

AN INTRODUCTION TO SIGNIFICANCE AND STRATEGIES FOR EFFECTIVE COMMUNICATION

Dr. Bipin Bihari Dash

(Lecturer)

Department of English

College of Engineering and Technology, Bhubaneswar

A Constituent College of

Biju Patnaik University of Technology, Odisha, India

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P R E F A C E

Language is primarily a means of communication. By using language two individuals or groups belonging to the same speech community can communicate between themselves. And language makes this communication possible by using symbols. The need for communication has become very significant. In the present scenario and in the face of phenomenal advancement of information technology, the concept of distance has totally changed and a learner may have glimpses of reality of a far away country situated in the distant corner of the globe. Thus the present day learners need to be aware of the world's vast matrix. Hence, learning English for the purpose of communication has gained importance in the present perspective.

It is truism to say that in the history of language, as in all else, nothing stands still. The last fifty years have inevitably seen changes of perspectives and revaluations in language teaching and learning. Several methods and approaches to teaching languages have come to the fore and some few are yet to come to add to the current trends of vigorous linguistic developments.

The present book is divided into five chapters. The first chapter entitled 'Introduction' attempts to place the relative relevance of such an endeavour in the contextual framework of the contemporary socio-cultural ethos. While making an objective assessment of the stand points of various ways of teaching language, an effort has been made herein to understand and underline the unique features and various merits and demerits of the communicative language teaching approach.

The second chapter entitled 'Communication and Kinds of Communication' discusses the importance of

communication and the various ways by which communication is made possible and also the different kinds of communication which makes the process of communication a complete one including its principles.

The third chapter entitled is “Methods of Teaching and Testing” entirely focussed on the methods of English language teaching, testing of proper application of language, role, relevance and validity of tests in English language teaching types of facts, testing communicative competence and the limitations in language testing.

The fourth chapter entitled “Applications of Language Skills for Under Graduate –Learners” mainly deals with various kinds of language skills namely listening, speaking, reading and writing skills. It also causes on the techniques and methods to be followed in order to improve the above mentioned skills.

The fifth chapter entitled ‘Conclusion’ concentrates on the different perspectives of present day teaching of English language in under graduate level and the measures to be adopted in order to bring about changes in the entire orientation and approach in the teaching of English and to direct ionize our mind in order to discover English as a language for mobility and professional success, a language for technology and advancement, a language for international communication through which they could project ‘India’ to the world outside for better understanding and international relations.

In sum, I am happy to own up my pleasure in presenting this book which reflects recent developments in language research, this would be equally interesting for the professionals and one who wants to learn something about this fascinating subject.

 *Dr. Bipin Bihari Dash*

DEDICATED
TO
MY
GURUDEV “PROF. D.K.RAY”
AND MY SON “SHASWAT”

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 *Dr. Bipin Bihari Dash*

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