

FOREWORD

Dr. K. RATNA SHIELA MANI
Professor of English, Dept. of English
Acharya Nagarjuna University
Nagarjuna Nagar – 522510
Guntur District, A.P.

It is a pleasure to invite readers to this volume of *International Journal of English Language, Literature & Translation Studies* (IJELR). The research papers in this journal are presented in the UGC Sponsored National Seminar on “English Language Teaching at Undergraduate Level in India: Toward the Elimination of the Inability to Speak and Write Effectively: A Research Perspective” held at SVRM College, Nagaram, on November 28-29, 2014. This journal contains a bunch of select papers reflecting the themes, ideas, perspectives, approaches, movements, and trends in language teaching current today.

The English language teachers have always been concerned with, sometimes even in despair of, the inability of their students to speak and write effectively in English. Considering the fact that English is the language of education and employment, one cannot underestimate the value of acquiring proficiency in the language skills for effective communication. A person requires effective speaking skills in several formal communicative situations like meetings, conferences, group discussions, panel discussions, interviews, teleconferencing, video conferencing, seminars, workshops and symposia. Effective writing skills are necessary to write examinations, project reports, summaries, synopses, abstracts etc. Speaking and writing are powerful instruments for shaping, guiding and controlling thought.

In this context, everyone involved in academics should focus attention on ensuring quality in the English language curriculum design, ushering in new teaching methods or blended approaches. Ultimately, one should not forget that the onus lies on teachers of English, but they also need to be empowered to manage their own professional growth and to enable students to acquire English language proficiency. To achieve this, it is imperative that teachers engage in empirical research based on classroom observations, recording their own experiences and undertaking needs analysis to fine tune the objectives of teaching English at different levels.

The papers in this volume engage with these concerns in their own humble way. While a few papers are concerned with general problems in teaching / learning English as a Second Language in India, other papers are articulate in more specific ways. Several authors have focused on Teaching English for Industry Specific needs, Business communication and courses in English for Specific Purposes (ESP), while others have dealt with innovative practices in teaching courses in English for Academic Purposes (EAP). The latter include public speaking, reading strategies, teacher training, Audio-visual aids, language laboratory etc. Quite a few papers have advocated the use of technology, media, Information and Communication Technology, Computer Assisted Language Learning in view of the demands of the modern technological world.

I am hopeful that this volume of papers will be received with pleasure in academic circles and that it will contribute in a small measure to the body of research in language teaching.



ACHARYA NAGARJUNA UNIVERSITY

NAGARJUNANAGAR - 522 510, GUNTUR (DT), A.P., INDIA



Prof. K.VIYYANNA RAO

M.Com., MBA, Ph.D., MIMA, LIJ

VICE - CHANCELLOR

Phone : Off: 0863-2346101, 2293238

Fax : 0863-2293378, Resi: 0863-2233334

e-mail : nu_vc@yahoo.co.in

kodativrao@yahoo.com

website : <http://www.anu.ac.in>

MESSAGE

I am extremely happy to learn that the Department of English Sree Velagapudi Rama Krishna Memorial College, Nagaram , Guntur District, Andhra Pradesh. One of the oldest premier and prestigious Educational Institutions affiliated to Acharya Nagarjuna University, is organizing UGC sponsored Two day National Seminar on **“English Language Teaching at Undergraduate Level in India: Toward the Elimination of the Inability of Speak and Write Effectively, “A Research Perspective “**, during 28th & 29th November 2014.

I believe that the seminar will explore new methods in English Language Teaching. It is hoped it will help the delegates to widen their horizons and increase the quality of the knowledge. I congratulate the Department of English for organizing the Secretary Mr.S.Dass, Head of the Department of English and Sri Maganti Sudhakara Rao , Principal of the college, under whose dynamic leadership the college is organizing these types of Academic Events and spreading higher Education to the rural students. I wish the seminar a grand success.

Thanking you

(K.Viyyanna Rao)

Vice-Chancellor



MESSAGE

The two Day National Seminar on **English Language Teaching at Undergraduate Level in India: Toward the Elimination of the Inability of Speak and Write Effectively, "A Research Perspective"** is relevant in the context understanding problems of students coming from rural background. I am sure that the deliberations will focus on minimizing the propose challenged and I wish it will surely pave way in to further research their by making the results available for the students of second language. I congratulate the Dept. of English for taking initiation I also congratulate all the delegates taking part in the seminar from various parts of the county. My special appreciation to the coordination and all the resource persons to join the in this moment to eradicate the problems in writing and speaking. I hope the Department in future will take up many more issues and will address in National Platform.

Thanking you

A handwritten signature in black ink, appearing to read 'S. V. R. M.', written in a cursive style.

Secretary and correspondent
S.V.R.M College, Nagaram.



MESSAGE

I am greatly delighted to send this message at the occasion of “ two Day National Seminar on **English Language Teaching at Undergraduate Level in India: Toward the Elimination of the Inability of Speak and Write Effectively, “A Research Perspective “**, organized by the Department of English, SVRM College, Nagaram. May this coming together and sharing of eminent leaders explore innovative methods in learning and teaching of English Language.

I wish and congratulate the organizing committee and other faculty members the seminar will be a grand success.

Thanking you

A handwritten signature in blue ink, appearing to read 'K. Surendra Babu'.

Dr.K.Surendra Babu
Director PG Courses
S.V.R.M College,Nagaram.

MESSAGE

I am extremely happy to know that the Department of English Sree velagapudi Rama Krishana Memorial College, Nagaram is organizing UGC Sponsored Two Day National Seminar on **English Language Teaching at Undergraduate Level in India: Toward the Elimination of the Inability of Speak and Write Effectively, "A Research Perspective "**, during 28th & 29th November 2014. The seminar promotes discussions and analysis of the current Trends which, it is hope will help the delegates to their quality of Language Teaching.

I am confident that the participants will be highly benefited by the deliberations of expert teachers in the field and their by that the seminar highly successful much to her expectation of the organisation.

Thanking you

Sd/- X X X
K.Sambasiva Rao
OSD
S.V.R.M College,
Nagaram.



MESSAGE

It gives me immense pleasure to record my wishes on the occasion of the conduct of National Seminar on **“English Language Teaching at Undergraduate Level in India: Toward the Elimination of the Inability of Speak and Write Effectively, “A Research Perspective “**, by Sri S. Dass Department of English The conduct of National Seminar on this topic is quite relevant in a rural college like Sree Velagapudi Rama Krishna Memorial college, Nagaram, where students are in need of acquiring basic communication skills in order to complete in a globalized environment. This academic exercise will inspire the students and teachers by way of sharing academic proceedings with participants. It is happy to know that there is a good response from many quarters in the form of research papers. I wish the Department of English and Sri S. Dass convener of the National Seminar a grand success.

Thanking you

M.Sudhakara Rao
Principal (FAC)
S.V.R.M College, Nagaram.

INDEX

Editorial Board

Foreword

Message-Vice-Chancellor ANU

Message-Secretary & Correspondent, SVRMC

Message-Treasurer, SVRMC

Message-OSD, SVRMC

Message-Principal, SVRMC

1. THE ROLE AND SIGNIFICANCE OF THE LANGUAGE LABORTARY IN INCULCATING COMMUNICATION SKILLS-A STUDY ON THE USEFULNESS OF AUDIO-VISUAL AIDS IN EFL CLASSROOM:IMPLICATIONS FOR EFFECTIVE INSTRUCTION
VICTOR DAVID DINAKARAN NAMBURI&E VARA PRASAD 1
2. NEED OF ICT IN ENHANCING LANGUAGE SKILLS, ADVANTAGES AND CHANLLENGS: A BRIEF STUDY
VIJAYABABU PALUKURI & Dr.CLL JAYA PRADA 5
3. VALUE BASED TEACHING OF ENGLISH: A HOLISTIC APPROACH TO LIFE SKILLS
Ms. R.K. JAISHREE KARTHIGA 8
4. TIPS FOR EFFECTIVE PUBLIC SPEAKING & SPEAKING ENGLISH
G. HANUMANTA RAO 12
5. *ENGLISH LANGUAGE TEACHING AND VOCABULARY LEARNING STRATEGIES*
A.NAGESH 15
6. THE IMPACT OF WRITTEN CORRECTIVE FEEDBACK IN ENHANCING ESL WRITING PERFORMANCE
NEELAM CHHETRY & BARKHA CHHETRY 16
7. PROBLEMS IN TEACHING AND LEARNING ENGLISH AS A SECOND LANGUAGE IN INDIA
PUTLA ANANDA RAO 21
8. COHESION -AN INTRICATE PART OF TEXT & CONTEXT
T.SUJANI & Dr.RATNASHIELAMANI 23
9. ENGLISH CURRICULUM IN INDIAN UNIVERSITIES AND THE LITERACY STRATEGY
Dr. K. JAYARAJU 27
10. THE ROLE OF DISCOURSE MARKERS IN ENHANCING THE QUALITY OF WRITTEN COMPOSITION : AN EXPLORATORY STUDY
RUKULU KEZO & BARKHA CHHETRY 31
11. TEACHING COMMUNICATION SKILLS IN ENGLISH TO RURAL STUDENTS AT HIGH SCHOOL LEVEL IN ANDHRA PRADESH- AN ANALYTICAL PERSPECTIVE
Capt.NAVEEN KUMAR .CH, NANDANAVANAM SRINIVASA RAO 36
12. STEPS TO IMPROVE COMMUNICATION SKILLS
Smt. J. RATNA VINOLA 39
13. SUGGESTIONS FOR TEACHING ENGLISH GRAMMAR EFFECTIVELY AT UNDERGRADUATE LEVEL
PEDDINENI PARVATHI 41
14. A POWERFUL MEDIUM TO MEET INDUSTRY NEEDS
M.ANURADHA, I.DATTA SRAVANI 46
15. AN EFFECTIVE USE OF ICT IN TEACHING AND LEARNING
SHINY K.P 52

16. ROLE OF INFORMATION AND COMMUNICATION TECHNOLOGY IN ENGLISH LANGUAGE TEACHING AND LEARNING <i>Sri P.RAJA SEKHAR</i>	56
17. PROMOTING THE STRATEGIES OF ICT TEACHING <i>T. SREE LATHA, Dr. GEETHA SENTHIL KUMAR</i>	59
18. THE POTENTIAL ROLE OF ICT IN ENGLISH LANGUAGE TEACHING AND LEARNING <i>SHABREEN SULTHANA SHAIK, Dr. G. CHENNA REDDY</i>	63
19. MODERN APPROACHES IN ENGLISH LANGUAGE TEACHING <i>B.JHANSI RANI, E.SUNEETHA</i>	67
20. TEACHING ENGLISH FOR INDUSTRY SPECIFIC AND ACADEMIC NEEDS: A CASE STUDY OF ENGLISH IN ENGINEERING COLLEGES OF GUNTUR DISTRICT, ANDHRA PRADESH <i>Dr R Vidyadhar, Dr M V Raghu Ram</i>	70
21. TEACHING ENGLISH LANGUAGE AT UNDERGRADUATE LEVEL <i>P.SRINIVASA RAO</i>	74
22. TEACHING ENGLISH FOR INDUSTRY SPECIFIC NEEDS: THE KEY TO SUCCESS IN EMPLOYMENT <i>Mrs. T. RAMA</i>	77
23. REFLECTIVE PRACTICE - THE KEY TO EFFECTIVE TEACHING <i>Dr. K.RAM CHANDRA</i>	81
24. SIMPLE STRATEGIES FOR EFFECTIVE TEACHING OF ENGLISH AT THE UNDER- GRADUATE LEVEL <i>Smt. A.V.RAJYALAKSHMI</i>	85
25. EFFECTIVE BUSINESS COMMUNICATION TO MEET INDUSTRY EXPECTATIONS <i>V. SANTHOSHI, T. VIJAYA SRI</i>	87
26. TEACHING ENGLISH FOR INDUSTRY SPECIFIC NEEDS <i>M. INDIRAMMA, VIJAYA LAKSHMI</i>	95
27. SCAFFOLDED READING: STRATEGIES TO IMPROVE READING COMPREHENSION <i>Syed Mir Hassim, M.Revathi</i>	98
28. TEACHING ENGLISH FOR INDUSTRY SPECIFIC NEEDS <i>Dr.B.V.V.PADMAVATHI</i>	101
29. AN ASSESSMENT OF LEARNING OF ENGLISH AT TERTIARY LEVEL IN CITY OF LUCKNOW IN UTTAR PRADESH (With special reference to technical and professional institutions) <i>Vinay Kumar Singh</i>	104
30. TEACHING AND TRAINING METHODS AT TERTIARY LEVEL <i>Zehra Bi, Sk. Shaheen</i>	110
