



Role of Effective Communication in the Development of English Language in India

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ABSTRACT

The aim of this paper is to highlight the contribution of the effective communication in the development of English language. Language is the important key for the development of any culture and society. An effective communication plays wonderful role in any language. It has grown in range and sophistication and is now powerful to the extent that cannot be measured. Today communication has come in a wider sense in the form of mass communication better known as effective communication. Thus effective communication can make the image of language more credible. Effective communication system can play a vital role in securing the interest of public in the English language.

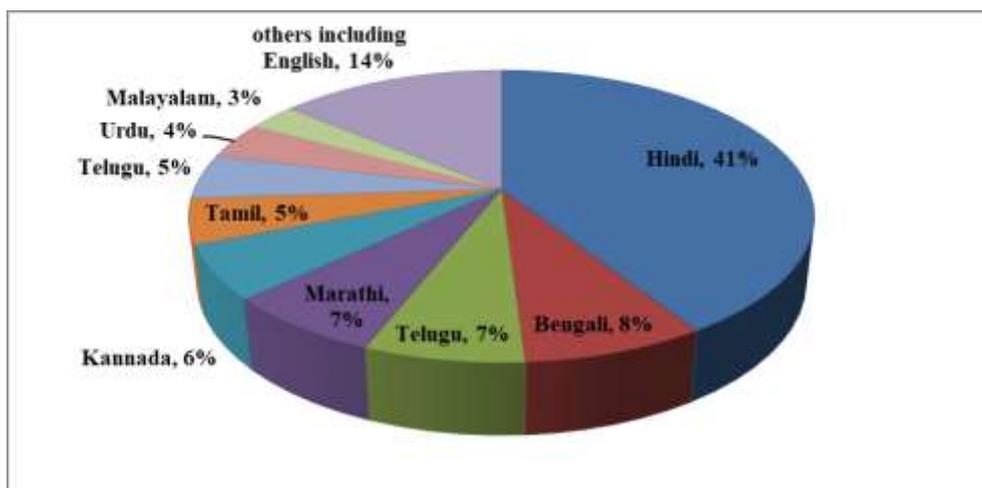
Key Words: Communication, Media, Language.

1. INTRODUCTION

The communication revolution has given the language instant and global reach, with convergence, a multi-dimensional capability. It has grown in range and sophistication and is now powerful to the extent that cannot be measured.

A language is a systematic means of communication by the use of sounds or conventional symbols. It is the code we all use to express ourselves and communicate to others. It is a communication by word of mouth. It is the mental faculty or power of vocal communication. It is a system for communicating ideas and feelings using sounds, gestures, signs or marks. Any means of communicating ideas, specifically, human speech, the expression of ideas by the voice and sounds articulated by the organs of the throat and mouth is a language. This is a system for communication. A language is the written and spoken methods of combining words to create meaning used by a particular group of people. Following is the language wise view of the country:

Figure 1: Distribution of Population by Language



Source: CIA World Factbook

This entire scene has been created no doubt by communication. There is greater need of effectiveness in any system. Effective communication is playing a greater role in the language development. Effective communication is very different from communication. Communication is lifeblood of language. Language cannot be imagined without communication and cannot be developed without effective communication. Without effective communication, we

cannot imagine the development of any language. For communication to be effective, it is important to understand how the people you are interacting with may interpret your message. Communication is the sum of all the things one person does when he wants to create understanding in the mind of another in selected language. It is a bridge of meaning. It involves a systematic and continuous process of telling, listening and understanding.

2. OBJECTIVES OF THE STUDY

The main objective of this paper is to highlight the contribution of the effective communication in the development of English language. The effective communication supports the language in the various forms. For identifying the role of effective communication in the growth and use of English language the researcher has made an attempt through this paper.

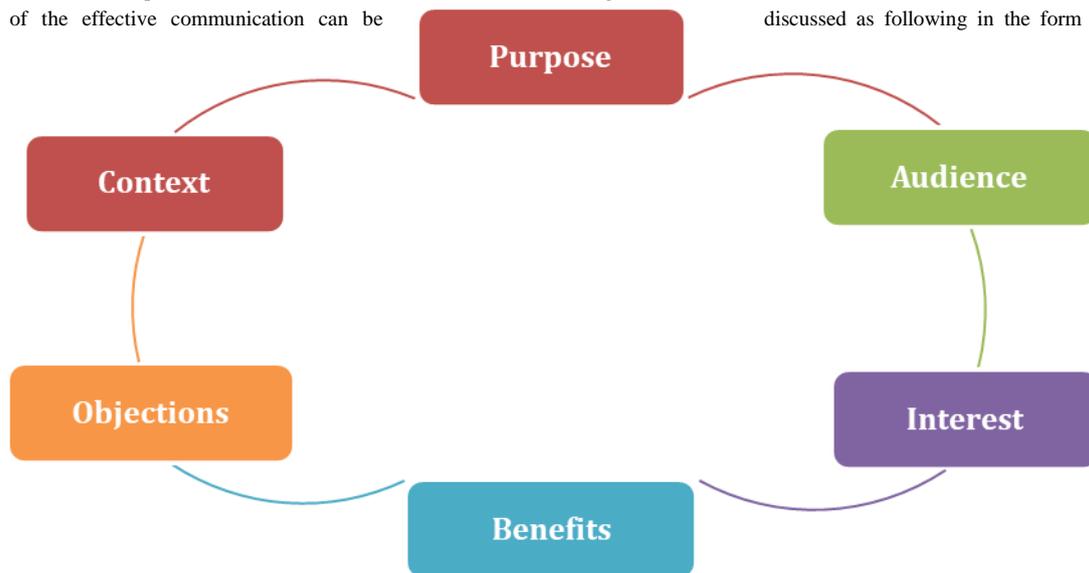
3. RESEARCH DESIGN

Present study is based on three main parts. First part of the study includes the introduction of the effective communication and English language. Middle section presents the role of effective communication in the development and use of English languages. Ending segment includes the conclusion part which is the essential part of this paper.

4. EFFECTIVE COMMUNICATION AND THE ENGLISH LANGUAGE

Today effective communication has come in a wider sense in the form of mass communication media. Media include those of printed words and picture, where appeal to the sense of newspapers, magazines, books, pamphlets, direct mail, radio which is aimed at the sense of sound, television and motion pictures, which appeal both to the visual and auditory senses among the varied agencies involved in departments of companies and institutions as well as research and teaching groups.

Effective communication depends on the skill of the media, which sends messages as well as the skill of the audience who receives message. The functioning of the effective communication can be discussed as following in the form of **PAIBOC** model.



P: Purpose of the communication and media.

A: Audience must be analyzed before conveying the message. Types and categories should be kept in mind while supplying the message. Categories of audience i. e. children, young people, adult people and old people should be considered and types are also important namely:

1. Initial audience, who receives the message first and forwards it to other audience
2. Gate keeper audience who has the power to stop the message before it gets further.
3. The primary audience who will decide whether to accept the message or not. This audience can receive the message either from Gatekeeper audience or directly from the media.
4. Secondary audience is that audience whom may be asked to make a comment on the message.
5. Watchdog audience is the last audience who has political, social or economic power but he does not have the power to stop the message and will not act directly on it, yet the watchdog audience pays close attention to the interactions between the media and the primary audience. Hence media should concentrate on the primary audience because only this will accept the message.

I: Interest: Audience will accept the message if there is something interested in it. To achieve this goal media should create the interest of the audience by considering the various needs of the audience namely, informational, motivational and satisfying needs.

B: Benefits: Audience will accept the message certainly if it is beneficial to them. This part of the model also talks about the social responsibility of the media.

O: Objections: Media should first identify the objections from the audience and later resolve those by using appropriate courtesy. Probable level of reaction should be kept in mind while designing the message.

C: Context: Matter of the message should be organized according to the probable level of understanding of the audience.

5. DISCUSSION

Today, effective communication and media are called the preservatives of society. This task can only be completed through credibility. Media has not played a role as expected in sovereign independent India. The electronic media too is functioning under the influence of politicians and industrialists due to lack of credibility of society in media. Thus media can make its image more credible with effective communication. With the effective communication system media can play a vital role in securing the interest of public in the language.

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