

# IIES

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*Dr. A.C. Bhavsar, Akshay Damani*

**e-Human Resource Management and Organizational Performance in the Nigerian Banking Industry: An Empirical Study of Guaranty Trust Bank Plc (GTBank)**

*Dr. Iyiola Oluwole Oladele, Dr. Osibanjo Adewale Omotayo*

**Learning in Vernacular Creates Barrier to Effective Communication of English among the Engineering Students in India**

*Amal Krishna Saha, Dr. Sudhan Kumar Dey*

**An Empirical Study on Strategic Brand Management as a Tool to Improve Share Holder Value in Sugar-Sweetened-Beverage Industry**

*Rambabu Pentyala*

**A Study on Emotional Competence among Marketing Executives of Non Banking Financial Companies in Kerala**

*Vivek S.A, Dr. M.M. Sulphrey*

**A Study on Cause Related Marketing and its Influence towards Purchase Intention**

*Kota Neel Mani Kanta, P.Srivallu*

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# Learning in Vernacular Creates Barrier to Effective Communication of English among the Engineering Students in India



## Abstract

People of West Bengal, once upon a time, were proud of their education. But the quality of education, especially English education has fallen down dramatically during the last thirty five years due to the introduction of Bengali language as a medium of instruction. In this study an attempt was made to investigate the problems and opportunities, the prospective engineers, may face nationally and internationally in their career not having proper competency in English language. The research findings suggest that knowledge of English opens doors into the world of professional employment in India and abroad. The command over spoken as well as written communication in English is essential in academic and professional life. English should be the medium of instruction in India otherwise one may falls far behind in career advancement due to lack of knowledge in English in working situation. If one works in India, inadequacy in English knowledge won't affect his or her social life.

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**Key Words:** Lingua Franca, Communication, Bridge course, Career opportunities

## Introduction

Globalization has added an overwhelming dominant feeling towards communication in English among the young generation in India. English language is extensively used in all walks of life all over the world. About one fifth of people all over the world know more or less about English. Nearly 1.8 billion people in the world speak in English and the number is increasing day by day. Most of the scientific studies conducted in the world are in English. In India, English is used as a medium of instruction in Technical education especially in engineering and medical education. It is used as a lingua franca i.e. 'a vehicular language spoken by people who do not share a native language' (Mauranen, 2003; Matthews, 2000) in International business, technology, diplomacy, and banking.

In our country, significant number of engineering students comes with regional language background. These intelligent, academically bright students come with a lot of hope and aspiration to make a significant contribution in academic and business world. But English language becomes an obstacle in their bright career. The competency in spoken English as well as written communication plays an important role in the academic life and career of engineering students. As the profession of engineering especially software engineering becomes increasingly international, English language skills as a lingua franca become essential for communication.

In India, class divided system of education is prevalent. In rural India regional language plays dominating role as a medium of instruction in education. In urban India, there are two types of education i.e. English medium and Vernacular-medium. English

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