

# **A Study on the Impact of Effective English Communication Skills in Daily Life**

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**Abstract:** *Communication is a skill that involves a systematic and ongoing process of speaking, listening, and understanding. While most individuals are born with the physical ability to produce speech, effective communication requires learning and practice. Our proficiency in speaking, listening, and interpreting verbal and nonverbal cues develops through observing others and modeling the behaviors we perceive. Formal education also plays a role in cultivating these communication skills, which are further strengthened through practical application and evaluation.*

*In contemporary India, the landscape has undergone significant transformation due to globalization, which has introduced diverse cultures into the country. In the present competitive environment, organizations no longer aspire to remain local; instead, they aim to expand their reach globally.*

**Keywords:** English communication, speaking, listening and understanding

## **I. INTRODUCTION**

English is widely recognized as a gateway to enhanced educational and employment opportunities. It plays a vital role in connecting the world, functioning as a common thread that unites people across cultures. In many countries where English is not the first language, it holds the status of a second language. The primary purpose of learning any language is to acquire the ability to communicate effectively in everyday situations.

In today's professional landscape, individuals are expected to be highly competent, continually upgrading their skills and engaging in lifelong learning. Like any other skill, language proficiency requires consistent practice; without it, mastery remains unattainable. The objectives of language learning are closely aligned with the development of the LSRW skills—listening, speaking, reading, and writing.

As a universal process, communication profoundly influences the functioning of human society. Social development is closely linked to effective communication techniques, which are essential for sustaining growth and progress. The need to learn a language arises from its adaptability, productivity, and practical utility in various social and professional contexts. Communication is universal and cultivates the capacity to share thoughts, emotions, and opinions with others. It may take intellectual, personal, spoken, or written forms. As inherently social beings, humans live in groups, and social needs compel us to express and exchange our ideas. This two-way process of communication motivates, informs, advises, warns, directs, and ultimately influences behavior, thereby fostering meaningful interactions and strengthening relationships.

Communication becomes truly effective when the communicator conveys messages competently, clearly, sincerely, simply, and dynamically. It is essential for building close, empathetic relationships within society and for facilitating the transfer of people, materials, and ideas from one setting to another. This process involves initiation, reception, and response, all of which contribute to feedback, making communication inherently interactive.

In the contemporary world, the necessity of learning English extends far beyond political considerations; it is driven by scientific and technological advancement. English is no longer confined to Great Britain—it has become the global language of broader understanding. It serves as a connecting link, the primary language of modern science and technology, and a vehicle for emerging fields such as information technology and space science. Furthermore, it is the language of nearly all competitive examinations, whether at the state, national, or international level.



We now live in an era dominated by information and communication technology. In this digital age, computers are ubiquitous, and a significant portion of computer-stored and processed data—approximately 80 percent—is in English. Studies indicate that nearly five thousand newspapers, accounting for more than half of the world's publications, are printed in English. Even in countries where English is a minority language, there is often at least one newspaper published in English.

English has become the predominant language of international affairs and global correspondence. It serves as the principal medium for international commerce and trade and functions as a symbol of status and identity. Often described as a “window to the world,” English has been widely acknowledged as the most pervasive language globally (Tatterall 38–44).

By the end of the twentieth century, English had firmly established itself as a global language, gaining acceptance across social, economic, and political spheres. The perception of English usage has undergone significant change, and even the middle class in India is increasingly recognizing its importance. As English becomes an essential tool for global communication, the emphasis on training students in communication skills has intensified. However, acquiring mastery in communication is a gradual process; it cannot be achieved within a short span. This poses a challenge, particularly for students who lack effective communicative competence.

A major issue confronting learners today is insufficient proficiency in English language communication. Many students are not considered “industry-ready” due to poor communication skills. Ineffective communication persists not only between faculty and students but also among students themselves. Moreover, limited training is offered to those who struggle the most. Technical skills are often prioritized, while crucial communication skills are overlooked. Yet, in the professional and business world, effective communication is indispensable. Individuals who communicate well tend to think clearly, enjoy higher self-esteem, and earn respect in academic and professional settings.

People with strong communication skills are generally more confident because they can express their needs and ideas clearly. Effective communication requires advance thought and organization of one's ideas. Thus, alongside technical expertise, learners must develop competence in the practical use of the English language.

In all aspects of life, the language we use to communicate is vital. Without effective language skills, our efforts risk becoming ineffective and uninspired. Among contemporary languages, English occupies a position of prominence, as it is the primary medium for international communication. Consequently, English is taught as an essential tool for global interaction and professional advancement.

English functions as a powerful tool for fostering international understanding. Through learning this language, individuals can overcome prejudices, narrow-mindedness, fanaticism, and intolerance, thereby contributing to the promotion of global harmony and mutual respect.

Employability refers to an individual's ability to secure initial employment, retain a job, and obtain new employment when necessary (Hillage and Pollare, 1998). It is shaped by the knowledge, skills, and attitudes valued by employers. To enhance employability, it is essential to recognize market demands, assess existing skills, and identify competencies that must be developed as part of one's career planning. Among the various skills highlighted by companies affiliated with the National Association of Career Educators and Employers (NACE), communication skills rank foremost. Competence in English communication is indispensable across all sectors and industries. The National Curriculum Framework (2005) also emphasizes the centrality of English, particularly its role in developing learners' communicative abilities.

Communication is a fundamental human activity, and we are currently experiencing the rise of an advanced, information-driven economy. In this knowledge-based environment, the ability to communicate effectively—both through active listening and clear expression in speech and writing—is arguably the most critical skill for professionals. Success in any field requires the capacity to interpret and respond appropriately to the constant flow of communication situations.



**Communication typically serves four primary purposes:**

- **To inform**
- **To request**
- **To persuade**
- **To build relationships**

In contemporary India, proficiency in English is essential for access to the sophisticated domains of science, technology, and global knowledge systems. Within the current globalized context, the importance of English as a medium for academic advancement, professional growth, and international engagement is indisputably paramount.

### **Effective Communication**

In the information age, individuals are required to send, receive, and interpret an overwhelming volume of messages each day. However, effective communication involves far more than the mere exchange of information; it also requires an understanding of the emotions and intentions embedded within that information. Strong communication skills enhance relationships in personal, professional, and social contexts by deepening interpersonal connections and improving collaboration, decision-making, and problem-solving. They also enable individuals to convey difficult or sensitive messages without generating conflict or undermining trust.

Effective communication encompasses a range of competencies, including nonverbal communication, active and attentive listening, the ability to regulate stress in real time, and the capacity to recognize and interpret one's own emotions as well as those of others. Although communication skills can be learned, they tend to be more powerful when they are delivered naturally rather than rigidly. For instance, a speech that is read verbatim seldom produces the same impact as one delivered authentically or appearing spontaneous.

Developing these abilities requires sustained time, effort, and practice. The more consistently one works to refine communication skills, the more intuitive, fluid, and spontaneous they ultimately become.

Communication often fails when individuals do not express themselves with sufficient clarity or assertiveness. Conversely, communication can also break down when messages are delivered too aggressively, causing discomfort or alienation. For example, if a husband tells his wife, "I like your face but not your food," the bluntness of the statement may hurt her feelings. However, with a more refined communication approach, he could separate the ideas and state them more sensitively: "I like your face," followed by a pause, and then, "The food needs some improvement." With such an approach, the message remains honest, yet the impact is thoughtful and respectful. This illustrates that effective communication is as much an art as it is a skill.

English functions not only as a link language within India but also as an international medium of communication. It enables people from different countries to share, understand, and appreciate one another's ideas and cultural expressions. For instance, Rabindranath Tagore's *Gitanjali* reached global audiences—and earned the Nobel Prize—only after it was translated into English. Today, English is the most widely spoken language in the world. It is the mother tongue of over 300 million people, and more than 800 million use it as a second language.

English also serves as a powerful medium for sharing India's worldview and spiritual heritage globally. Swami Vivekananda, for example, highlighted the richness of Indian religious philosophy at the 1893 Parliament of the World's Religions in Chicago through his eloquent English. Since then, numerous spiritual leaders have inspired international audiences by articulating Indian thought in sophisticated English. The language thus plays a crucial role in promoting India's cultural perspectives and reinforcing its identity on the world stage.

Within India, English acts as a vital link language, particularly for communication between regions such as the North and South where linguistic diversity is vast. Recognizing its significance, the Indian Parliament has accorded English the status of an official language alongside Hindi. Historical developments and contemporary demands both underscore the enduring relevance of English in addition to regional languages.

The opportunities associated with English proficiency have led many Indian parents to prefer English-medium education for their children. Official data indicate a dramatic rise in enrollment in recognized English-medium schools—from over 6.1 million students in 2003 to more than 15 million in 2008. In comparison, enrollment in Hindi-medium schools increased by only 32 percent during the same period, according to statistics from the National



University for Educational Planning and Administration (NUEPA). This shift reflects the growing realization that English offers significant academic, professional, and social advantages in an increasingly globalized world.

Language possesses a unique power unmatched by any other human instrument. It serves as the primary medium through which individuals articulate their thoughts and ideas. In contemporary India, the role of English in shaping society has expanded significantly. Students enrolled in English-medium institutions often enjoy enhanced prospects and greater competitiveness in the global marketplace. This growing demand for English has led to a proliferation of English-medium schools and colleges, many of which charge high fees and influence the lifestyle and aspirations of their students.

English faces no real threat from other languages; rather, it has transformed the world and firmly established itself as a global lingua franca. It has opened vast opportunities across diverse fields and is no longer restricted to classroom learning. Today, English functions as a benchmark for employability in numerous professions. With rapid technological advancement, English has become an essential facilitator of digital literacy. The younger generation encounters English through computers, the internet, and multimedia from an early age. In this sense, English has empowered Indian youth, creating countless opportunities both within India and abroad.

The ability to speak and write English has gained immense significance, primarily because it has become the de facto international standard. Its prominence in business, commerce, global communication, and especially in internet interactions, has made English indispensable. The dominance of English in information technology further strengthens its global status. The rise of call centres, for instance, has spurred major growth in internet-related industries, positioning India as a potential cyber-technological powerhouse. Modern communication mediums—such as online journals, videos, databases, and newspapers—predominantly use English, reinforcing its necessity in everyday life.

As the world moves steadily toward economic globalization, the importance of English grows accordingly, enabling ordinary citizens to remain informed and engaged with global developments. Barriers of race, colour, and creed do little to impede the expanding use of English, as it continues to function as a language of the future.

A positive attitude toward English as a national resource is vital for integrating individuals into India's rapidly changing socio-economic landscape. There is widespread acknowledgment of the language's importance across the country. Mastery of English allows individuals to participate more seamlessly in global society. Thus, English plays a pivotal role in shaping one's identity as a knowledgeable, connected citizen of the world.

English continues to play a dominant role in the media. It has long served as a medium for inter-state communication and broadcasting, both before and after India's independence. Its influence not only persists but is steadily increasing.

According to Reimer, "Communication skills are essential for an engineer who aspires to carry out his or her professional practice in the global arena." Similarly, former Union Finance Minister P. Chidambaram urged software graduates to prioritize communication skills in English alongside strong technical expertise, noting that leading companies such as Infosys seek candidates who can communicate effectively in English. Multinational corporations from around the world are establishing branches and outsourcing centers in India, often partnering with Indian firms. In this environment, ambitious young professionals are pursuing lucrative opportunities in the outsourcing sector, where the foremost requirement for success is proficiency in English communication.

English empowers young learners not only to excel academically but also to showcase their abilities on global platforms. Technical institutions increasingly recognize the need to strengthen English communication skills in response to market demands. Most organizations today require employees who can communicate competently in a variety of contexts—interacting with clients, explaining policies and procedures, hosting international visitors, conducting meetings, delivering presentations, responding to complaints, and processing customer orders. In a globalized marketplace, competing effectively without adequate proficiency in English is exceedingly difficult.

Consequently, many organizations have begun offering regular English training to their employees. Such initiatives have improved the prospects and lifestyles of individuals who once believed their futures were limited if they did not succeed in traditional professions such as teaching. Indeed, proficiency in English remains an asset across all professions and continues to open doors in an increasingly interconnected world.





### **Developing Effective Communication Skills**

Effective communication goes beyond exchanging information; it fosters understanding, trust, and meaningful connections. Key strategies for developing these skills include:

- **Demonstrate Genuine Interest:** Engage others with enthusiasm and attentiveness, showing that you value the conversation and their perspectives.
- **Ask Open-Ended Questions:** Encourage dialogue by exploring their experiences, interests, and needs, fostering insight and deeper engagement.
- **Respond to Nonverbal Cues:** Observe body language, tone, and expressions, and adjust your own verbal and nonverbal behavior to create alignment and rapport.
- **Provide Positive Reinforcement:** Offer genuine approval or admiration, directly or subtly, to build confidence and strengthen interpersonal bonds.
- **Practice Active Listening:** Focus fully on the speaker, respond thoughtfully, and seek clarification when needed to demonstrate attentiveness and respect.
- **Maintain Appropriate Eye Contact:** Moderate eye contact signals confidence, trustworthiness, and engagement.
- **Share Personal Insights:** Reveal relevant personal experiences or perspectives to build authenticity and trust.
- **Use Inclusive Language:** Employ words like “we” and “our” to convey collaboration and shared purpose.
- **Smile Sincerely:** A genuine smile fosters warmth, rapport, and positive interpersonal interaction.
- **Offer Helpful Recommendations:** Provide tailored suggestions and resources, positioning yourself as a reliable and resourceful guide.
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### **II. CONCLUSION**

English, though it has relinquished much of its pre-colonial literary refinement, has emerged as a dynamic and versatile medium of communication. Like fast-moving consumer goods that continually evolve to meet changing demands, the English language consistently adapts and expands its communicative functions, thereby enhancing its practical significance in India. It exists not only as a global lingua franca but also as a historical inheritance that complements India’s diverse native languages. Harnessing its potential is essential for cultural enrichment and material advancement, enabling individuals to compete effectively in an increasingly knowledge-driven and technologically interconnected world.



Effective communication strengthens relationships in personal, professional, and social spheres by deepening interpersonal connections and improving collaboration, decision-making, and problem-solving. It allows individuals to convey complex or sensitive messages without generating conflict or eroding trust. Mastery of communication involves a combination of skills, including nonverbal awareness, attentive listening, emotional regulation, and the ability to understand one's own emotions as well as those of others. Research in human perception and communication has further contributed to the development of tools and techniques that substantially enhance communicative competence.

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