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IMPORTANCE OF ENGLISH COMMUNICATION FOR ENGINEERING STUDENTS FROM RURAL AREAS AND ITS REMEDIES

Communication is the life blood of all the organizations. Getting the work done in effective manner has become more important than having the most knowledge [1]. Employers give considerable value to graduates acquiring a diverse set of skills in different work environment. As the professional world becomes more diverse, competitive, and result-oriented, the importance of technical communication skills continues to increase. English is the official language of international business, air traffic control, shipping, United Nations Diplomacy, world banking, science and technology, academic research, space travel and global computing.

Education has multiplied the role of English language, because universities worldwide often use English as the common mode of learning and communication. English is an international language of the Constituent, the Supreme Court, the High Court, and official departments. Everybody has realized the importance of communication and therefore, they want to be a better communicator. It has left no field untouched: be it a medical, or engineering, Arts or Law, or even Sports or Music. In commerce or Business it has become a must. Lack of serviceable communication skills contributes to the low profile of engineering in general public. Employers give considerable value to graduates acquiring a diverse set of skills in different work environment. Besides analytical and problem solving skills, subject specific knowledge, research and improved decision making ability, management skills, understanding of other culture, confidence and competence to work in international environment are considered the most essential qualities for engineers. A more proactive and accessible style of communication can be more engaging for the people. Indeed oral skills, presentation skills are considered one of the best career enhancers and to the single biggest factor in determining a student's career success or failure.

The IT revolution and globalization of business have brought technical communication to the forefront of academia and industry [2]. With the whole world becoming the global market and businesses becoming diverse and result – oriented, professionals and technocrats are facing new challenges in communications every day. It is the possession of appropriate knowledge of a particular technical subject matter as well as the possession of highly sophisticated

technical or professional skills. A success in this competitive environment depends not just on acquiring knowledge and hard skills, but also on developing effective technical communication skills.

LITERATURE

1. M Ashraf Rizvi, *Effective Technical Communication* (Tata McGraw-Hill, 2007).
2. Andrea J. Rutherford, *Basic Communication Skills for Technology* (Addison Wesley Longman, 2001).