EXECUTIVE SUMMARY

The Major Research Project *From Effective Communicators to World Leaders. An Indepth Study of Communicative Levels of the College Students of Kerala with Suggestions to Improve the Situations* is my dream project. This project is an attempt to realize two folk stories: One *THE FROG PRINCE* depicting the redemption of a frog into a beautiful prince by the touch of a princess and the other conversion of a flower girl in to my fair lady created by Bernard Shaw in *Pygmalion*.

25 Years of association with the students of the colleges in Kerala as an English Teacher in Little Flower College, Guruvayoor and reports in general have taken the researcher to the realization that the English language levels of our students are alarmingly poor. In 1993-94 the researcher made a survey of the need for ESL curriculum reform as part of her M. Phil course which confirmed the need. The conviction that this situation needs immediate attention led the researcher to this study. The search for a method of English teaching took the researcher to the PSHEE method proposed by Carol Evans(163). Personal, Social, Health, and Economic Education (PSHEE) focuses on developing the whole child through English. The project attempted to create a virtual class room which could ensure overall development of the participant.

This topic is of great significance in the present day Indian scenario and has a great relevance in the Kerala scenario, because compared to the other States, Kerala has the highest literacy rates. But the highly educated youth of Kerala very often lag behind when it comes to the matter of their employability due to their poor communicative skills. Otherwise many of these are found to be highly skilled professionally, hence the need to improve their communicative skills. Its potential contribution to knowledge in the field of social relevance or national importance is that it is a solution to the problem of the unemployability of the educated.

Corporate companies conduct regular recruitments in our colleges but very often they end up not having obtained sufficient number of able and competent young men & women who suit their requirements. It is a much discussed subject in the State. This area of Research is of worldwide importance. Lack of proper communicative ability in English on the part of the students of our State has been noticed by the global employers. Many other countries are picking up fast in their mastery over English Language. The conviction that we, who exhibit expertise in many emerging fields of Science & Technology, should not lag behind just because of lack of proper communicative abilities gave inspiration to conduct this study.

Command over language and interactive acumen have far-reaching consequences as far as individual achievements are concerned. India’s potentials as an emerging global force is very much related to the young generation’s mastery over the link language. Mohit K Roy states “Policy Documents 1968, 1986, 1992 and reports of various Commissions reiterate the importance of English language in India (71). Enriching India’s historic credentials, boosting up the tourism market, advancing the scientific and technological foothold-all related to our economy-end up as failures in the absence of effective communicators.

The cover page of the DVD highlights the Objectives of this study. It shows the ladder with ‘Eliza Dolittle’, the iconic heroine of Bernard Shaw’s *Pygmalion* in her illiterate street girl identity at the bottom and in her sophisticated English communicating personality at the centre. That means effective communication skill can make a person successful in social life. Accordingly the following are the main objectives of this study:

1. To get an actual picture of the employability rates of the college students of Kerala in the sectors requiring a high level of English language communicative talents.
2. To reach at the roots of the causes leading to the low key profile of our youth in this matter.
3. To sort out the problem and investigate into some steps.
4. Which can lead to amelioration of the condition.
5. Devise and pilot a training programme which could improve the communicative efficiency of the college students.

The Methodology followed in the study is as follows:

1. Charted out plans for deriving an overall picture of the prevailing Situation.
2. Selected the representative institutions from Rural, Semi-Urban and Urban areas
Interviewed students from such institutions with a view to eliciting their communicative levels and their own views about the same and evaluated their writing proficiency.

Interviewed teachers at all levels of education and listened to their opinion, problems and suggestions.

Making use of the infrastructure facility of our college i.e. the Language lab, Multimedia Lab & Studio, produced a Virtual Class room in DVD/CD format.

Tested the DVD’s effect with selected students.

Evaluation of the out put of selected students brought out the major deficiencies of the graduates in English communication. Analysis of the above said theories and methods led the researcher to develop a new method which she termed ‘The Closet Method’. It is a fifteen days programme. The learners are put in a virtual English context. That is an English CD/DVD programme is administered to them. The first five days they have to go through language learning programme and the next ten days a personality development programme.

The project started with an evaluation of the standard of the present graduate students of various colleges of Kerala. The following representative institutions from Rural, Semi-Urban and Urban areas were selected:

- **Rural**: Little Flower College; Guruvayoor
- **Semi-Urban**: S.H College, Chalakkudy
- **Urban**: Vimala College, Thrissur.

The students were also asked to talk about their school memories and videotaped their presentation with audio.

To judge their writing ability they were asked to translate the Editorial of Malayalam News Papers to English. Both these tests proved their communicative ability very poor.

Analyzed the data collected with a view to correlate the communicative ability of the students in social, academic and personal situation. Selected sample of the evaluation is given below:

Vimala College Thrissur.

Found them lacking in communication skills both in oral & written modes. They showed defective grammar, vocabulary, wrong sentence structure which affected their confidence in communication.

The present study focused on remedying grammar and sentence structure.

Interviewed teachers at all levels of education and listened to their opinion, problems and suggestions.

**College**

Ms. Esther Mani, Little Flower College, Guruvayoor.

**Higher Secondary**

Mr. Santhosh T Emmatty, St. Sebastian HS School, Mattom.

**High school**

Ms. Sameera Hanief, Focus English Medium HS, Chawakkad.

**UP School**

Ms. Jessy P. J St. Sebastian UPS, Mattom. They made the following suggestions:

1. The present method of teaching in schools of Kerala is mainly grammar translation, which is not sufficient to make the students effective communicators. This research should focus on immersion method.

2. The students do not get enough exposure to real life English communication contexts. So communication CDs/DVDs are needed in the Kerala context of English Teaching.

3. Present School teachers are not model communicators who could lead the students in communication practice. They need better training in communication.

4. In the case of UP schools the case is still worse due to the fact that there, subject teachers, who have no proper training in English teaching are entrusted to teach English.

5. Current Examination system is also responsible for making the communication training defective in that there is no provision for oral test in the school curricula, only written tests. At every level there should be an oral test.

6. The theory-heavy syllabus prevents teachers from conducting communicative activities in the class-rooms.
7. The use of First language as the medium of instruction in the schools diminishes the students exposure to English communication.

8. Students’ lack of confidence in handling English, keep them away from attaining efficiency in English communication.

So the researcher decided to produce a two in one DVD/CD: an English Communication Development cum Personality Development Programme in DVD/CD format making use of the infrastructure facility of our college i.e. Language Lab, Multimedia Lab & Studio. A script is prepared. And the DVD titled LIVING IN HARMONY is created and administered to students with a pre-test and a post test.

The CD has 4 parts. In the first part an interactive session called IDENTITY HUNT, the participant is placed before various tests to identify their English fluency and personality type.

In the second, COMMUNICATIVE ENGLISH the participants has to undergo remedial English exercises. Rev. Sr. Jovitta FCC, an English teacher who is taking remedial English classes to weak learners of the schools in and around Chalakudy even at the age of 82 is videotaped with some of her students, adopting various corrective measures to correct the errors made by the students in sentence structure, subject verb agreement(concord), tense, interrogative formation, voice etc and edited to produce a virtual class room. The details are given in Chapter III.

In the third part called PERSONALITY DEVELOPMENT the participants are helped to identify their personality types with its positive and negative traits which make them defective in co-existence. Rev. Dr. Dalmatia CMC, Director of a well known Counselling and Psycho-therapy Centre is videotaped conducting Enneagram, the Japanese personality development programme. The details are given in Chapter IV.

In the fourth part called TRANSFORMATION the participants has to undergo Enneagram exercises to transform themselves. Smt. Ammu G Nair, a psychologist is videotaped administering Enneagram to a client. Chapter V gives the details of the programme.

Three graduates were selected. Their English communication performance was tested with the help of oral presentation and written exercise. Then they were exposed to the CD/DVD LIVING IN HARMONY in a fifteen days programme. Then tested their after programme performance. And evaluated the impact of the programme. Another writing exercise was conducted as the post-test to evaluate their post-treatment communication level. Chapter VI REDEMPTION gives spiritual dimension to the study and invites the participant to find Jesus as his/her model for a redeemed life. Chapter VII CONCLUSION discusses the final outcome of this study and concludes the project. And it proved the fact that by trying to improve their personality unknowingly the participants improved their English communication skill too. This programme has twin benefit of improving communication skill and the personality of the participants. As the participants’ focus is on personality development they may not be sacred of their communication deficiency. By trying to improve their personality unknowingly they will improve their communication skill too is the hunch. People will be more interested to undergo a personality development programme than a communication development programme.

Summary of the Study

The study resulted in the creation of the communication cum personality development CD/DVD ‘JOURNEY OF TRANSFORMATION’. The researcher proposes to launch it as a new model of communication theory – The Transformation Model.

The experiment conducted with the selected students proved that the package could transform the individual to a better person both in interpersonal relationship and in English communication. Three graduates were selected for the study. Sr. Merlin, Ms.Nija Jose M and Ms.Sheheeba C. At the initial stage they identified their personality number with the help of the DVD. Sr. Merlin number 7, Nija number 5, Sheheeba number 4. Then they identified the avoidance of each number, their world view, the attitude to time, fallen totems and redeemed totems, Their preferred centres, their passions, their compulsion, conversion through Jesus Experience. They were asked to write ten sentences on their school life as pre-test. During the next ten days, they went through the DVD, doing each and every exercise seriously. After the programme they were asked to write once again about their school days. Their out put was far improved.
The project proved that while undergoing the procedure of personal transformation with the help of the CD the individual’s communication ability too can be transformed.