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STATEMENT OF THE PROBLEM

OBJECTIVES

HYPOTHESIS (ES)

RESEARCH METHODOLOGY

RESULTS & DISCUSSION

FINDINGS

RECOMMENDATIONS/SUGGESTIONS

CONCLUSIONS

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APPENDIX/ANNEXURE

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CONTRIBUTIONS TO BOOKS

• Sharma T., Kwatra, G. (2008) Effectiveness of Social Advertising: A Study of Selected Campaigns, Corporate Social Responsibility, Edited by David Crowther & Nicholas Capaldi, Ashgate Research Companion to Corporate Social Responsibility, Chapter 15, pp 287-303.

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• Schemenner, R.W., Huber, J.C. and Cook, R.L. (1987), "Geographic Differences and the Location of New Manufacturing Facilities," Journal of Urban Economics, Vol. 21, No. 1, pp. 83-104.

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LANGUAGES - IMPERATIVE FOR FINAL YEAR DEGREE STUDENTS

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ABSTRACT

Language is the core for learning all the subjects. Without language we would have been only animals. As it leads to better understanding of each other and promotes unity among one another, it is very difficult to communicate and understand ones feelings and emotions. Languages enrich the culture and helps in building humanitarian concept. It helps in enhancing the knowledge and leads to the personality development of individuals. Through this study the researchers have tried to explore the perception of under-graduate and post-graduate students on including languages in the final year under graduate courses such as B.Com, BBA, BCA, Bsc and others. where in respondents are having mixed reaction with positive and negative opinions on having languages in final year of their courses. As the majority of respondents are positive, it may be included as part of their study in the final year degree courses.

KFYWORDS

communication, culture, languages, positive and negative opinions.

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INTRODUCTION

trong language skills are an asset that will promote a lifetime of effective communication. Languages may be Indian or foreign languages. Our language is the most important part of our being. It is important to look other languages. the most important part of our being. It is important to learn other languages, other forms of communication besides our own because it helps us to learn about other peoples and cultures. Just incorporating a language into your degree can set yourself ahead of the rest when applying for profession once the degree is awarded. Studying languages shows a high level of communication skills, the ability to work independently and that you are mature, confident and can easily adapt to different situations and cultures. These skills are essential in the multicultural, global society that we live in.

The world is changing fast. globalization, liberalization and privatization are given birth to Many companies than ever are doing business in several – often dozens of - countries around the world, but they can't do it without hiring globally-minded people who can speak and read multiple language including one foreign language. Ever wanted to be like those people one can see in the airport travelling to foreign countries "on business" all the time? That can be anyone. Even in small, local companies, chances are that the ability to speak a second language will set you apart from other applicants.

REVIEW OF LITERATURE

Jason Rodger(2014) 'The Importance of Language Study while Studying Abroad' has mentioned in his report that, Learning a foreign language abroad teaches students that the best resource they have is themselves. Like the triumph of learning to ride a bike or navigating a city's public transit for the first time, the surge of self-confidence and efficacy we feel upon succeeding is made all the stronger and more permanent when we initially thought we couldn't.

Lucy Jeynes J (2013) 'Why languages are just as important' has concluded in his report that, Studying languages has helped him to write compelling proposals, unambiguous tender specifications, complex arbitrations, engaging conference speeches and insightful trade press articles – all of which have helped me to reach the top of my career in facilities management.

Edward Trimnell 'Why You Need a Foreign Language & How to Learn One' study has shown that children who have studied a foreign language in elementary school tend to perform better on standardized tests than those who have not. Through his study he explore how research shows learning a foreign language supports academic achievement and provides cognitive benefits to students.

Bindas-admin 'Importance of English Speaking in today's Professional life' has stated that One of the most important benefits of learning Spoken English is the ability to explore these regions and more easily communicate with locals to learn about places and events that might otherwise remain unknown. Many people in European countries learn English in school, so knowing it can also be of benefit when travelling in locations even where it's not the native tongue.

RESEARCH GAP

The available reports mainly discussed the importance of studying languages wherein no reports is discussed on languages in the final year under graduation courses has not been discussed in any of these reports. Hence the researchers have made an attempt to discuss the same in this article.

STATEMENT OF THE PROBLEM

Most of the students irrespective of graduation or post-graduation are unable to be employed by the corporate sectors due to lack of communication skills, command over the language may be Indian or foreign language. Will the inclusion of languages in the final year under graduation degree courses be helpful in overcoming such issues?

OBJECTIVES

- 1. To highlight the students opinion of including languages in the final year under graduation degree courses.
- 2. To know the benefits of learning languages in the final year under graduation degree courses.

RESEARCH METHODOLOGY

Research Type - Empirical Research Sampling Technique - Convenient Sampling Sample Size -50 respondents from Bangalore.

DATA COLLECTION AND ANALYSIS METHOD

The data is collected through primary as well as secondary sources. Primary data is collected by personal discussions with the students, peer group, personal experiences and through questionnaires. Secondary data collection includes books, periodicals, news reports and online sources. Statistical tools such as simple percentage, cross tabulation and other simple tools are applied.

MEANING AND IMPORTANCE

Language is a system that consists of the development, acquisition, maintenance and use of complex systems of communication, particularly the human ability to do so. It is the method of human communication, either spoken or written, consisting of the use of words in a structured and conventional way.

Language is a part of everyone's life, but it is more central to some people than to others. Languages represent a high level of communication skills, the ability to work independently and show you are mature, confident and can easily adapt to different situations and cultures. Language is probably the best window we have on the workings of the human mind. Language gives us the extraordinary ability to describe the contents of our thoughts, an ability that no other animal has. Of course there are many unconscious aspects to cognition that we cannot talk about, but these properties are apparently also reflected in what we say. The units of language - elements of form, words, grammatical patterns, conventions of usage - are in some sense also units of cognition. The implication is that the study of what all languages share is also the study of what it is to be human, something that is certainly an important topic for any educated person.

A language based degree at university is probably the best choice you could make. Advanced language skills are a measure of advanced cultural skills. If you focus your attention on language learning, it's simply inevitable that you'll also learn valuable cultural skills.

STUDENTS PREFERENCE TO LANGUAGE AND ITS UTILITY

Communication is a most important skill. Communication skills are not only needed in daily personal life, but also required in the profession, workplace and in business. Depending on the nature of your profession. If you work in a team or interact with customers or other people. You often find the certain situations which are challenging to handle, this is where having best communication skills become handy.

Some students, when beginning a linguistics course, believe it will help them improve their knowledge of their first language. In fact this is not something you can expect from a linguistics course. You already know the great majority of the words, the grammatical patterns, and the usage conventions that you will need to survive. Of course you can improve; you can learn new words and expressions, become more proficient with the grammatical patterns that are part of formal language, and get better at using language to accomplish your goals. Most of the improvement should come naturally as you are exposed to the complex language of academia and the workplace. But you will also face evaluations of your language by other people — teachers, colleagues, supervisors, even family and friends — throughout your life. You will be in a better position to make use of this criticism and advice if you understand what sort of problem is involved (if there really is a problem) and how it fits into the larger scheme of things. This is where linguistics can help.

A person is considered employable only when he gets the necessary qualification, experience, interest, learning attitude and expertise in the field where he wants to seek employment.

As the private sector companies are gaining ground and becoming more competitive due to changed world economy, the employees are always kept on their toes. It is like either you work hard and show your performance or perish for not taking care of your professional growth. The ability to use a language efficiently is very much required to remain employable. Employability is the ability to remain employable as a result of the relevant skills one possesses. Communication skills are very much essential for one's professional growth. The ability to express fluently in both written as well as oral form of language is very much essential for the career growth.

As per the study students prefer languages in their degrees as it is useful for them in their jobs, their respect towards languages, to improve their knowledge and communication skills, seeking perfection and proficiency over the languages, in order to achieve career growth, as languages are interesting, leads to learn history, moral and humanitarian aspects, helpful in scoring good percentage, language is the core for the rest subjects, enrich the culture, helps in standardizing the relationship, helps in leading better life, helpful for competitive exams, helps in developing leadership skills and personality development of the individuals.

STUDENTS NON PREFERENCE TO LANGUAGE

As per the study students do not prefer languages in their degrees as learning the languages includes some difficult aspects related to grammar and other concepts, it is additional burden for them, general conversation is sufficient as language was made compulsory right from class 1, as it is boring and dragged by teachers, more absentees in class, unavailability of updated, advanced and appropriate teaching faculties, want to focus on the subjects related to their jobs, a kind of ignorance that they can pass it easily, as it is not considered in the aggregate %, they have already got lot more subjects related aspects and stuffed with Theory, Practical's / Lab, internship, Projects, Report submission, Internals, Assignments, Preparatory Exams etc. In few of the under graduation courses languages are not given importance while awarding degree at convocation. This may demotivate the student community to withdraw their interest in languages.

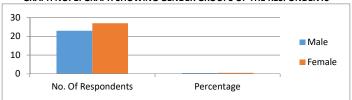
DATA ANALYSIS AND INTERPRETATIONS

TABLE NO. 1: TABLE SHOWING GENDER GROUPS OF THE RESPONDENTS

Gender group	No. Of Respondents	Percentage
Male	23	46%
Female	27	54%

Source: Primary





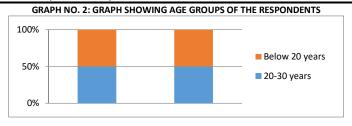
Interpretation

From the above table and graph it is interpreted that out of 50 respondents 46% are males and 54% are females. Wherein female respondents form the majority.

TABLE NO. 2: TABLE SHOWING AGE GROUPS OF THE RESPONDENTS

Age group	No. Of Respondents	Percentage
20-30 years	25	50%
Below 20 years	25	50%

Source: Primary



Interpretation

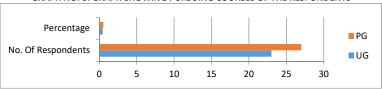
From the above table and graph it is interpreted that out of 50 respondents 50% belong to 20-30 years age group and 50% belong to below 20 years age group. Wherein both the age groups are given equal importance.

TABLE NO. 3: TABLE SHOWING PURSUING COURSES OF THE RESPONDENTS

Pursuing courses	No. Of Respondents	Percentage
UG	23	46%
PG	27	54%

Source: Primary

GRAPH NO. 3: GRAPH SHOWING PURSUING COURSES OF THE RESPONDENTS



Interpretation

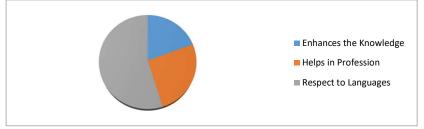
From the above table and graph it is interpreted that out of 50 respondents 46% are the students who are pursuing under graduation courses and 54% are the students who are pursuing post graduation courses. Wherein respondents pursuing Post Graduation courses gives positive opinion about having language in their course.

TABLE NO. 4: TABLE SHOWING RESPONSE OF RESPONDENTS ON PREFERRING LANGUAGES IN THE FINAL YEAR DEGREE COURSES

Response	No. Of Respondents	Percentage
Enhances the Knowledge	06	12%
Helps in Profession	08	16%
Respect to Languages	17	34%

Source: Primary

GRAPH NO. 4: GRAPH SHOWING RESPONSE OF RESPONDENTS ON PREFERRING LANGUAGES IN THE FINAL YEAR DEGREE COURSES



Interpretation

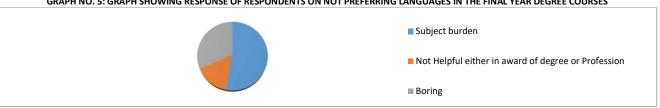
From the above table and graph it is interpreted that out of 50 respondents 62% of the respondents prefer languages. In which 12% prefer languages in the final year degree courses as languages enhances the knowledge, 16% prefer languages in the final year degree courses as languages helps them in their career growth and professional life, 34% prefer languages in the final year degree courses as they respect the languages. Most of the respondents prefer languages as they respect their languages.

TABLE NO. 5: TABLE SHOWING RESPONSE OF RESPONDENTS ON NOT PREFERRING LANGUAGES IN THE FINAL YEAR DEGREE COURSES

Response	No. Of Respondents	Percentage
Subject burden	10	20%
Not Helpful either in award of degree or Profession	03	06%
Boring	06	12%

Source: Primary

GRAPH NO. 5: GRAPH SHOWING RESPONSE OF RESPONDENTS ON NOT PREFERRING LANGUAGES IN THE FINAL YEAR DEGREE COURSES



Interpretation

From the above table and graph, it is interpreted that out of 50 respondents 38% of the respondents do not prefer languages. In which 20% do not prefer languages in the final year degree courses as languages leads to Subject burden, 6% do not prefer languages in the final year degree courses as languages are not helpful either in award of degree or Profession, 12% do not prefer languages in the final year degree courses as languages are boring and dragging. Most of the respondents do not prefer languages as languages create subject burden.

SUMMARY OF FINDINGS

- > It is found from the study that most (62%) of the respondents response is to have the languages to be included in the final year degree courses.
- > It is found that respondents prefer languages as (12%) languages enhances the knowledge, improves communication skills, leads to personality development (16%) Languages helps in profession and career growth and (34%) they respect the languages as languages are the base for learning and teaching any subject, languages enrich our culture.
- > It is found from the study that 38% of the respondents response is not to have the languages to be included in the final year degree courses as languages are neither helpful in award of degree or profession, languages are boring and dragging, lot of subjects burden, not considered in the aggregate percentage and the inappropriate approach used by some language teachers to teach languages.
- > It is found that in today's competitive corporate world there is a great need to improve one's communication skills, develop personality and to do smart work along with the subject knowledge.

SUGGESTIONS

- > With reference to this study it is suggested to include the languages in the syllabus of the final year under graduation degree courses.
- > It is suggested to consider the marks scored in the languages for calculating aggregate percentage while awarding Degree that is convocation.
- > It is suggested to give much priority for the languages as languages not only helps to understand subject but also helps the core subjects to understand and learn better.
- > It is suggested for the language teachers to make use of the modern approaches to teach and make learning more effective and interesting.
- > As there is a great demand and requirement for the effective communication skills and other relevant skills in the corporate world, it is suggested for the teaching fraternity to update themselves to the current required extent and emphasise more on the overall development of the younger generations and prepare them well to meet the current challenges of the corporate world.

CONCLUSION

Languages represent a high level of communication skills, the ability to work independently and show you are mature, confident and can easily adapt to different situations and cultures. Physiological studies have found that speaking two or more languages is a great asset to the cognitive process. The brains of bilingual people operate differently than single language speakers, and these differences offer several mental benefits. Analytical skills improve when students study different languages. Business skills plus multi language skills make an employee more valuable in the marketplace. Dealing with another culture enables people to gain a more profound understanding of their own culture.

Languages provide a competitive edge in career choices. The range and nature of languages being taught in our schools and universities is insufficient to meet current and future demand, and a weak supply of language skills is creating a vicious circle of monolingualism. There is always room for improvement when it comes to communication skills. Thus we should make sure that we never stop taking these skills to the next level of improvement. Through this study it is suggested to include languages in the final year under graduation degree courses.

LIMITATIONS OF THE STUDY

The study is based on the primary and secondary data collected and opinion of the respondents are recorded here. The study is based on the limited population of a geographical area. As the sample size is too small the opinion cannot be generalized.

SCOPE FOR THE FURTHER RESEARCH

This study focuses on the views of students which includes both under-graduation and post-graduation of a conveniently selected geographic semi urban area only. For the study opinions of the selected semi urban area in part of south Bangalore was considered. Further research can be done in other parts of the city.

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