



## ENGLISH LANGUAGE AND CORPORATE COMMUNICATION



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**ABSTRACT :**

**T**he services sector is characterized by supplying (often non-material) services to other businesses and consumers. This includes financial services, telecommunications, software, marketing and after-sales service. Flexible staffing as provided by temporary employment agencies is another type of service. The service sector has been growing mainly in trade, hotels, transportation, storage and communication sectors. The growth of these segments has been the result of opening of trade, liberalization of policies, increasing disposable income in the hands of the people and changing consumer attitude and lifestyle. These areas highlight the contribution of the different sectors that have been on high growth trajectory and have boosted economic growth directly or indirectly. While hotels and restaurants contribute least amongst the sectors discussed here, banking & insurance and real estate & business services contribute the most. The professionals who want to develop their career in this field need to give priority to interaction with clients. Especially the business dealing would be on legal documents, which would be in English language. So they need to have learnt English language for their specific purpose.(ESP)

**KEYWORDS :**Service sectors, ESP, Career, Growth Trajectory.

**INTRODUCTION:**

The tourism industry that includes hotels and restaurants has witnessed good times on account of increased passenger traffic (business and leisure). The same has been the result of government initiatives such as 'Incredible India' campaign, signing liberal agreements with various nations in the recent past that increased international traffic, increased investments to develop and open new tourists destinations and increased focus on development of infrastructure such as modernization of airports and ports; all of which helped the industry to flourish and also giving importance to the professionals who are having English language proficiency in order to attract travelers Internationally and Nationally. The management of these hotels are insisting the staff to speak in English language and considering this language is prestigious, sophisticated, and cosmopolitan.

The development of the real estate sector has enabled the economy to sustain its growth momentum on account of the significant backward and forward linkages with crucial and critical sectors of the economy such as infrastructure, construction activity etc. Real estate sector development has been backed by both demand factors such as unfulfilled demand of dwelling units and lack of infrastructure and supply side factors such as increased rationalization of tax structure, reduced borrowings cost and tax benefits to loan seekers, legislative measures like repeal of the Urban Land Ceiling and Regulation Act etc. However, the business depends on the interaction with the clients and on lease agreements which are in English language. So the professionals in these sectors should have the English language proficiency and they should opt the English course for this specific

purpose.

Growth in business services led by exports, which include IT/ITES services have also significantly contributed to the overall growth of the service sector. The increased investments, growing consumption and the outsourcing boom boosted the growth of the software sector, apart from India being a preferred destination to outsource services on account of large English speaking skilled manpower. We believe that the sector has enough steam left which can drive future growth. Some of the software companies are also trying to focus on new segment of clients (like mid-size local banks in US and Europe) who in turn are looking to reduce costs through off shoring. On a macro perspective, on the back of economic benefits that it provides, the Indian technology off shoring business is expected to grow whether the US economy grows or slows down. This would happen with the efficient professionals who could use English language well.

One must note that reforms have taken place in the banking sector since 1991 despite changes in the government. The Finance Ministry continuously formulated major policies in the financial sector such by giving licenses to private sector banks as part of the liberalization process, opening of the insurance sector, designing measures to increase financial soundness like introducing capital adequacy requirements and other prudential norms for banks, limiting the entry of foreign banks etc. To understand norms, to work for the benefit of the companies and people the professionals of these financial sectors should develop English language competency.

While the policy changes have led to the development of the financial sector, growth has also been backed by the radical change in the Indian consumers' mindset regarding credit. The banking system has evolved from the traditional banking practices of lending and deposits to other avenues such as investment banking, insurance services etc. Going forward, banks that have ensured sufficient capital to sustain credit growth will increase focus on non funded income to sustain margins. A few domestic banks like ICICI Bank and SBI are likely to be impacted by the financial turmoil witnessed globally and will have to make provisions but the fact that they are dependant largely on the domestic business, the impact may not be that severe. To know the policy changes and the current affairs the professionals in this sector should depend on the government policies and internet and the language used in these areas is English language.

The communication sector is one of the fastest growing sectors domestically. Compared to financial and business services, the communications services sector has less extensive incoming and outgoing foreign investments. Export potential is mainly to be found in the temporary employment industry, and other business services. The latter category may include legal, administrative and commercial services and professionals have significant opportunities exist for expanding exports in the future, particularly for companies working in the field of automation services, architecture firms, and engineering firms and various industry organizations have English-language websites.

### **ESP: COURSES BEING OFFERED**

The procad service sector is the course for specific purposes and the aim of the course is to equip the participants with the necessary language skills to carry out a successful service sector. At the end of the course, the professionals should have the ability to appropriately use the relevant phraseology, be familiar with all specialized vocabulary, as well as having the phonetic proficiency to converse effectively. This course would be benefit to people employed within service sector who want to develop language skills necessary to communicate in the efficient manner. The training content will focus on three main areas: communication skills (phraseology associated with serving customers), specific vocabulary associated with service sector and Phonetics.

### **CONCLUSION**

The sectors discussed here directly and indirectly generate huge employment so people who attends English for specific course to meet their requirement regarding employment will be benefitted.

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