

CREATING JOB OPPORTUNITIES IN RURAL AREA THROUGH THE DEVELOPMENT OF COMMUNICATION SKILLS

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One of the momentous developments of independent India has been the reorganization of states on the basis of languages. A language encompasses a particular culture and a view of life of the people speaking that language. Desire to preserve and promote one's mother tongue is natural. Many languages have been systematically promoted in many states of India. Now the questions arise what role do we envision for English language in this scenario? What is the use of learning English? The answers can be given taking into account global importance of English. In the era of globalization English is only source which can provide job opportunities for rural students.

India is a country of villages. Above 70% of population lives in villages. Students living in these villages complete their graduation or diploma from the colleges available at tahasil place. These students when enter in colleges are supposed to have sufficient knowledge of English so that they can understand the subjects they are taught and communicate in English. We know that English is only medium of instruction in the institutions of science, commerce, arts and technical education. English is a language of computer. But having insufficient knowledge of English the teaching in the class of rural students becomes flat and communication a one side affair.

Secondly, when these students come out of the college as graduates they fail to find any placement in big firms and industries. In these industries communication is done in English. Our rural student fail to show their potential in English communication when they face interviews. As a result they are rejected.

Communication is a complex interactive process, involving shared assumptions and unspoken agreements between individuals. Understandably, there are frequent errors and misunderstandings in communication. Several types of barriers prevent us from transmitting our ideas meaningfully. These barriers are more prominent among rural students. Effective communication is very much needed at all the stages for the students of institutions imparting higher education for their success.

Most jobs require solid communication skills. Communication skills involve your ability to convey ideas to others clearly in conversations, emails, presentations and numerous other situations. Good communication goes beyond being able to speak well; it's about being able to convey ideas to people in a variety of ways. A big component of communication is your listening skills. In order to be able to express ideas to others, you need to be able to understand the ideas that others are attempting to communicate to you. Good communication skills reduce conflicts and confusion, and allow for greater efficiency in performing your tasks.

I noticed in my teaching that many students in technical institutes or colleges do lack efficient communication skills, and this deficiency comes to hamper even their understanding of the subjects they study in their various courses. After graduation these students are unable to find a desired job as they don't know how to communicate in English.

In India in many educational organizations English is a medium of instruction. If students don't know how to do comprehensive interaction of ideas it is a total failure of education imparted to them. The same problem lies among rural students. They don't know how to communicate with their teachers and what is taught by them. As a result the teaching of any subject whether science or humanities turns to be one side affair.

Communication is institutionalized under many different names at different universities and in various countries, including "rhetorical studies", "communications science", "media studies", "media ecology". Communication studies often overlaps with academic programs in journalism, film and cinema, radio and television, advertising and public relations and performance studies. Communication studies are often considered a part of both the social sciences and the humanities. The vast breadth and interdisciplinary nature of communication studies has understandably made it difficult for both students and institutions to place it within the broader educational system.

The world has become a global village. Many international firms are offering jobs to Indian students. The international global market contains a number of job opportunities and we must overcome communication barriers to get access to it. An improved communication reduction of barriers is the first necessity of international trade. This fact was recognized by China and Japan. What they did we must do also. Educational background and modern facilities help urban students. But what about rural students? India is a democratic country and we must provide equal opportunities to all.

India is a multi lingual country. Many languages and their sub-languages are spoken in rural and remote part of India. Students from this area remain aloof from main stream of higher and technical education. Reasons for this are their emphasis on mother tongue and lack of communication skills in English

India is a developing country. is an industrial area. Many multi-national industries and projects are and will be undertaken here. These industries and projects promise thousands of job opportunities to students. Generally poor rural students are unable to find jobs in these industries as they can't face interviews and lack communication skills. They lack confidence. They don't know English and their English are not understood as their pronunciation varies. Communication skill is an important job requirement now-a-days. Some areas like personnel, public relations, marketing, sales, labor relations, call for exceptional communication skills. In the same way, technocrats and researchers also need it equally well. I felt very sorry when I found rural students grumbling for their poor performance in interviews. I decided to find out reasons behind this and suggest some recommendations for their better performance.

English is a media which connects people. Internet helps us to connect with other people. And the language of internet is English. It is often said that it's not what you know that's important, but who you know that really matters. While what you know is, in fact, quite

important, who you know can also be important in landing a new job. Having connections alone won't land you a job, but it can open up opportunities. You should take advantage of your personal network as best as possible. Ways of doing this can include connecting with your university alumni association or using a social networking site like LinkedIn to find opportunities you might not know about. Remember, you don't need to feel ashamed about using your connections to advance your career.

Professionalism is the skill of understanding corporate culture. In order to advance your career, you need to be perceived as professional. Speaking English develop our confidence. This can reflect in our other faculties. This means doing things like dressing appropriately, being polite, understanding business etiquette and keeping on top of deadlines. It's important to show these skills during a job interview. If you show up late, speak impolitely, or fail to dress appropriately for an interview, it's very unlikely that a company will see any potential in you. You also have to showcase these skills in your current job, both to increase your chances of an internal promotion and to receive a good recommendation from supervisors.