



IMPROVING EFFECTIVES COMMUNICATION SKILLS IN DEGREE COLLEGES

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Abstract

This study investigates the teaching model to develop communication skills among students of degree college of Medak district in Telangana". A language is a systematic means of communication by the use of sounds or conventional symbols. It is a system of communicating ideas and feelings using sounds, gestures, signs or codes. Besides many languages in the world, English is an international language for interpersonal relationships, commercial transactions, etc. It comes to our aid to communicate throughout the globe. It is a means not only for international commerce; it has become increasingly essential for inter-state commerce and communication. The need for Communicative Skills in English is the need of the hour as the Information Age is in need of many types of workers who are excellent in communicative skills as the companies have spread out their tentacles across the length and breadth of the earth. The world has become a global village for millions of people. As the workforce is multinational, multiracial, multiethnic from various countries across the world, the employers need people of all races and colours with highly competitive skills which include communicative skills. In India, particularly in Telangana, English is being given importance and it is being taught as the Second language in schools, colleges and universities. However, the standard of English language is not up to the expectation and the students who are taught English are poor in spoken and written skills. It is worse in degree colleges in India. A number of research studies have been carried out on the teaching and learning of English as a Second language in Medak district (Telangana) degree colleges.

Keywords: Teaching model, communication skill, multinational, English. Second language, written skills, degree colleges.

Introduction

For degree students, a thriving and successful career is essential. As "communication skills are most important for degree students to have a successful career." Poor communication abilities reflect poorly on the individual and the profession. In most cases, inadequate communication skills instruction just serves to detract from the professional profile as a whole for degree students. This in turn has an impact on graduate student recruitment and retention. According to a claim, since businesses value them and they should be a component of any postsecondary education, communication skills should be encouraged in degree programmes. A variety of aspects, including oral, written, listening, visual, intercultural, interdisciplinary, and others, are included in communication. When considering communication in degree-granting education, they must be taken into account. All of these talents were necessary for professionals.

As a means of communication between different nations, English is crucial in international business. Multinational firms for corporate communication and dealings like trading have an indirect impact on educational policies. Most nations rely on the interchange of materials that are readily available. It has an impact on the world-wide economy. Every nation benefit from effective communication and the revelation of strategic import and material exchange

instructions. In a recent study, students said they believed using a foreign language at work was a requirement for having an international career. It follows that the English language will continue to be immensely relevant in the present and the future, especially as a second language to help bridge cultural gaps. Future graduates must also be aware of the possibility of so-called cultural imperialism, which entails the systematic invasion and control of the informational, educational, and communication infrastructures of other countries. This exceeds the domination of words. The value of multilingualism for the global graduate goes beyond just knowing English, though. The importance of studying the primary languages from a country's region is growing along with the importance of learning English in degree programmes that emphasise multilingualism.

Effective communication skills

Effective communication abilities are currently one of the fundamental criteria of the modern business environment. It is regarded as one of the most important aspects when applying for jobs or keeping a given job position, along with other technical skills and knowledge. Realizing the significance of communication in day-to-day settings was a major factor in my decision to pursue this area for my research. Students' primary objective is to maintain a fluent conversation, which emphasises the significance of speaking abilities in their eyes. In every area of life, having strong communication skills has proven to be the most effective way to advance one's profession and rate of success. It is even more crucial to learn, practise, and demonstrate excellent communication skills in both everyday situations and emergency situations if you want to set yourself up for a productive career in the vast field of management. Effective communication abilities give managers and leaders the rung on the ladder to quick career advancement. It refers to both the science and the art of communicating in managerial or corporate contexts. Etymologically, the term "communication" comes from the Latin word "Communis," which is equivalent to the English word "common." It denotes "common to" or "affecting all." Therefore, communication is the activity of "influencing others" to accomplish shared, agreed-upon goals. These objectives may pertain to people, families, teams, departments or functions, or businesses. One of the most important personal skills that people need to develop in order to carry out their responsibilities and become efficient managers and effective leaders is communication.

Role of communication in graduation level

The importance of communication in every graduate's life cannot be overstated. Technical communication is the term for the type of communication used by graduates; it is widely utilised not only in business and industry but also in academic institutions. All managerial or administrative tasks, including planning, decision-making, hiring, coordinating, problem-solving, and organising, can be seen to entail communication. In order to better understand, let's use the following example: When you are a college student and your head tells you to explain or write a report that you and your group members have worked closely on, it takes knowledge of the communication and language that is used in technical communication. In fact, communication is crucial in business as well. In order to acquire the abilities, they will need to succeed in their employment, students in business degree programmes take communication courses. Communication becomes even more crucial for managers tasked with directing teams of people or projects, and strong communication abilities are regarded as a necessity.

Making the session more interactive

Innovation and creativity is used to make the session interactive. It is the only field in which students can put their ideas, concepts, query or any problems in English Language in the classroom. And even every teacher expects that students should give answers or ask the question orally by using English language.

Further study in India as well as in foreign countries

Craze of learning and speaking English language has become a necessity for all the students of degree. Because the world has become a Global Village and English has become an International Language. Nowadays every student sees the dream that they want to go abroad for higher study or a job. English language learning is becoming a trend or need for these people. Many students from the degree field have joined various IELTS /TOEFL / EEC as per the requirement / procedure to go to foreign Country. But similar things are applying in coaching classes as the degree students learned at their first-year level in Communication Language Laboratory Activities. There are many Speaking activities carried out to develop oral communication like Group Discussion, Debate, Presentation, Classroom conversation and many more.

Training and Placement Purpose

Moreover, students of degree are very much interested in Placement which is provided by every degree college. For the placement purpose, students should also provide training for the interview. Interview is nothing but one kind of act in which students have to present one's identity with educational qualification, Conceptual knowledge about their core area through proper communication. Hence oral communication is focal to represent one's own self in front of the interviewer. Here the Interviewer not only listens to the oral communication of interviewee but also observes the non-verbal communication of interviewee. Through the fluency and accuracy of the candidate as well as command over the English language, the candidates will be selected. Because it might be possible for the company / Institute who come for placement; they have collaboration with other Foreign Companies. So Communication in English Language has become a basic approach for work or any deal with other Companies.

Communication for Entrepreneurship

Communication is really very essential even for business or establishment of one's own business. Students who are studying Degree for business or establishment of once own business. They have to learn communication to gain skills like Negotiation skills to make good deals with other companies, good presentation skills for demonstration / explanation of product, oral communication as well managerial/problem solving skills for co-worker or employees of the companies to make the environment smooth and meaningful. If they really need to succeed in their careers, they should have good oral communication skills. Even as a manager of the company; he/she is tasked with leading projects or overseeing teams of people so communication becomes even more important, with effective oral communication skills considered a must-have.

Research and Project Purpose

Today is the age of Technology and Research. Whatever the projects and research in the field of degree carried out during the study, if the students have good command over the language, they can easily distribute the work in the group as well as present their projects and research

in the college as well for the society. And if it is very helpful to change the perspective of society people, their projects and research will become a global need and hence oral communication plays a major role to demonstrate projects/ research / invention globally.

So in the end, work doesn't happen in a vacuum. graduates have to communicate on a daily basis with each other, with supervisors, with people in different departments / fields, and even with clients as well as bosses. Their work is complex and technical, but not everyone they work with has the same technical expertise, which makes it even more important for them to have good communication skills. Effective oral communication in degree level is critical but the prior knowledge is required to communicate in English with everyone. Hence oral communication plays a major role to make the future bright not only in the professional field but also personal development.

It is unavoidable that communication is the backbone of every organization and Institute. In order to make the work smooth and effective in the organization; every employer wants efficient employees who speak English fluently and accurately in their organization. They used the skills in order to make the working environment more interesting without any hindrance in communication. Apart from these skills, analytical and problem-solving skills, subject specific knowledge, research and improved decision-making ability, management skills, understanding of other cultures, confidence and competence to work in an international environment are considered the most essential qualities for graduates. If all the graduates or students want to enhance the above various skills, the communication skills are the only essential medium to adjust them in the corporate world

Research Methodology

The sample for this experimental research had a minimum of 170 students of different colleges in Medak district in Telangana state. The sample includes students differing in courses, Socio economic, linguistic backgrounds with different level of motivation and levels of proficiency in English.

Results and Discussions

Data regarding of Overall Experimental Group

Table 6.24: Data regarding of Experimental Group

Category	Pre Analysis	Post Analysis
Listening	1.34	1.64
Speaking	1.43	2.08
Reading	0.88	1.32
Writing	0.88	1.12
Total	4.53	6.16

From the table it is clear that there is change in the pre and posttest analysis for the question regarding their ability to Listening, speaking, reading and write in English.

Table 6.25: Experimental group Descriptive statistics

<i>Pre Analysis</i>	<i>Post Analysis</i>

Mean	1.1325	Mean	1.54
Standard Error	0.146933942	Standard Error	0.209443708
Median	1.11	Median	1.48
Mode	0.88	Mode	#N/A
Standard Deviation	0.293867884	Standard Deviation	0.418887415
Sample Variance	0.086358333	Sample Variance	0.175466667
	-		-
Kurtosis	5.536522301	Kurtosis	0.660803208
Skewness	0.080591645	Skewness	0.668727611
Range	0.55	Range	0.96
Minimum	0.88	Minimum	1.12
Maximum	1.43	Maximum	2.08
Sum	4.53	Sum	6.16
Count	4	Count	4
Confidence		Confidence	
Level(95.0%)	0.467609381	Level(95.0%)	0.666543354

By observing the mean it is understood that students undergoing teaching method got more mean value at posttest (1.54) than the pretest (1.13). The standard error mean in pretest is 0.14 and posttest is 0.20.

Data regarding of Overall Control Group1

Table: Data regarding of Control Group1

Category	Pre Analysis	Post Analysis
Listening	1.70	1.90
Speaking	1.60	1.74
Reading	1.32	1.43
Writing	1.29	1.40
Total	5.91	6.47

From the table it is clear that there is very small change in the pre and posttest analysis for the question regarding their ability to Listening, speaking, reading and write in English.

Table: Control Group1 Descriptive statistics

<i>Pre-Analysis</i>		<i>Post Analysis</i>	
Mean	1.4775	Mean	1.6175
Standard Error	0.101847517	Standard Error	0.121543888
Median	1.46	Median	1.585
Mode	#N/A	Mode	#N/A
Standard Deviation	0.203695033	Standard Deviation	0.243087776
Sample Variance	0.041491667	Sample Variance	0.059091667
Kurtosis	-	Kurtosis	-

	4.733972905		3.888914984
Skewness	0.185733042	Skewness	0.348203091
Range	0.41	Range	0.5
Minimum	1.29	Minimum	1.4
Maximum	1.7	Maximum	1.9
Sum	5.91	Sum	6.47
Count	4	Count	4
Confidence		Confidence	
Level(95.0%)	0.324124253	Level(95.0%)	0.386806897

By observing the mean it is understood that students got mean value at posttest (1.61) than the pretest (1.47). The standard error mean in pretest is 0.10 and posttest is 0.12.

Data regarding of Overall Control Group2

Table: Data regarding of Control Group2

Category	Pre-Analysis	Post Analysis
Listening	1.74	1.81
Speaking	1.42	1.51
Reading	1.25	1.28
Writing	1.40	1.57
Total	5.81	6.17

Table: Control Group2 Descriptive statistics

<i>Pre Analysis</i>		<i>Post Analysis</i>	
Mean	1.4525	Mean	1.5425
Standard Error	0.103067534	Standard Error	0.108886409
Median	1.41	Median	1.54
Mode	#N/A	Mode	#N/A
Standard Deviation	0.206135069	Standard Deviation	0.217772817
Sample Variance	0.042491667	Sample Variance	0.047425
Kurtosis	2.233561865	Kurtosis	1.127956941
Skewness	1.163057845	Skewness	0.067124161
Range	0.49	Range	0.53
Minimum	1.25	Minimum	1.28
Maximum	1.74	Maximum	1.81
Sum	5.81	Sum	6.17
Count	4	Count	4
Confidence		Confidence	
Level(95.0%)	0.328006894	Level(95.0%)	0.346525149

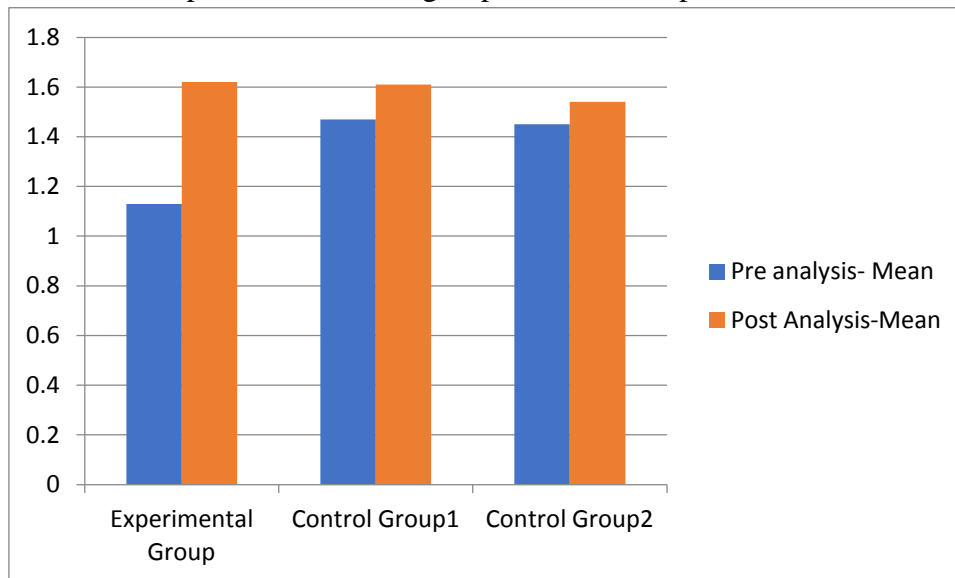
By observing the mean it is understood that students got mean value at posttest (1.54) than the pretest (1.45). The standard error mean in pretest is 0.10 and posttest is 0.12.

Pre and Post analysis of overall Result

Table 6: Pre and Post analysis of overall Result

Category	Pre-analysis-Mean	Post Analysis-Mean
Experimental Group	1.13	1.62
Control Group1	1.47	1.61
Control Group2	1.45	1.54

The mean value of the pre-test in the experimental group is 1.13 and post-test is 1.62. The mean value of the pre-test in control group-1 is 1.47 and post-test is 1.61. The mean value of the pre-test in control group-2 is 1.45 and post-test is 1.54



Graph: Pre and Post analysis of overall Result

From the chart it is understood that control group-1 and control group-2 have less significant value compare with the experimental group. The experimental group has a high significant value. So, the teaching model has a significant effect.

Conclusion

Communication is one of the essential conditions of social interaction, without communication social interaction is not possible because human interaction is essentially communicative interaction. In order to make effective interaction with each other or in the public, one has to pass from the process of communication which involves - Sender , Message , Channel , Receiver and Feedback . The aim of teaching English language skill for students of higher education is to develop communicative power in English language, to create ready to go anywhere attitude and to provide employment opportunity among the global competition.

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