

## **The problems of communication in English and identifying the needs of the employers in acquiring English language communication.**

**Dr. Vitthal V. Parab**

*Head, Department Of English, K.M.Agrawal College Of Arts,Commerce & Science,  
Kalyan(West)- 421301.*

*Recognized Ph.D & M.Phil Guide In English, University Of Mumbai & JJT University, Rajasthan  
V.C. Nominee Subject Expert at Interview Panel for Recruitment of Assistant Professors  
in University of Mumbai*

*Subject Expert at Maharashtra Public Service Commission, MPSC Head Office,  
Kuparej, Mumbai- 400021*

### **ABSTRACT:**

English is used for communicating with foreigners at the workplace because English is accepted as the medium of international communications in four skills; speaking, listening, reading and writing. At the workplace, the act of communication can take place in various situations. The problems of communication in English can occur. The miscommunication between native and non-native speakers may be caused by a different interpretation of the sentence caused by the way of thinking and expressing ideas.

The employees of private sectors are facing lot of problems in communicating with their superiors/customers. This paper stresses the importance of English language and identifying the needs of the employers in acquiring English language communication.

**Key words:** Needs, Needs Analysis, communication.

### **INTRODUCTION**

English is a living language used all around the world. It is used as an official language in the European Union and many Commonwealth countries, as well as in many world organizations, and English also used as a second language in many countries (Wardhaugh, 2006). Additionally, English is one of six official languages of the United Nations. It has often been referred to as a “world language” because over a billion people speak English at least a basic level.

According to Schelppegrell and Royster (1990), English is the language of international business and professionals employed by multinational corporations often need English language training. Adler (1989) adds that technical skills alone aren't enough for job success; the ability to

communicate clearly and persuasively, to understand others and work with them smoothly, often makes the differences between success and failure, both for individuals and for their organization. As a result, a working knowledge of English has become a requirement in many businesses to meet their goals such as selling products and expanding the company.

### **What is Needs?**

Needs refers to the students themselves would like to gain from the language course. This implies that students may have personal aims in addition to or even in opposition to the requirements of their jobs. (Robinson, 1991)

Nadler (1989) stated that a need for training is usually defined as the difference between a goal or what is expected and what actually exists. There is no need unless somebody feels a lack of some kind. He classified needs into three types.

#### *1. State Needs*

These needs arise directly without the previous event. It is possible to identify exactly what a person should do and therefore to give a specific indication of the need of somebody who is doing that job.

#### *2. Implied Needs*

This kind of need is not specifically stated but seems to arise from the situation. If somebody is being considered for a promotion, there is at least an implied need for some learning so that the individual will perform effectively when placed on the new job. For the person with an existing job, the implied need can arise from a change in process, technology, or materials. Implied needs can also arise when a new worker enters an existing department.

#### *3. Felt Needs*

There is almost universal agreement that learning takes place much more effectively when the learner feels the need to learn. The stated and implied needs flow from the individual. When a person wants to perform better and the gap between performance and expectation is clear, that is a felt need.

One problem of determining employees' needs is more likely to satisfy wants than needs. Wants are legitimate, but will not meet the target indicated earlier of improving job performance. Needs are directly related to job performance, now or in the identifiable future.

## **What is Needs Analysis?**

According to White (1988), needs analysis procedure in the field of language teaching was first used by Michael West in a survey report published in 1926. Nunan (1988) describes that during the 1970s, needs analysis procedures were first used in language planning. While such procedures had a long tradition in other areas of adult learning, their use in language teaching became widespread with their adoption and espousal by The Council of Europe's modern language project. In the Council of Europe's documents, needs analysis was used as the initial process for the specification of behavioural objectives. It was from these objectives that more detailed aspects of the syllabus, such as functions, notions, topics, lexis and structural exponents were derived.

Needs Analysis is concerned with identifying general and specific language needs that can be addressed in developing goals, objectives and content in a language program. It may focus either on the general parameters of a language program as well as societal expectations or on specific needs. (Richard & Rogers, 1986)

Needs Analysis is the use of surveys to identify both general and specific problems experienced by a target group, usually by comparing what exists with what would be preferred, and potential solutions to those problems. (Lawrence et al, 1991)

Needs analysis is an investigation, in light of specification of the tasks. A learner or group of learners will be required to perform in the target language needed to be learnt in order to bring about proficiency in these particular tasks. The results of needs analysis can be used to determine suitable teaching techniques (Brumfit & Roberts, 1987)

## **Studies on Needs Analysis**

Saravadee Sangsook (2007) studied the needs of employees for English communication in their careers at Bangkok Produce Merchandising Public Company Limited. The study focused on English skills that the employees would like to improve in order to create a definite plan for their English communication development in the future. The results showed that most respondents need English communication in their careers. Speaking was the most necessary skill in their careers. Most respondents would like to improve speaking skill at the higher degree.

Panrattana Chenaksara (2005) conducted a research on "Needs Analysis for English Communication Skills of Thai Airways International Cabin Crew." The study explored the

English communication skills problems of Thai Airways international cabin crew and analyzed the English training needs for English communication skills improvement. The results showed that listening and speaking skills were perceived as their problems. The major course of the listening problem was accent, especially Australian and Indian accents. English being a second language of the cabin crew was the main cause of the speaking problem.

### **What is Communication?**

Good communication skills are essential for successful personal and business relationships. Communication is the process of people sharing thoughts, ideas and feelings with each other in commonly understandable ways. It is the exchange of useful messages that serve the reader's needs, which make their exact meaning clear and enable them to share information with one another. In the basic model of communication, some basic elements of the communication process are encoding and decoding. Encoding is the process of putting message into the form in which it is communicated; whereas, decoding is the process by which the receiver interprets the precise meaning. Therefore, the encoder and the decoder have to share the same frame of reference which includes the same code or language, educational background, race, attitudes, some experiences and much more in order to successfully communicate (Hamilton & Parker, 1997).

Communication is very important to all organizations. A business cannot provide a good service if it does not communicate effectively and efficiently. A misinterpreted message can create costly delays; a poorly written report can lead to a wrong decision; confusing instructions can cause injury, the destruction of expensive equipment or the loss of an important customer. Communication errors are often expensive. English has come to be seen as one of the resources that businesses need to manage efficiently if they are to maximize competitive advantage in the market place (Erreygers & Jacobs, 2006)

### **Conclusion**

After identifying the needs of the employees of the private sectors, we were able to identify their urge to learn and use English language for their careers. Even though he studies English as a language course from the elementary level, he faces problem with the understanding and the usage of English language with the customers as well as his superiors. Last twenty years, I have been teaching in a degree college as a professor of English at kalyan. I have observed that

the needs analysis of on-job communicative requirements of the private sectors of Thane-Kalyan-Ulhasnagar suburbs area. Hence, I present the importance of needs analysis of the employees for English language acquisition. There is no doubt that English plays a predominant role in their careers as well as personal lives.

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