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IMPORTANCE OF THE ENGLISH LANGUAGE IN CORPORATE WORLD

Several researches have been carried out across the globe to identify the importance of English language at various levels. A research paper by Dr. Noor Azina Ismail on “GRADUATES CHARACTERISTICS AND UNEMPLOYMENT: A STUDY AMONG MALAYSIAN GRADUATES” [2] tried to investigate the effects of graduates’ characteristics on the chance of being employed. The results showed that the employment prospects of graduates with a good command of English and who possess leadership and technical skills were better when compared to those without those skills. It was found out that students with skills like positive attitude, effective communication, problem solving, time management, team spirit, self-confidence, handling, criticism, flexibility, etc which are also known as soft skills as a whole, have much more better chances of survival in the tough corporate world compared to the students who are lacking in the soft skills.

K.P.S.K. Ilavenil in his research paper entitled “English and Engineering Education: The Need to Move Beyond the Employability Discourse” [1] has tried to study the deep and well-entrenched links between the English language and Engineering education in India. Further, he has also studied the employability practices prevalent in India and the emphasis that is given to possessing communication skills. In today’s era of cut throat competition, people face several challenges to survive and excel in their respective fields.

Amongst all the challenges communicating in English language is majorly faced by various individuals in the organizations. English is the language of trade and industry, through this research paper we have tried to throw a light on importance of English language in the corporate world some of the objectives are to know the perception of executives about English language and use of English language in corporate. Further we have tried to identify the challenges faced while communicating in English and to know the ways to improve English. The paper also tries to identify the importance of English language in exploring the technology and to tap the global opportunities that are available for and individuals career development. English is one of the most important languages in the world. It can even be said to be the single most important language. Yes, other languages are important too, but not for the same reasons as English are important. English is important because at present it truly links the whole world together.

Since adult learners understand the importance of the English language in the corporate world, we must try to achieve competency in the language. We need to achieve the intermediate or even advanced level of mastering the language, to structure it properly and use it smartly. This will win half of the battle in today's corporate world.

LITERATURE

1. Ilavenil, K.P. (2009). "English and Engineering Education: The Need to Move beyond the Employability Discourse", MJAL, Vol. 1:5, pp 264 – 274
2. Ismail, N.R. (2011). "Graduates' Characteristics And Unemployment: A Study among Malaysian Graduates", International Journal of Business and Social Science, Vol. 2 No. 16, pp. 94 – 102