

Review

ENGLISH FOR EMPLOYABILITY AND EMPOWERMENT- A STUDY

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English language is a one of the most important figure in the present scenario. it has majorly been faced by various professionals in the organizations and corporate sectors. The fact is that finding a job in this competitive world and to survive in that is a great challenge. Every authority looks for qualified, talented, smart and confident employees. For example, if someone applies for a high class job and when he/she goes for an interview; obviously, qualified, talented, smart and confident employee with fluent English is hired. Why is English so important in finding a job? Everyone knows that people deal with others in English language especially in the business world, scientific world and others. So the point here is that it is very difficult to get a pretty good job or a promotion without knowing effective communication. This paper is an insight on importance and impact of English language in corporate world. Further it has been tried to identify the challenges faced while communicating in English.

Key words: Universal language, Employability, Empowerment, Business language, Second language

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INTRODUCTION

English is perceived by many people as the universal language because of the former influence of the British Empire and the current influence of American political and economic hegemony. The English language is considered as a universal language, mainly because it is the most spoken language worldwide. It is a living and vivacious language spoken by over 300 million people as their native language. Millions more speak it as an additional language. English is learned everywhere

because people have found out that, knowledge of English is a passport for better career, better pay, advanced knowledge, and for communication with the integral world. English is also learned for the literature it possesses, and for the variety and rich experience it provides. English has replaced French as the language of diplomacy. In this computer age, English is bound to expand its domains of use everywhere. Everyone wants to appropriate English as their own.

About one hundred years ago many educated people learned and spoke French when they met people from other countries. Today most people speak English when they meet foreigners. It has become the new international language. There are more people who verbalize English as a second language than people who speak English as a first language. Why is this? English has become the language of business. Another important reason is that popular American culture (like movies, music, and McDonald's) has quickly spread throughout the world. It has brought its language with it.

As per the statistics, it said that the English language is one of the easiest languages to learn, if we compare it with languages like Chinese, German, French and even Spanish. It is such an important language worldwide, that 80% of the information that we find in the internet is in English, take this into consideration because the internet is one the most used and effective sources of communication across the world. Worldwide. We see that most of the communication sources, information and material sold or given to us are in English, for example: films, TV shows, music, documentaries, popular brands, etc....Interaction is one of the basic needs of life like air, water, clothes and food. Every living object on this planet interacts with each other. Irrespective of our age, race, gender, region or religion we somehow understand the unspoken messages. Eyes blinks, facial expressions, body language, acceptability and many more indicators keep on sending signals and other one keep on decoding these signals.

Communication to face corporate Culture

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.

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.

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

Last but not the least if we want to get placed in a good company, if we want to make the other person understand us, if organization wants to survive, communication is a must, because it is right to say "Communication is as important as blood in the human body." Effective communication in corporate world is like money that gives them circulating power as well as value. We find it like baby shoes not coated with gold so heavy but like feather which flies high. Communication is a collective and conscious art in business world. It is the skin of a living thought and may vary greatly in color and content according to the circumstances and the time in which it is used. According to us communication gives us a second chance that generally an opportunity denies. So it is the lifeblood of the corporate world. They help circulate thoughts, ideas, and dreams continuously.

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 common wealth 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.

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 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 a 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. 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.

English for Empowerment

In the wake of increasing globalization and internationalization, communication, and education across the borders, English language is the key towards better opportunities for employment, and is a dominant factor in upward mobility. English, a global language, has the highest instrumental value to empower people in their educational aspirations and in the employment market. This globalisation of English language has resulted in remarkable changes in the patterns of communication, which poses some direct and indirect challenges to the teaching of English as both a second and a foreign language in developing countries. English language teachers need to better equip themselves to meet these challenges in the field of education and for employment, which will have a reciprocal effect not only on the recipients, but also on the providers. English had become a tool for empowerment attached with economic value. Even non-native English-speaking countries such as Japan and China had begun investing their resources in teaching English because of the opportunities it offered.

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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