

NEED AND DEMAND OF WRITING SKILLS TO DEVELOP JOB-ORIENTED LANGUAGE SKILLS FOR THE STUDENTS OF COMMERCE IN THEIR CAREER AND AT THE WORKPLACE IN THE PRESENT ERA

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ABSTRACT:

In the present era, education system as well as government focuses on skill-based teaching learning, vocational education and employment opportunities for college students. This research paper is based on the experiment research on Job-oriented Writing skills needed and demanded in the career and at the workplace of the commerce students. The National Education Policy 2020 has also emphasized on the vocational skills and employability skills of the young learners of the universities and colleges. Communication skills are one of the employability skills. The study is centered around on the writing skills required to develop the employability skills of the commerce students, for example, they need to write job-application, formal letters and application for the official purposes, resume or curriculum vitae, e-mail writing, report writing, notice, circular, business letters and so on. Now-a-days, the employers also demand all these writing skills. Thus, the has tried to show the importance of writing skills in the career of the commerce students and it will be really helpful to them.

Keywords: Writing Skills, Employability Skills, Commerce Students

INTRODUCTION:

In this Globalization and in this highly competitive world, now, the use and role of English have also kept on changing its status. Indian Government use English along with Hindi for the official communication and it is enclosed as second official language in Indian Constitution. Moreover, is also an official language in many states of India like- Arunachal Pradesh, Meghalaya, Manipur, Mizoram, Himachal Pradesh, Tamil Nadu, Odisha and so on.

Education Commission (1964-66) stated that English is a rich language in humanistic, literature and scientific and technical areas. The Education Commission also stressed the importance of English as a library language as huge amount of knowledge is available in printed form. In this regard, our first prime minister Jawaharlal Nehru (1961)opined that 150 years of our contact made English as an unavoidable and integral part of our education. English now no more an

optional subject like many years before in India. It is a compulsory subject from school level to college level students. English is necessary at higher studies in almost all disciplines, whether it is arts, commerce or science. Moreover, certain academic programmes are available in English medium only, like- MBA, MBBS, M.Tech., MCA and so on. The youth of India require English skills not only for the academia but for their professions also. It is an essential employability skill to sustain the successful career throughout the life. India is the country which has more young people than most of the other countries. India's growing youth provides an economic advantage but only if they will be educated and properly trained. Our Finance Minister, Pranab Mukharji (in the 2009 Budget speech) : *"The demographic advantage India has- in terms of a large percentage of young population-needs to be converted into dynamic economic advantage by providing them the right education and skills".(Graddol David: English Next India : 2010, pg:11),* Sustained economic growth of India requires candidates who have adequate English language skills like – effective speaking skills , writing skills, reading skills and skills of understanding English.

If we talk about the state, Gujarat, in 2001 the Government of Gujarat and Department of Education

decided English as a compulsory subject from std-5th . In the state, the numbers of English medium schools keep on increasing day by day. Now, in Gujarat also, the role and place of English is considered very significant. In 2007, the Government of Gujarat initiated for the SCOPE which means Society for Creation for Opportunity through Proficiency in English to develop English language proficiency among youth of Gujarat so that they could get more opportunities in their career/employment. It aimed to provide the potential workforce having good English language skills. The state government exams, like GPSC (Gujarat Public Service Commission), GSET (Gujarat State Eligibility Test), GSSSB (Gujarat Subordinate Service Selection Board), MGVCL (Madhya Gujarat Vij Company Limited)) GSRTC (Gujarat State Road Transport Corporation) etc have one section or one paper in English. Thus, the state is now, not lagging behind in understanding the high value of English.

The present study has experimented the prepared writing skills activities which were selected and prepared based on the Needs-analysis. It has included only selected writing activities which are relevant to the career and at the workplace of the commerce students. Thus, this experiment will make the learners

aware about the required and expected writing skills for their potential employments.

RATIONALE OF THE STUDY:

In any country, education is at the centre of its economy. Education and its workforce play very crucial role in the development of the economy the nation. But it is possible only when the workforce or potential employees of the nation are talented, skilful, and employable. The students of commerce need to learn writing business letters, business reports, official e-mails to other stakeholders in business, they need to write many other official letters and application. Here, the persuasive language and polite language play very special role in use. In order to share the information about new business or new product, a business man requires English to sell it in global markets. Without English, they have to confine their business at local level or at limited geographical areas. Moreover, the business professionals whether he is HR managers, general managers, finance managers, senior accountant or a clerk, he needs some amount of English to communicate at the workplace. Thus, to cross the boundaries of businesses at global level, the commerce students need English language skills, here, the study manly focused on writing skills in English.

OBJECTIVES:

1. To study the writing skills needed to the commerce students
2. To find out possible wring skills activities required to develop for the career and for the workplace to the commerce students
3. To standardize the prepared material on writing skills material/activities for the commerce students to develop their employability skills
4. To make students aware and understood about the formal use and formal vocabulary in writing skills
5. To study the enhancement of the students in writing skills
6. To analyse and evaluate job-oriented writing skills needed to the commerce students

RESEARCH METHODOLOGY:

Sample:

The researcher has selected Fifty undergraduate commerce students (third year B.Com.) in the experiment group in this study. The students were from the Faculty of Commerce, the M.S. University of Baroda, Vadodara.

Type of Research:

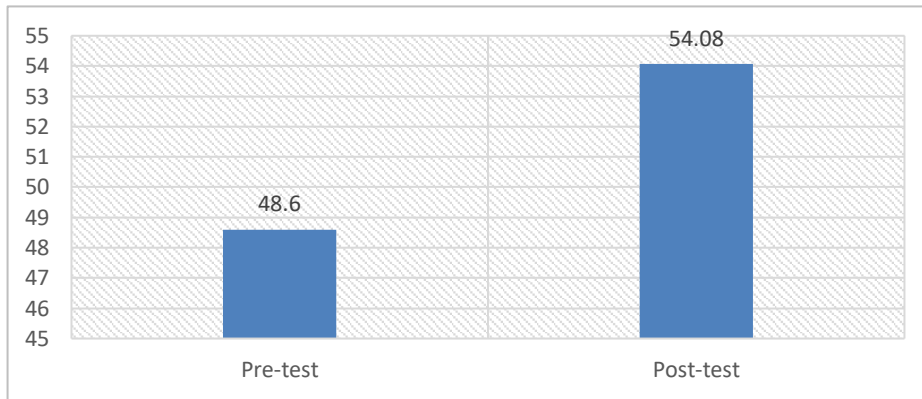
This is an Experiment Research study.

Tools of Data Collection:

The researcher has used Pre-tests and Post-tests for the present research study.

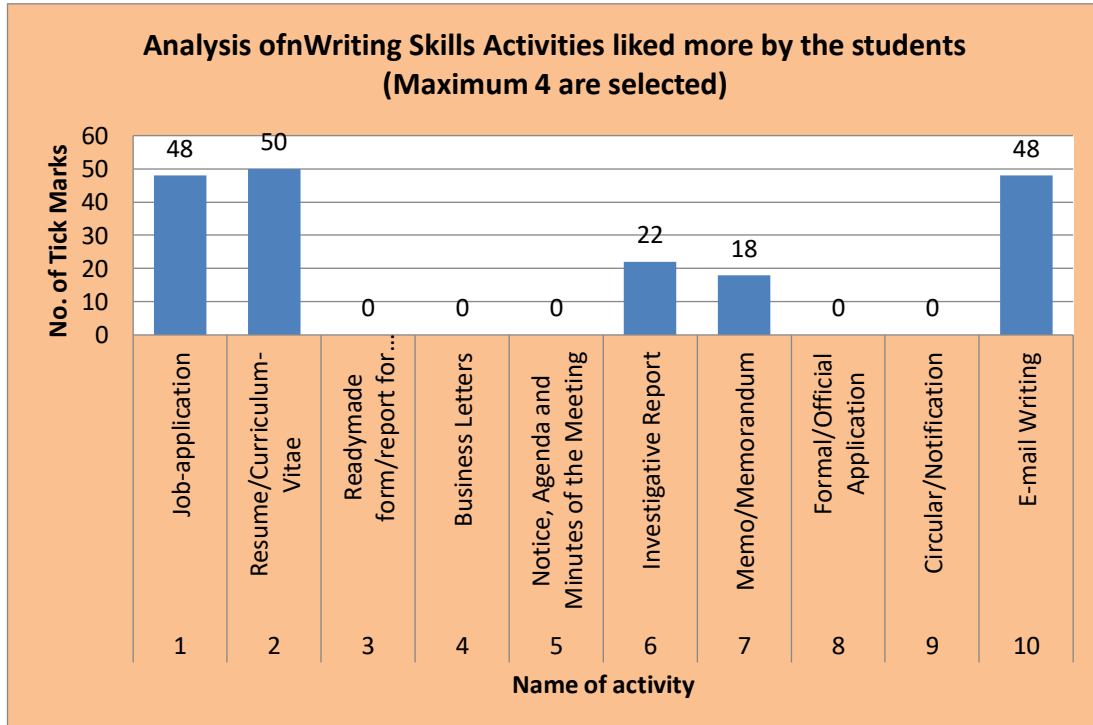
DATA ANALYSIS:

The collected data has been analysed quantitatively as well as qualitatively as following-



The above chart shows the average score of pre-tests and post-tests of writing skills of the students. It describes that the scores of post-tests is more, after implementing the material

based on the writing skills activities. The activities were based on actual descriptive writing especially on the formal context.



The above given chart describes the more interesting and liked by the students. It shows that the most of

students liked the activities like- Resume writing, E-mail writing and ob-application as they are very useful and

required in their career and in their job also.

FINDINGS:

1. The students require effective writing skills to get the job and at the workplace where they are supposed to write official letters, applications etc.
2. The prepared material and writing activities are useful and helpful to enhance the writing skills of the students.
3. The writing skills activities are useful to differentiate the formal and informal language.
4. The prepared tests on writing skills are useful to enhance the formal writing skills of the students and guide them the important points to be kept in mind while writing official documents.
5. The students could differentiate the formal and informal use of language in writing.
6. The students could get many formal expressions while writing in formal contexts.
7. The most of students liked the activities like resume writing, application writing and e-mail writing as they are needed in their career.

SUGGESTIONS:

1. The students should be provided more practices of formal or official writing skills.
2. The students should be taught writing skills as they need and as the potential employers demand the same as an employability skill.
3. There must be the syllabus on the job-oriented language skills, including all the four language skills, listening, speaking, reading and writing skills at the college level.
4. There should be one or two papers on job-oriented language skills in the final year of the graduation.
5. The students must consider English as key skills for their career and workplace and not just a subject to pass the exam.
6. The college and university should consider the expectations and demands of the employers regarding the language skills needed to the students in order to be an employable.

CONCLUSION:

Thus, the research study has been conducted for very rational and practical purpose to help the students who are the potential employees of the nation. It makes the commerce students realised that English is not just a subject to pass the examination but one of the

survival skills in this highly competitive world. The present research study very firmly motivates the students to develop the language skills, here, writing skills to accomplish and achieve the actual goal of their learning and education, that is, to get good job.

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