



Language Studies And Communication Modeling Skills

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Abstract

Language studies and communication is very important and precisely used in our daily lives. It's not just about the grammar but learning language means learning expressions, learning about people and their culture. Language represents words when communication is verbal or written. We can conclude that Language is a method of Communication. The aim to put up this topic was to highlight the momentousness of communication on our life which can be achieved through the knowledge acquired by the study of languages. Shaping one's ideas into reality requires proper transmission of idea which is where communication comes in handy. Adding onto this, nowadays it has been a very important aspect for every single child to be familiar to proper learning of language and communicate effectively in order to get success in future life and achieve high prestige positions.

Introduction

Our daily lives are wholly impacted by languages. Irrespective of caste, creed or religion all over the world, every single human being needs language to express feelings. Language can be considered as the most important weapon that one needs right from the beginning of life and throughout. Though both have different definite definitions, communication involves the acute use of language and is undoubtedly intertwined with all the activities undertaken by us.



Consisting of many barriers and complexity, we should study language precisely to help our communication be simple and effective. Besides knowing our own language, nowadays one should learn other forms of language too which will also help to learn about other peoples and cultures. Adapting new cultures and methods is necessary, when you travel to different places of the world. Unable to understand their language and communicate leads to serious problem and difficulty. The various unique ways of how a human being communicate through written or spoken language works as a very important tool to form bonds that lasts long, be it in any circumstance, such as – directly communicating with clients and companies in their respective language is the first step to find a stable and lasting business relationship and incase of global business, internationally. Also. learning a language makes you more attractive according to 71% of Americans and 64% of Brits.

Methods

Concept of Communication

The operation of exchanging information between the sender or encoder and the recipient or decoder across time and space by means of natural or man-made technologies is termed as communication. According to Murphy, Hildebrandt, Thomas, the term “communication” can be defined “as a process of transmitting and receiving verbal and non-verbal messages. It is considered effective when it achieves the desired response or reaction from the receiver”.

Communication is a 2-way rudimentary model involving a sender, a message or an information to be transmitted or conveyed via a suitable medium and a receiver.



Need to communicate

There are numerous grounds where communicating with another individual become essential. The reasons may be either to exchange views, to enquire, to develop relationship or a social etiquette and many more. Therefore, the basic need to communicate is to render one's own thought or to manifest one's own self to the other person.

Communication- Process

Communication is not confined only within the sophisticated world, but the desire to communicate is reasonably noted amongst the uncivilized living forms too. Techniques adapted by animals to converse include sound, odour, signs, camouflage, bio-luminescence etc. Human beings being a resident of the highest hierarchy of the taxonomical classification uses advanced procedure to broadcast their ideas.

In ancient times, people used to communicate by using sign languages. According to the numerous archeological survey reports, drums and smoke signals followed by rock indents and cave paintings served the principle means of communication during the Paleolithic age.

The renaissance in the world of human communication was brought about by the origin of language.

Origin of Language

“Language is a more recent technology. Your body language, your eyes, your energy will come through to your audience before you even start speaking.” – Peter Guber.

The mystery behind the origin of language still remains unveiled. However according to some of the scholars, language is believed to be the gift of God to human. There is no evidence of the existence of primordial language till date. As a result of evolution, human beings developed more sophisticated brain that help them to communicate using language. This marked the beginning of a new way of communication using language. Language learning is an active process that begins at birth and continues throughout the life.

In this world of diversification, communication through variety of languages can be noted like Chinese, Spanish, Hindi, Arabic, Portuguese, Bengali, Russian and many more. English is the most widely spoken second language which has the power to integrate a huge mass all over the world. English as a language have become the most important mode of broadcasting or communicating the thoughts and ideas of all individuals. Thus English language is considered to be the official language in many countries.

World’s third most spoken language i.e., West Germanic language particularly Norse (a North Germanic language) and certain other languages like Latin and French succored to bloom the English vocabulary significantly.

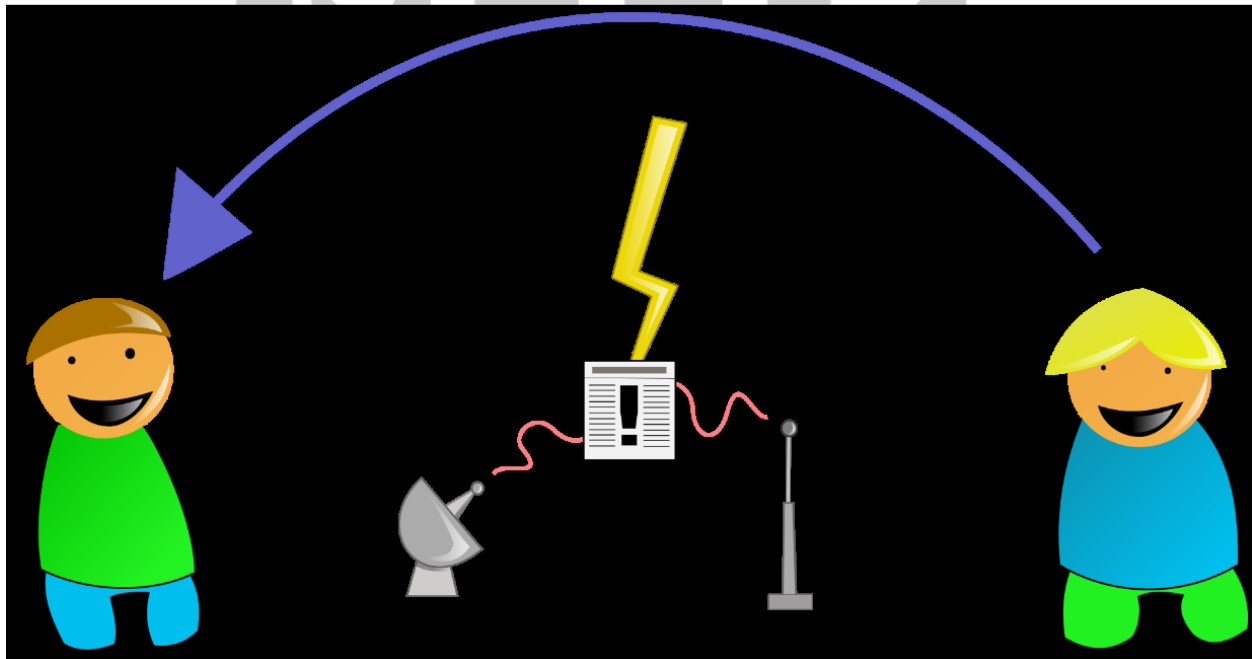
In order to communicate and express one’s own thoughts and/or feelings one needs to learn language. This learning of a language is a complex procedure which starts right after birth and

continues till death initially starting with mother tongue followed by exploring and learning other languages throughout life time.

Simplification of human communication was done by designing various Communication Models based on various communication theories, logical analysis and mathematical derivations.

Interconnection between language and communication

In the field of communication, language serves as a path of transmission of the thought or ideas in a meaningful and organized way comprised of symbols. Language involves the meaningful arrangement of sounds into words according to rules for their combination and appropriate usage.



Teaching - Learning Pedagogy

The teaching -learning pedagogy involves four wide categories –

1. Instructor/Teacher Centered Methods - In this particular method, the teacher projects himself/herself as an expert in the particular subject while the students are considered as the passive knowledge receivers. In this faulty teaching-learning setup there lies no scope for involvement from the receiving ends i.e., the student's end. Thus this type of teaching pedagogy is termed as "Close – ended".
2. Learner - Centered Methods – According to Lawrence Stenhouse, a teacher is a person who should participate both as a learner as well "so that his classroom extends rather than constricts his intellectual horizons". Hill's model of learning through discussion (LTD) is an example of Learner - Centered methods.
3. Content - Focused Methods – In this method both the teacher as well as the students engross themselves into the content of the subject, where the information and skills associated should be transparent and clear. The content must not be considered critical by either the students or the teachers. Programmed learning approach serves as one of the examples.
4. Interactive/Participative Methods – In this method both the students and the teacher learn the particular subject by applying situational analysis where collaborative understanding of miscellaneous domains and factors are involved.

Apart from this four principle methods of teaching, there are six other forces which ensures an effective learning namely–

1. Activity
2. Expectation
3. Co-operation
4. Interaction
5. Diversity
6. Responsibility

Types of Communication

Based on Harold Innis's Communication theory, communication can be broadly classified into two major segments, namely, Time - biased media and Space - biased media.

1. Time – biased media: It mainly conducts messages or stories in the form of hand-written manuscripts on parchment or vellum which have a lasting impact on many generations, yet reaches a fewer spectator.
2. Space – biased media: They are transitory in nature.

Classification

- A. Based on the listener, communication can be classified as:
- a. Intercultural communication
 - b. International communication
 - c. Interpersonal communication
 - d. Intrapersonal communication
 - e. Mass communication
 - f. Nonverbal communication
 - g. Organizational communication
- B. Based on communication by mode, communication can be classified as:
- a. Computer-mediated communication
 - b. Conversation
 - c. Mail
 - d. Mass media
 - i. Book
 - ii. Film
 - iii. Journalism
 - iv. News media
 - v. Newspaper
 - vi. Video
 - e. Telecommunication
 - i. Radio

- ii. Telephone
- iii. Television
- iv. Internet
- f. Verbal communication
- g. Writing

Models

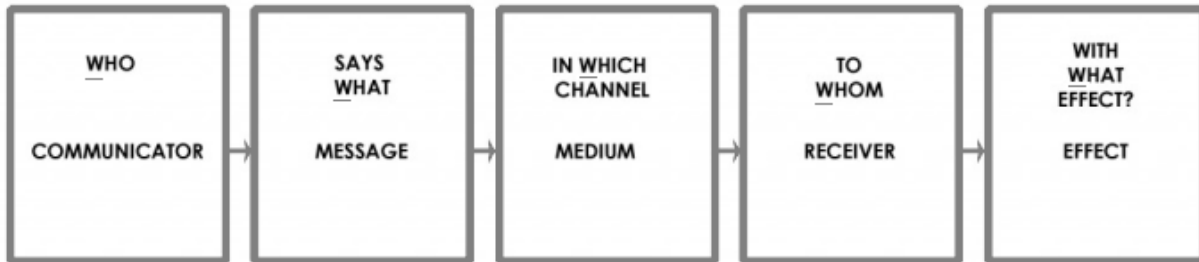
Some important models of communication are Lasswell Model, Shanon and Weaver Model, Osgoods Model and Schramm Model.

● **Lasswell Model (1948)** : One of the early models of communication was developed by the political scientist Harold D. Lasswell who looked at communication in the form of a question—

- i. ‘Who’ indicates the question of identification of the source of the message
- ii. ‘Says What ’ is the subject of analysis of the message.
- iii. ‘In Which Channel’ is the medium through which the message has traveled.
- iv. ‘To Whom ’ deals with the characteristics of the receivers and audience.
- v. ‘With What Effect’ can be seen as evaluation of the effect of the message

This is a verbal model which focused attention on the essential elements of communication. This model implied that more than one channel could carry a message. It was considered an oversimplified model which implied the presence of a communicator and a purposive message.

Lasswell’s Communication Model

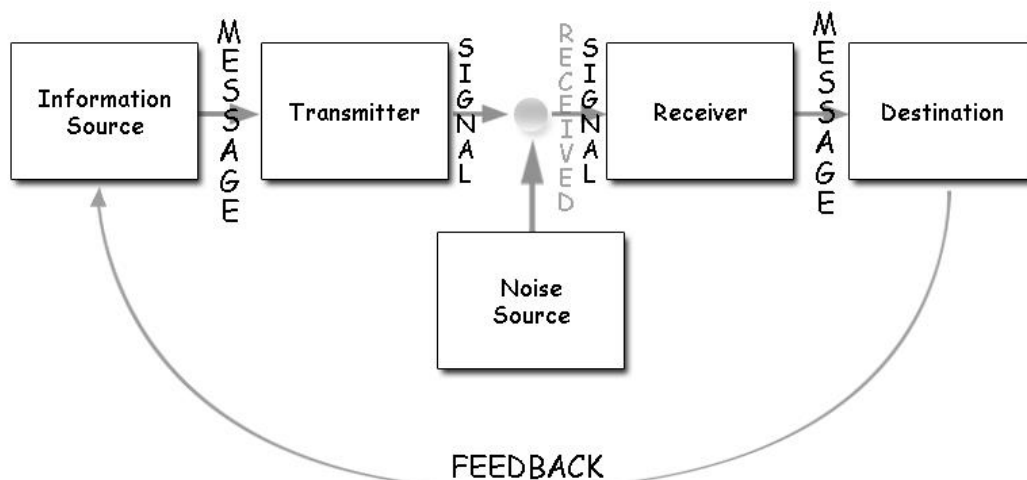


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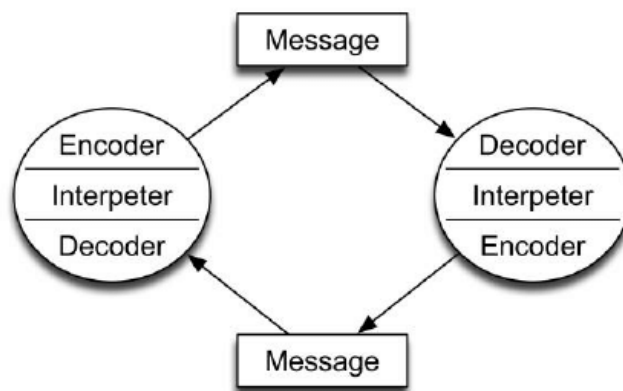
● **Shannon and Weaver Model (1949)** : This model was developed by Mathematician Claude Elwood Shannon and Warren Weaver in 1949 for “Bell Laboratories”. It was developed in order to:

- i. Understand and implement proper functioning of radio and television.
- ii. It is also known as “Transmission Model”
- iii. It is based on the simple theory of communication as a means of sending and receiving information.



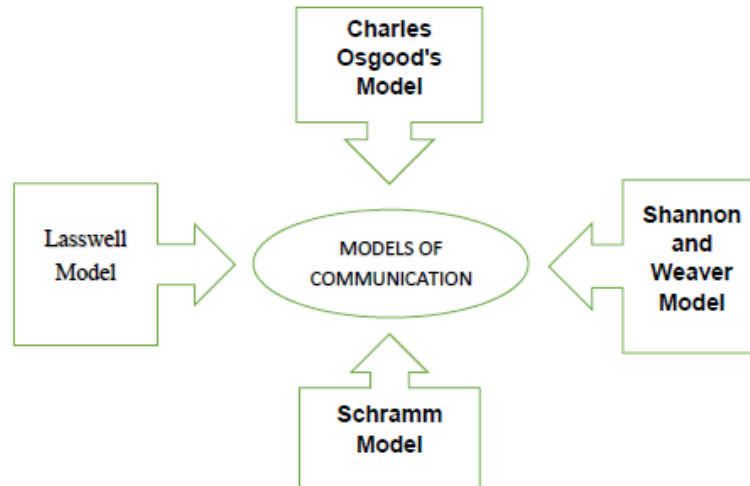
<https://www.businessstopia.net/wp-content/uploads/2018/01/shannon.jpg>

• **Schramm Model (1954)** : This model was introduced by Wilber Schramm. It gives importance to inter-personal communication. In the later stages, Schramm included “field of experience” for both sender and receiver, a portion of which they commonly share. This field of experience controls the encoding and decoding of information and determines the meaning of the said information.



https://www.researchgate.net/profile/Judee_Burgoon/publication/254051534/figure/download/figure/AS:298056361758729@1448073582746/Schramm-Model-of-Communication.png

• **Charles Osgood’s Model (1954)** : In this model, communication is shown as a dynamic process in which there is an interactive relation between the Source and the Receiver of the message. Various feedback mechanisms are also included in this model. Osgood stressed the social nature of communication. The role of interpretation of the message has also been highlighted in this model for decoding a message.



Analysis-Result

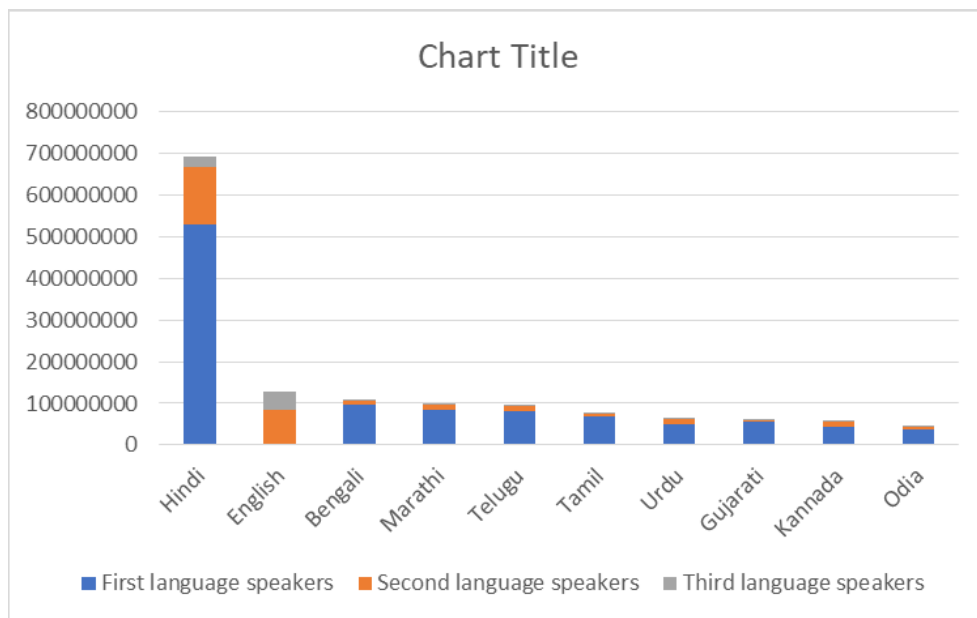
Language opens the door of communication across the globe. There is continuous search for better opportunities and craving to learn more and more. The fourth industrial revolution unlatched during the twenty first century has opened new gateways for people across the globe to come together and work in tandem for the betterment of mankind. World is full of different languages hence English as a language has vast potential to bring people from different quarters together. It plays a tremendous role in uniting humans together and is the ultimate gateway to better education and employment. English as a language is fundamental as it is spoken throughout the world as a second language if not the first.

India is a home to many vernacular languages. The constitution of India recognizes 22 official languages. These languages are of immense importance for the social development of human beings. With such a vast population and number of different languages spoken across the country it becomes critical that there exist a language which binds the entire nation together hence English

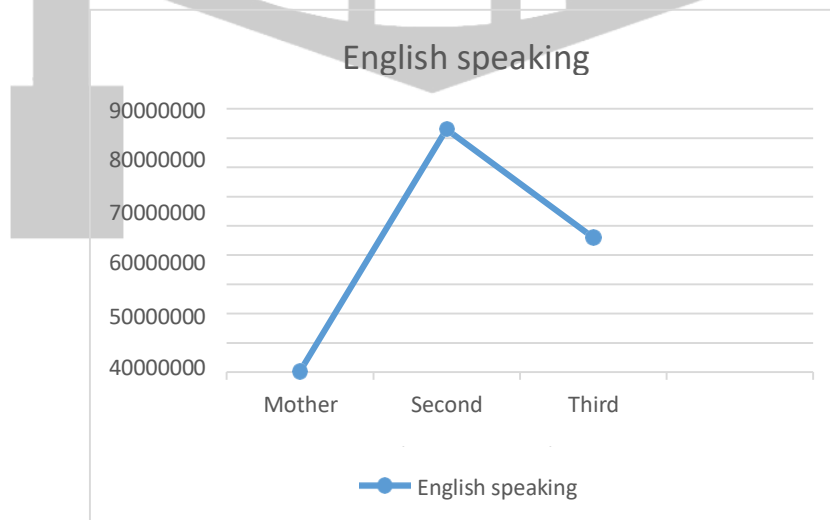
as a language comes as a savior for the nation, India enjoys the virtue of being the second largest English speaking country in the world.



It is estimated that approx. 125 million Indians speak English only second to USA and it is expected that it will quadruple in next decade. The 2011 census data below shows the number of Indian speaking English as their mother tongue , as their second language and as their third language .



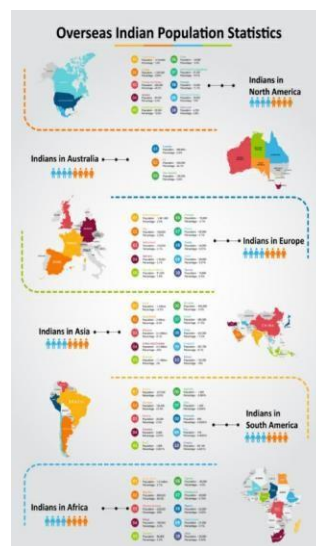
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There are good number of Indians who speak more than one language. In Indian education system high emphasis is given to English language while vernacular language being taught as second or third language. English language comes as a boon to students as almost all the competitive examination requires students to be well versed in this language so the platform is well laid out from the very beginning. There are various entrance examination through which the students need to go through to be eligible to study in abroad institutions. Exams like TOEFL, IELTS, GRE, GMAT etc. focuses mainly on student's command over the English language.

According to Ministry of External Affairs 7, 52,725 students were studying in abroad as on July 2018, US being the preferred destination for Indian students. Apart from students going out of India for higher studies, there is huge chunk of Indians settled abroad because of better opportunities available. This migration is possible due to the exposure to English language which removes the barrier of communication.



Source-Yaxis.com

Frank Smith said “One language sets you in a corridor for life. Two language opens every door along the way”.

India has largest diaspora in the world which is the result of great emphasis given to the study of languages. This has opened various communication channels across the globe for the Indians.

Discussion

Learning leads to better communication which opens new gateway to better opportunities which ultimately boosts the economy of a country. As mentioned before, we saw that 125 million Indians speak English only second to USA and it is expected that it will quadruple in next decade. Mention worthy, since the growth rate in the recent years have been really commendable, it is of no doubt that the future of learning language is vast.

English being the fastest spreading language in human history, over the past decades, it has become the most common language. The British Council forecasts that the number tends to grow to 2 billion people by 2020 who will learning and communicating English. According to the study of “English Language Learning market report 2019 to 2024” of the global English Language Learning market, in the next five years the English Language Learning market will register a 17.1% compound annual growth rate in terms of revenue, the global market size will reach US\$ 22000 million by 2024 from US\$ 9990 million in 2019.

Conclusion

In the conclusion we would like to allusion to the efforts taken by the government of India to promote education and learning for example through mid-day meal scheme govt. has made sure that students do not skip their classes and work outside to earn their bread. The government should play a pivotal role in helping its citizen to learn English and it should not be restricted to classroom learning but must engulf various day to day concerns of people.

Instead of just teaching or learning a language a person should be more involved in functional conversation. This functional conversation must amalgamate grammar and vocabulary.

Expansion of vocabulary expands the outreach of a person and it helps tremendously in putting forward one's view clearly.

United Nation's self development goals are clear example of how important learning language is. The 3rd goal of SDG is to provide quality education. These goals are interconnected and signify that good education and proper learning leads to better standard of living.

English continues to expand and absorb. New words are added regularly. People can quickly adapt to this language which makes it a powerhouse of communication.

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