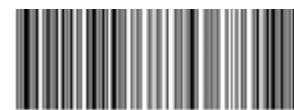




## RESEARCH ARTICLE



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**ENHANCING COMMUNICATIVE & LSRW SKILLS TO THE STUDENTS OF RURAL BACKGROUND AT UNDER-GRADUATE LEVEL: A CRITICAL PERSPECTIVE**

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*(Lecturer in English, Andhra Loyola College, Vijayawada-520008.)*DOI: <http://doi.org/10.54513/JOELL.2022.9403>**ABSTRACT**

The classical assumption that academic knowledge is an end in itself had undergone a tremendous change in the present global scenario where proficiency in spoken and written forms of English has acquired enormous importance. The market is always gutted with people possessing knowledge in medicine, engineering, architecture, accountancy etc. But the person who has knowledge plus ability to express his ideas coherently and undoubtedly is headed for higher success rate. We hear the fashionable rate phrase good communication skills widely bandied about these days. The art of communication has become a sine qua non for success in every sphere of life. Without good communication skills, one cannot function effectively, whether as a housewife or businessman, office secretary or club secretary, employee or employer, information hunter or bargain hunter, colleague or friend.

**Keywords:** *Communication, LSRW Skills, Functional English, Business English Etc.*



The Greek philosopher Aristotle has viewed "The ability to speak is a shortcut to distinction". The ability to communicate puts a man in limelight and raises him head and shoulders above the crowd. Therefore the person who can speak acceptability out of all proportion to what he really possesses. In the present Indian context the lack of proficiency in spoken English amongst youngsters is the biggest lacuna in their personalities. There are numerous factors which are responsible the poor communication skills of our native speakers. To overcome these obstacles, we need to know the existing style of English Language in the past.

Globalization poses a number of challenges. One of them is the Western hegemonical version of globalization that has contributed to the ongoing clash of cultures and civilizations. Inequitable distribution of wealth, lack of communication, unwilling to listen to the other and fanatical attitude or condescending look towards the other could also be part of the reasons for conflicts amongst nations and civilizations. Yet more and more nations have come to realize the inevitability of interdependence, cooperation and collaboration so that humanity survives despite negative trends of globalization. There are citizens all over the world who believe in oneness of humanity that has no mental borders barriers despite the presence of cultural variants and diversities. It is here in such contexts that English Language as an international means of communication plays a significant role in promoting interaction, global harmony and human solidarity and fellowship but unfortunately the rural background college students at undergraduate college level are lacking and very menial steps have taken so far to fill

this gap nor academic help was extended them to climb the ladder of acquiring Communicative & LSRW (LISTENING, SPEAKING, READING, WRITING) language skills.

### THE NEED AND OBJECTIVES OF THE PAPER

The ongoing debate in the State of Andhra Pradesh in general, and the realms of academia in particular on the so-called rural-urban divide in the academic worthiness of students has led to the abolition of the common Entrance Test for students to enter professional degree students to enter professional degree courses, and the advocacy of a uniform syllabus for all schools under the jurisdiction of the Andhra Pradesh Government. The objective of this paper is to come out with the valid and genuine reasons to examine whether there is any rural-urban divide in the proficiency of the target learners on the basis of their place of domicile and schooling and suggest the steps to enhance their proficiency in communicative skills.

Of late, proficiency in the English Language has emerged as "a prescription for global reach" (George Paul, The Hindu, 20.08.06). This situation has led to a stiff competition in the arena of higher education and the job market. In this vacuumed scenario project works to be taken up to find out to what extent the rural-urban background affects the English Language Proficiency of college entering students (both boys & girls) who come from the rural districts. Teaching English in India is both challenging and rewarding. One has to teach English under difficult situations. It is important not to forget the purpose of teaching especially to the target groups, which is to enable them to learn, although



the teacher's behaviour is important. The teacher only can teach and judge its success by how well the target students succeed in acquiring language skills. The present work creates a productive working atmosphere in the classroom or outside the classroom and a good relationship with class. The study is expected gain huge significance where the research will be focused on why teachers fail to feel sensitive to the needs of individual students recognizing that students are different and have different needs and problems.

### SCOPE OF THE PAPER

Acquiring Language Skills for target people are in a transition period moving from being a foreign language into being a second language. Therefore, the growing need for English for these people is very much needed. The study marks the humble beginning of a language planning effort to be undertaken in a serious way.

Lack of knowledge and understanding causes communication problem as a result the urban background pupil suffer from incompetence causes for poor knowledge and understanding. Hence they were caught in an eternal bind, a vicious circle. The paper in the next level is going to study and try to suggest several methods to get over this problem.

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