying that 'A child is the father of a man' proves to be absolutely correct when one thinks of it in terms of education delivery system for the medium of instruction at primary level of education plays a vital role in shaping the future of young learners. Students, as well as their parents, generally prefer English medium instruction, as it is perceived to have a relatively better scope in the dwindling employment market, and to be indispensable in social competition and geographical mobility. Taking all these into consideration, the present paper aims to explore the problems of teaching English communication skills in the schools of rural areas.

Communication has always been important not only in man's life but also in the life of various living species. Man needs to communicate to express various needs; feelings and emotions. He needs communication for the fulfillment of his emotional needs. Prof. A.P. Girdhar writes that the art of effective communication is very important in man's personal life. It has the ability to set itself free from geographical environments. With the advent of multinationals, with the modernization of business techniques, effective communication has acquired greater importance. The process of communication may be as old as the world itself but the rapid technological and scientific development of the world has enormously increased the importance of effective communication system.

No business activity can be successful without an efficient and effective system of communication within the organization. Global business environment has necessitated the need for effective communication system. Business management has assumed greater importance with great advancement in the field of science and technology which has also necessitated the transformation of the style of management. There is a revolutionary shift in the means of communication. Now mobiles, e-mails, computers, internet, fax are the most favoured means of communication for business organizations which require personnel especially trained in the field of effective communication techniques.

Business communication is a specialized branch of communication but there are some similarities between business communication and general communication. The process of communication involved in both these kinds of communication is the same. A business communication deals with some special business

activities and it is formal in nature. General communication has wider roles to play in man's social life and more often it is informal in nature.

#### **Advantages of effective communication for the business world**

The ability to communicate effectively is crucial for the success of any business venture. The rapid and technological advancement in today's world requires effective and efficient communication system. The success of an organization depends on the ability of its officials to interact effectively within the organization as well as with other organizations. Effective communication skills help in building better relationships both at the personal level and at the official level.

Many scholars like Pro. Krishna Mohan, a well-known writer agree that in the age of multinationals and globalization business houses have to deal with people of different cultures and speakers of different languages which has increased the importance of communication skills. Today almost every organization worth the name has very ambitious expansion aims the fulfilment of which depends to a large extent on effective communication skills. Good communication skills aim at minimizing the gaps among various officials and departments in an organization.

Therefore, business houses are trying hard to better human relations through the setting up of Human Relations Departments. Moreover, the ability to communicate well helps in building the self-confidence and self-esteem of the individuals which in turn improves efficiency, credibility and reputation of the organization. We can simply say that communication means to communicate. It means to express, and convey ideas, opinions feelings, etc. The activities or process of exchanging ideas and feelings is called communication. It means sharing of information. Communication skill means our ability or skills to convey our thoughts and ideas to others. It is a process of exchange of ideas, opinion and information.

In the conclusion, we can say that communication is a systematic process in which people interact through symbols of creating and interpreting meaning. The remarkable thing is that the information transferred must be understandable to the receiver.

**Principles of good and effective Communication:** The principles of good and effective communication are:

**(a) Clarity:** The first quality of good communication is clarity. Clarity means the quality of being expressed clearly. The Receiver Understand the meaning of the messages exactly as the sender wants to convey. The Sender should construct short sentences. The important considerations in attaining clarity are as follows:

- (a) Choose precise, concrete and familiar simple.
- (b) Construct effective sentences and paragraphs.

#### **Clarity depends on four factors namely**

1. Short and simple sentences.
2. Proper punctuation.
3. Giving definite and concrete details.
4. Logical sequence of ideas.

**(b) Brevity:** It is said that brevity is the soul of wit. Brevity means the quality of using few words while speaking or writing. The messages must be communicated in fewest possible words.

**(c) Completeness:** The communication should be complete in all respects. It must contain all the facts that the receiver wants to know. The sender of the communication the receiver will not need any further information or clarification. Conciseness in business must be complete and adequate.

**(d) Consideration:** To be thoughtful about the feelings or wishes of other people is a healthy and positive attitude and it has the way for smooth and effective communication.

**(e) Concreteness:** A message must have concreteness. It should be definite and not vague. Correct use of grammar composition and appropriate words and adopting the right level of communication to suit the receiver's level, determine the correctness of communication.

**(f) Choice of Words:** The sender of the message should choose words carefully to make sure that message has correctness and will impose any problems of understanding.

**(g) Ability to listen with patience:** One of the important qualities of a good communication is the receiver's ability to listen with patience. He should not be in a heavy to respond.

**(h) Politeness:** A good communication should be a source of pleasure. To achieve this objective the sender must be thoughtful and appreciative of the others point of view. He/she should show genuine consideration and respect to the sender.

**(i) Feedback:** Feedback should be used carefully in planning and executing communication. Where feedback is not automatically available, the sender should ask questions, request reply and encourage the receiver to give his reactions to the message.

**Communication Process:** The word 'Communication' has its root in the Latin word communication which means to share and this sharing is of information, knowledge and thoughts. For sharing information we require two parties, the sender and the receiver, without which communication cannot take place. The communication process is the entire inter-relationship between several inter-dependent components. It consists of a whole series of related actions and reactions which together result in the sharing of meaning. In order to understand how communication which is necessary to describe each part of these components and how each component part fits into the whole process. This tells us what the dependent individuals parts of communication process are how these are related to each other. The following important elements are involved in the process of communication.

**Sender (Encoder):** The most important element of a communication process is the sender. He is responsible for sending the message. He is also called the encoder.

The process of communication begins when the sender feels the need for it and the idea generates in his mind. Sender or transmitter is the source of the message and ways for transmit is for some purpose. The sender may be a speaker, a writer or an actor. He must have a clear picture in his mind of what he wants to communicate. Several ideas may germinate in the sender's mind.

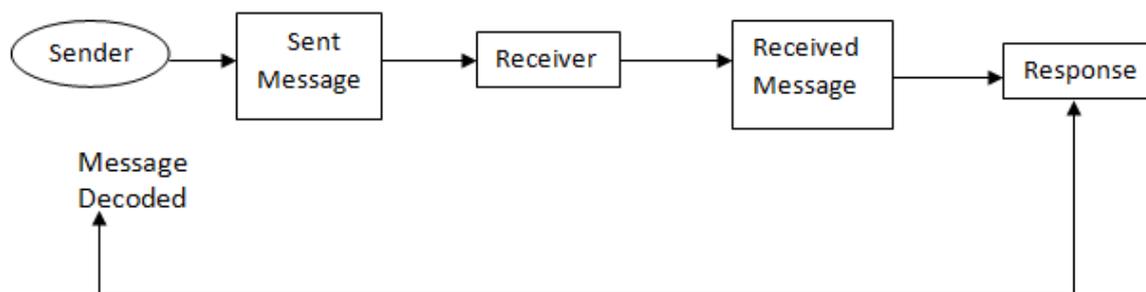
**Receiver (Decoder):** The receiver is the person or group of persons who receives the message. The receiver of the message is also called decoder. He decodes the message, i.e. he interprets and translates the message. The person or group to whom the message is directed is known as receiver. The receiver represents the destination for the message. He may be a listener, a reader or a viewer. Like the sender he has an image of himself and of the sender. The receiver translates the words and symbol used in the message into idea can interprets it to obtain its meaning. This is called decoding and it is the opposite encoding. If the receiver is familiar with the codes used and his precipitation is good. He will derive less or the same meaning as sent by the sender. The message should be accurately reproduces in the receivers mind.

**Message:** Message is also one of the most important elements of communication. The main purpose of the sender is to send the message. The medium may contain of language or code a set of symbols which stands for certain ideas, feelings, notices, things, etc. To coincide a message, relevant symbols are selected and arranged into pattern to convey message. A message means what is being communicated. It may be verbal (spoken)/written or non-verbal (e.g. appearance, language, silence, etc.). Message is the heart of communication

**The Channel:** The channel is the medium through which the message is transmitted from one person to the other. The channel must be appropriate. Messages may be communicated through the language shared by the sender and the receiver. Channel connects with the receiver for instance; time table of a college is the channel which ensures that the teacher and the students go to the same classroom at the students at the same time.

**Feedback:** Feedback ensures whether the message has been received and understood properly or not. When a message is received by the receiver he/she responds to it. Through this response the sender is able to know whether the receiver has received and understood the message correctly or not. Often the feedback is in the form of an acknowledgement. Feedback ensures the sender that the message has been received and interpreted correctly. If the feedback shows that the message has not been received and understood correctly the sender can take remedial measures.

The process of communication is illustrated below:



The main parts of process of communication are

1. Sender has an idea.
2. The idea becomes the message.
3. The message is transmitted.
4. Reception of the message.
5. Feedback.

### Summing Up

To conclude, we can say that English is very important for all. It has its unique importance in our country. It has played a crucial role in building modern India. At present, it is one of the major languages of the world. It plays a role of chain. It helps different natives of different regional dialects to communicate with each other. The leaders from different states meet sometimes on a common platform. With the help of English language they deal their ideas and thoughts to other leaders and people. English is a language which is spoken at every place of different nations. It is an international language par excellence. No language ancient or modern can complete with English. Without the knowledge of English higher study in any subject is not possible. Study materials of higher classes are available only in English. All the official accounts are maintained in English language only. The study of English by Indians serves the purpose of window over the world. Our country cannot afford to close this window as it depicts the true picture of various aspects of life---Political; social, religious, cultural, agricultural etc. English helps us to bring people of diverse cultures closer to each other.

Ability to listen effectively is directly related to success in interpersonal skills of communication. Listening skills play an important role in our social, personal and professional life. At the place of work listening skills can minimize tensions and can help build better relationships. In personal life if we are willing to listen patiently the others point of view many misunderstandings can be removed. During an interview the ability to listen effectively pays a lot .listening skill is very important as the first step to language learning. Language is learnt through imitation. A child is a great learner. It starts listening as soon as it is born and goes on listening whatever is spoken around it. This is how he takes the first step towards learning a language. Now we have at our disposal a number of channels for listening good English. We have radios, TV channels, record players and many other devices for listening good English. To make the communication effective and successful the sender and the receiver must share common background and assumptions. Lack of common background may make the comprehension of the message difficult and act as a barrier to communication. Since effective communication plays an important role in the successful conduct of an organization it becomes incumbent on both the sender and the receiver to make the communication efficient by eliminating all barriers to communication. The receiver should have an open mind and a positive attitude. When the receiver shows such attitude of trust and goodwill the communication is successful. An English word has many different meanings. It is possible that the same word may convey two different meanings to two different persons. If the sender and the receiver assign different meanings to the word the message may be misunderstood. In such cases it will be helpful if the sender chooses his / her words carefully keeping in mind the problems that the receiver is likely to face. There are hundreds of steps that can take to improve your interpersonal communication skills.

These skills are otherwise known as people skills and they make a huge differ in the number and quality of the friends that you have. Improving your interpersonal communication can mean the difference between making lifelong friendships and just having an overabundance of acquaintances.

In this paper, we have discussed that communicative English is very important in the business organization. It is also important for the readers because in the fast changing modern technological world nothing is possible without English. We should always work hard because hard work is one key to success. We should not be disappointed by our failures. The Bible tells:

“Race is not always to the swift;  
Battle is not always to the brave;  
Success is not always to the meritorious;  
Much depends on fate and chance”

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