

## ANALYSES OF ENGLISH LANGUAGE AS LINGUA FRANCA AND ITS IMPACT ON FRESHER'S RECRUITMENT

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### ABSTRACT

Globalization is the strength of world's economy, if so then English, is its vertebrae as the lingua franca of the people belonging to different part of the world. The apparent fact is that L2 learners are more in numbers than the native speakers. The paper is an attempt to analyze the popularity of English language among non native speaker and the impact of English in the global job market and on individual. The paper is an attempt on the question of, has English language has emerged as lingua franca and the leeway of endurance in the job market without English language. English has profoundly accepted as the bureaucrat language in most of the countries of the world. The popularity can be assessed by the magnitude given to the language in various field.

**KEYWORDS:** Globalization, Job Market, Cross Culture, Recruitment Process, Migration

### INTRODUCTION

Globalization, networking, economic integration, internet and MNC's together have played key positions in giving English the status of major lingua franca of world beyond doubt. English as lingua franca has contentedly taken its role in business, science, engineering and also in assorted cultural arena. People like Widdowson, Seidlehofer and Jenkins have pointed out that use of English as lingua franca has become the fastest emergent function in the world .[Ref-1]Most of the scientific ,technological and academic information in the world is expressed in English and 80% of all the information hoard in electronic retrieval system is in English(crystal,1997:106).with avant-garde economic growth ELF along with it has emerged as the most vibrant field of study. [Ref-2]The 21<sup>st</sup> century is referred to as 'post methods Era' which involves Eclecticism where the method would be to involve new practices of English language teaching that gives a multidimensional approach to the usage of the language (MORE2015). English is the conduit or breath between people or of the people belonging to different fields. At the same time well established sociolinguistic fact is that language are shaped by their users and nowadays L2 learners are more in number than that of native speakers.

[Ref-3]Savignon (1972, as cited in Moss, 2005) described communicative competence as being able to understand and interpret messages, understand the social contexts in which language is being used, apply the rules of grammar, and employ strategies to keep communication from breaking down. India is one fine example of English as ELF because it needs English as one of the official language even though many languages spoken in the country. The acceptance of ELF happened conveniently in India because English is used on official basis for administrative and business purpose at the

same time it also becomes the vehicle of communication for people belonging to different region. In a way it amalgamated people for their need of communication belonging to different regions of India. Country like India where more than 30 officially recognized languages are used by different people, needs one common language to unite them, Indian languages could not serve the purpose of one common official language and English emerged as the strong lingua franca.

If we happen to go to search engine 'google' and type 'globalization', within 0.31 second we are provided with 1,550,000 sites or references. This reflects the impact of globalization and has led to English becoming the most popular lingua franca. Records say that globalization is creating opportunities. It has paved way for global job market and has made possible for deserving people work globally. The impact of English language has to be higher in the third world countries because of just not its fame but also its necessity. Indian multilingual and multicultural society has paved way for English to be lingua franca by choice of people and is not by force. People have gladly accepted English as medium of communication on the official and social front when they are amidst the people who don't share common language. Globalization has made India a potential job market, result of which many multinational companies have been established in various parts of the country. Multinational companies expect English as a significant component for getting a job with them. When foreign investors connect with India, English is the only lingua franca for both sides to communicate. English as lingua franca also helps the non native speaker to understand the so called western culture and people same way helps them to make the others comprehend Indian culture and people. In a multinational company it is important to know and understand other people and culture, thus evolved cross culture learning. Again English plays a distinctive role in learning cross culture practices and helped Indians to emerge successful in adapting cross culture. Cross culture is all about learning other culture and practices, mainly to educate oneself about it and apply it to make the living convenient for oneself and bring others also into comfort zone.

### **Process Adapted by Major MNC's for Fresher's Recruitment**

The multinational companies put forth sturdy communication skill as a significant aspect. If we do an analysis on the advertisements posted for job interviews, the key expectation from the prospective candidates is good command over English language.

When we analyze the process of recruitment for freshers from engineering colleges we would come to understand how much of importance is given to English in job recruitment. Engineering students have to take extensive training for verbal ability test, quantitative aptitude and logical reasoning. If we happen to check closely, a student has to be proficient in English not only for the verbal test but also to understand and solve logical and quantitative aptitude as well. The next step of placement process after clearing aptitude is technical interview. It is the liability of the candidate to exhibit his technical skills in the interview. The candidate is expected to showcase his technical expertise to justify the technical HR question "why should we hire you". After getting shortlisted in technical round the candidate reaches the final round which is called personal interview. A student though could be technically strong, would not be able to get a job if he lacks in communication skills. A candidate's success in an interview depends on the ability to verbalize and present what's in the resume. When the content of the resume is presented crisply in a possible convincing, manner which would gain credibility from the interviewer, the candidate emerge successful in the interview. Few companies have group discussion also in the process before technical interview round where a student without English communication skills cannot compete at all. English plays a vital role in an engineering student's successful career. From a HR managers perspective a student

attending placement recruitment process has to possess a good command over English language. A candidate scores with a HR in a personal interview when his answer for the first question of every personal interview "tell me about yourself" is impressive and out of box, The student's selection in the recruitment process would depend upon how well he or she is able to use English in the interview process to propoganda his skill over the language.[ Ref- 4 ] Harmer 2001In order to wage a successful language interaction, it is necessary to realize the use of the language features through mental/ social processing- with the help of 'the rapid processing skills'English does not just dawn the role of second language learning but slowly is becoming the way of life on the official front for Indians who want them to get successfully establish in the global job market. The basic qualification of joining a job in a BPO is speaking English fluently. The BPO jobs have made the Indian students of various backgrounds learn to comprehend and communicate English fluently. Acceptance of English as official common language has contributed to rapid economic growth of India. Establishments of MNC's, banks, BPO's and constructions have attracted foreign currency hence led to economic growth.

### **Migration and English language**

The companies take pride in presenting them self to be located in different geographical locations. When a candidate is interviewed, one of the expected and prime questions is will you relocate yourself? Relocation or migration from one place to another is a giant change in a person's life, officially and personally. The person has to be adaptable and flexible for the changes in life. [Ref- 5]Kathleen and Kitao (1996) commented that the basic idea of communicative competence remains the ability to use language appropriately, both receptively and productively, in real situations. English language plays a vital role in this. It helps a person in communicating with other in a new place, comprehend other culture and establish in social and official life globally. English shares the major contribution in this successful development of India emerging as a potential country. Today Indians are able to migrate all over the world and connect to people outside their comfort zone as they are confident on English as their lingua franca will not fail them to do so and would back them up to make their livelihood easy and comfortable.

### **CONCLUSIONS**

There are few factors that can be seen as issues in English as lingua franca especially in India. The basic issues could be attitude, acceptance, universality, comprehending and conceptuality. There are Indians with vivid background, multilingual and multicultural also are tied up to their nativity so much that it becomes difficult for them to accept foreign language as their lingua franca. The attitude of orthodox towards English as lingua franca in both sides, the native speaker as well as the non native speaker, is that the former feels it to be a threat to the standard English and later feels it to be threat to the local language and culture. Neither of them wants to accept English as lingua franca. According to the non native speakers English dominates by its universal presence and the local language lose their importance among the local people itself. Their point of view of these people is that English gains so much of attention by locals that their native language is forgotten by them and efforts are also not taken to regain its values. The mother tongue influence is one of the biggest issues in accepting English as lingua franca. The local language unknowingly some time influences the foreign language. Indian English is one great example of such influence. The acceptance of the concept of Indian English by the rest of the world shows the influence of English as lingua franca and the fear of English being the lingua franca. The cultural differences also sometimes become the hindrance in accepting English as the concepts of the two cultures may totally differ that makes comprehending the concepts little complicated at time. In spite of all differences people have

towards English it cannot be denied that without English being lingua franca life in today's world could be little tough and complicated. The contemporary technological world is run by English and without it we would be little outdated.

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