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Research Article

TECHNOLOGY BLENDED ENGLISH LANGUAGE AS MEANS OF COMMUNICATION IN THE ERA OF GLOBALIZATION

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ABSTRACT

English has become a major language of education. Educational institutions around the world – in English speaking countries and non-English speaking countries altogether – have been using English as a prevailing language of instruction for decades. It has reached unprecedented heights in the most recent years. There is no official global language at this time; however, the popularity of the English language can be traced through geography, and social and cultural factors. Most importantly, as a developing country, India needs to make use of this international language in order to attain its global position. In addition to this, especially, MNC jobs need good understanding ability and speaking in English. Therefore, Multi National Companies can easily open out to other countries, and these companies generally employ graduates whose English is good and expressive. For instance, the student who is graduated from a university which takes English as a major language will find a better or high-quality job than other students who don't understand English adequately. In other words, the student who knows the language nuances is able to be more efficient and confident in his/her job. University graduates who are in an international company and business are needed to communicate with foreign clients. For instance, if their managers want them to share the company's data, they are expected to know the functional aspects of the language system. Therefore, the English language would be used as an important source to acquire knowledge and thus attain the status globally.

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INTRODUCTION

English is virtually the first language for many educated Indians, and for others, who are bilinguals, English is the second language. Indian English speakers are primarily bilinguals or multilinguals, who use English as a second language in contexts in which English is used both as a "link" and as an "official" language. In a country like India, English serves two purposes. Firstly, it provides a linguistic tool for the administrative cohesiveness of the country. Secondly, it serves as a language of wider communication (Kachru 1986: 8). In fact, English functions in the Indian socio-cultural context to perform various roles that are relevant and appropriate to the social, educational and administrative networks (ibid, 111). English appears in both public and personal domains, and its functions "extend far beyond those normally associated with an outside language, including the instrumental, the regulative, the interpersonal and the innovative, self-experience function" (ibid, 37). As mentioned before, the role of English in an Indian multilingual setting is not replaceable: it overlaps with regional languages in certain domains (Kandiah 1991: 273).

Language is the essential source of communication. It is the way through which humans share their ideas and thoughts with others fellow beings. There are innumerable languages in the world. In today's global world, the importance of English is growing and without it there is no survival since English is the most common language spoken everywhere. With the help of developing technology, English has been playing a vital role in many sectors including medicine, engineering, and education, which, is the most important sector where English is needed.

English is very important because it is widely spoken all around the world. Knowing English allows people to enjoy their life and work no matter where they are. For engineering students whose mother tongue is not English, mastering English is even more important, not only for their academic life but also for their prospective career. In order to master the engineering knowledge and skills better, engineering students should own the English language competence. Most of the scientific papers or journals in the world are written in English. Most of the engineering graphs are also marked in English. Moreover, most engineering professors in various universities are also conducting their lectures in English. Hence,

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engineering students should at least master the basic English ability to deal with the multiple lectures, tutorials, labs, projects and papers. Further, they have to submit their important theses, still in English. Engineering students should try hard to improve their English ability, which could help to make both their school life and career more successful and enjoyable.

Good communication skills are essential to a person's job performance. Employers are now emphasizing that success as an engineer requires more than simply strong technical capabilities; communication is among the skills that are also needed. In this era of globalization, English has become one of the most important languages of communication. According to Robbins & Judge 2007 it is thus important to note that in the future engineers would be able to communicate well in the English language which is the global language.

English as world Communication

English as the global lingua franca emerges as a new variety of the English language, free from national or ethnic cultural component, however, a cultural component and, accordingly, a new identity. Creation of a global society in conditions of globalization leads to the formation of a global culture and creation of a new global identity. After the U.S.A. India has the highest number of English language speakers in the world.

Another important reason for English would be the medium of instruction in the Indian higher education system is that it enables students to communicate with the International world. In these days, the most important thing for both university students and graduates is to follow the development in technology. For this reason, they have to learn common language.

Certainly, they should not lose their interest on communicating with the world. However, some of the university students can't obtain English education in their university. Unfortunately, these people may lose their communication with worldwide subjects and topics. In short, they will not communicate with foreign people. In addition, university students can use some specific hardware and software of computers with their English to communicate with others.

The vital reason for English as the medium of instruction of Indian universities is that it facilitates accessing information. All of the students have to do some projects or homework which is related with their field during the university education. In these projects or homework, they have to find some information which is connected with their subject. They find sources from English web sites and books, but they have to replace these data to their projects. As a result, the student who knows English will be more successful at his/her project. For this reason, to obstruct possible inequity between students, management of universities should accept English as a second language in order to provide accessing information to the students. In short, university students need to know English to access information.

Career Prospects

This increasing unemployment of engineers in India has been attributed to their limited Communication skills and consequently, the teaching of English in engineering education has been under the scanner. Venkataraman and Krishnamurthy

have criticized the English language courses at the tertiary level in India for being excessively knowledge-based instead of being skill-based. They hold the view that despite the focus on communication skills in some of the recent courses introduced in universities and colleges, the courses are handicapped because the objectives are not well defined, and consequently, the teaching methodology, testing and evaluation are sketchy. They point out that engineering graduates produced by Indian universities suffer due to lack of communicative skills to study in the world-class institutions or work in a global atmosphere. Consequently, employability has transformed into the new buzzword in engineering education. Technical and academic skills specific to the job: these include reading, language, numeric capacity, listening, written communication, oral presentation, global awareness, critical analysis, creativity and self-management. Skills listed under technical and academic skills are broadly labelled as the communication skills and are taught in English classrooms in Indian engineering education institutions. The latter two qualities are called soft-skills and it is beyond the scope of the paper to delve into them. The placement cells in engineering institutions carry out the responsibility of building relationships with potential employers in order to place the students. It has been widely suggested that this static view of employability can be discarded in favour of integrating communication skills in the curriculum in order to generate employability skills in individuals. It is not only the question of employability, but also the nature of English teaching in India that contributes to this issue.

According to the Centre for Economic Policy Research, English will soon become the primary language spoken in the world. Learning English will broaden your career opportunities. English is a mandatory language if you aspire to have a career in international aviation. Most employers are looking for people who have great communication skills, and if you are in America, you will have to complete a job application or submit a resume in English. Interviews are also conducted in English, so if you speak the language you will have greater success in landing a job. Some companies prefer hiring bilingual workers who can speak to their customers in their native language.

Education Abroad

Knowledge of the language opens up great opportunities for studying in foreign countries. The same applies to computer programs and applications. English words in world languages, also have considerable importance. In recent years the influx of English words in Russian language has increased significantly. Uttering such words as; "computer", "player", "hamburger", one knows about what all these words and thus are borrowed from English. The borrowing of new words due to the influence of foreign cultures brings clarity and convenience in the designation of certain items. Thus, the role of English language in the world is remarkable. The important fact is that English is an important means in modern life, and each one has to strive hard to become self-efficient. If you plan to attend a university in the United States, you will have to learn English. Universities ask that students from countries where English is not the first language take an English proficiency test. Students often hire tutors who are native English speakers, or take

English classes to help them pass the test. People can also take online classes for English test preparation.

The skills set of engineers can be characterized by three overall skills factors: (i) Core Employability Skills (which cover generic attitudinal and affective skills, such as reliability and team-work); (ii) Communication Skills (such as language skills, written and spoken communication), and (iii) Professional Skills (which generally covers cognitive skills related to the engineering professions, such as ability to apply engineering knowledge; as well as design and conduct experiments and related data analysis and interpretation).

All three skills that are as follows; Core Employability Skills, Communication Skills and Professional Skills are quite noteworthy. However, while Professional Skills remain important, employers consider Soft Skills (Core Employability Skills and Communication Skills) the most important skills employers look forward to in the process of recruitment.

Access to World Literature

Literature will help not only to improve reading but listening, speaking and writing skills as well. It is possible to understand and get general information related with experiences and events in real life by using and analyzing variety of texts. Reading various texts would always help to improve the individual to become better socially and culturally. People who can speak English have better access to a wealth of literature. According to the Centre for Economic Policy Research, English is the dominant language in publishing. Although literature is translated from English into other world languages, some of the thoughts behind the original communication may be lost in the translation (the Centre for Policy Research reports).

Use of ICT in Education

Innovative use of Information and Communication Technology (ICT) can potentially solve this problem. The last two decades have witnessed a revolution caused by the rapid development of Information and Communication Technology (ICT). ICT has changed the dynamics of various industries as well as influenced the way people interact and work in the society. ICTs in higher education are being used for developing course material; delivering content and sharing content; communication between learners, teachers and the outside world; creation and delivery of presentations and lectures; academic research; administrative support and the other.

In the techno-centric era, innovations and methods of teaching are emerging in the learning of the English language competence which involves the use of ICT in education and Computer Assisted Language Learning (CALL) in the Language Laboratories. Majority of the students take interest in multimedia way of learning /teaching and are more interested in doing exercises on a computer than by hand. This Computer assisted system works more efficiently when the ratio of computer and student is 1:1. This I have experienced in our advanced Communication Skills /Multimedia laboratories at GITAM University. Once they have been put to various tasks such as watching Videos on GDS, presentations, interviews, debates /short films/ clippings etc., they did respond very well and become self-reliant.

CALL mostly includes: Use of Audio /video clips, Language Learning-vocabulary-synonyms and antonyms, etymology reading, grammar, Role plays, Speaking skills, Fluency Task and so on. By this method of learning students are provided a lot of practice and exposure to the English language. This method leads to individualization of learning, where teachers act as mentor, trainer and aspirant to facilitate learning. The teachers should be aware of the latest technologies, explore new ideas and have good competency in the subject. Refresher courses for these teachers at national level can help in achieving proficiency in use of CALL. Students on their own should make use of English journals, television programs, newspapers, magazines, English language Resource centres to acquire the effective English communication skills to face the job market.

CONCLUSION AND FURTHER RESEARCH

In the era of Technology, It is indispensable to include Communicative English across curriculum where there is a context in which these skills can be further developed in higher education. The other solution that will help the students is to enhance formal writing and presentation courses in the engineering curriculum, similar to what other established Universities in India and abroad offer their students. Writing and presentation skills can only be achieved through continuous practice and preparation. In conclusion, the use of literary texts for teaching English as a second language can be an effective, rejuvenating, and rewarding process for both teachers and students. The students get so much involved in the theme of short stories, poems, sonnets, and song lyrics that they do not even notice the obstacles they are overcome by. It is then indeed to state that literature as source and use of technology can help providing a suitable ambience for teaching English effectively to second language learners. A high quality education system is indispensable to the successful development and growth of good governance.

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