

## WHAT BEGAN AS CRUDE, NOW ROCKS THE WORLD

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### ABSTRACT

*One might wonder what the title of this paper implies. What does one mean when one says what began as crude, now rocks the world? Most of us know English today as a universal global language but reality is something else. It began some 1500 years ago as a crude language originally spoken by obscure Germanic tribes who invaded England. David Crystal says that there has never been a language so widely spread or spoken by so many people as English. This is the youngest language in the use today. The man who did most to give it shape was none other than Geoffrey Chaucer who lived only 600 years ago. In the present form, it is even less than six centuries old, for modern English was not established until the 16th century, the Elizabethan Age. No doubt, English is an amalgamation of many older languages such as Latin, Greek, German, Spanish, French, and many others. The alliance of these varied tongues has created a language that is currently perhaps simpler, richer, more effective, more flexible and versatile than any of those from which it has been derived. Today, it has made its place in all spheres of life – home, office, business or market place. In fact, English Language has now become the commonest language of communication and economy. Research reveals that perhaps it is the only language which is currently so strongly affiliated with commercial, economic and industrial interests. This paper discusses how English language has emerged as language of opportunities and greater prospects in the contemporary world of information technology.*

**Key words:** Communication, Backbone, Economic Growth, Outsource, Opportunities

### Introduction

We know that English is the global language (Crystal 2007: 1). David Crystal, world authority on English Language, in *English as a Global Language*, presents a lively and factual account of the rise of English as global language and explores the whys and wherefores of the history, current status and future potential of English as the international language of communication. English has been lauded as the most 'successful' language ever, with 1500 million speakers worldwide. In a multi-religious, multilingual and multicultural scenario like ours, English has been serving as a link language which has succeeded in emerging as a strong vehicle of communication used all across the world by people for varied purposes only to make it the spine for the growth and development of a nation in the fields like education, business, trade, science, management, information technology, etc. due to its uniqueness with respect to its clarity of expression, dynamism, lucidity, flexibility, receptiveness, rhetoric, adaptability, resourcefulness and rich vocabulary. A good command of English is increasingly necessary in today's global job market. Given the nature and requirement of modern job environments, the need for professionals with strong useable linguistic competence and skills are heavily required in developing expertise in essential skills such as explaining, persuading and negotiating.

### Main Argument

English is no longer a language of colonizers, one country or one nation. It has crossed the British Channels and has earned now successfully global acceptance. It began emerging as a global language over the last 400 years or so for the English people started conquering and colonizing different parts of the world. This way English expanded its geographical presence and was adopted in different parts of the

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world in different ways. Soon it was realized that the English colonized the people and governed the lands through a group of locals. The English language, in these contexts, was seen as the language of power and locals who aspired to work for the government (British) or to achieve official recognition strived to learn it. In the postcolonial era, many countries maintained English as an official language. Examples of current nation states where English was introduced through colonization and has been maintained include: Bangladesh, Hong Kong, India, Kenya, Pakistan, the Philippines, Singapore, etc. The English language has been used for hundreds of years in these countries and has become 'nativized' or 'indiginized' (Kachru, 1992). Then, we have many other countries which were settled by the English and became hubs for slave trade and settlement. For instance, many Caribbean islands served as destinations for slaves brought from different corners of Africa, who spoke different languages. These people developed new languages over time used English as the lexifier language. These languages are dubbed as creole languages and can be considered as varieties of English as they have been lexified by English. Now, in the contemporary world of globalization, privatization, liberalization, it acts as a spine for the overall economic growth and development of a country across the world. This way, English is presently learnt in most countries for gaining greater employability and opening newer vistas of advanced learning in Science and technology, commerce and industries, politics and judiciary. It enables us to earn access to modern scientific and non-scientific learning at the advanced level where the aspirants find it easy to achieve what they choose to. It is repository for the entire corpus of literary, technical and scientific jargon and terms which compels people to equip them with it more and more for finding jobs of their own liking. We see that today when Mexican pilots land their aeroplanes in France, they and the ground controllers use English. When German Physicists want to alert the international scientific community to new discoveries, they first publish their finds in English. When Japanese executives conduct business with Scandinavian entrepreneurs, they negotiate in English. When pop singers write their songs, they often use lyrics or phrases in English. When demonstrators want to alert the world to their problems, they display signs in English. This proves the fact that English plays a vital role in the current global world and India has effectively made use of this potential and acquired today a great name and fame of being one of the largest English using countries in the world attracting multinational companies to outsource this potential at cheaper rates and cost. Good confident Indian English Speakers compete today globally and have wider choice of jobs with lucrative earnings. English is currently extensively used in business, industry, commerce, government, research and education for day-to-day transactions. It is also an instrument of intellectual discourse and social interaction among the elite class all across the world especially India. Research reveals that the globalization of job market has certainly opened countless opportunities for the youth who have a good command of the English language as it has become a prerequisite qualification for majority of jobs and vacancies across the world and those who among us lack these soft skills experience extreme difficulties in finding suitable employment and have bleak chances of excellence and growth in the career ahead. For achieving success in one's career, an ability to use English as per the global requirements effectively is a must. In India, English is perhaps the language of Indian middle class as its learning has created wider opportunities for better careers among the youth. Pertinently, the advancements in Science and IT sector have made a big difference in the modern world. The world is now a small global village due to the tremendous developments in science, technology, transport and communication resulting in emergence of e-commerce, e-learning, e-trading, e-governance etc. People correspond with others around the globe on regular basis, products are bought and sold on line and services are provided globally on net. The English language has inarguably and undoubtedly become indispensable in this 'globalization' scenario and has thus become the

prime language of choice for communication for varied nationalities for the role it performs. Effective skills galore jobs to doors in sectors like media, advertisements, BPOs, KPOs, films, fashion designing, etc. For all the professionals especially the IT related job aspirants good knowledge of English is perhaps the first essential qualification as the market is fully globalized. The emerging career options for the youth which bring them higher mobility, respect, pay and international exposure are: Software Engineering, Call Centre, Animation/Graphics, Hotel Management, Advertisements, Tourism Management, Radio Jockeying, TV Presentation/ Journalism, Investment Banking and Fashion Photography. Most of these jobs mentioned above, require soft skills, particularly the communication skills in English. The exciting jobs that demand soft skills are advertising executives, announcer, archivist, assignment editor, author/playwright, bibliographer, columnist, journalist, copy writer, court reporter, translator, interpreter, critic, editor, proof reader, transcriptionist, technical writer, editorial assistant, educator, foreign correspondent, free lance writer, PRO, air hostess, etc. Usually employers look for various eligibilities in the candidate such as education, soft skills, experience, aptitude, achievements and training. Aspirants of these jobs must be able to converse in English effectively and fluently for the nature of job demands so.

### **Emerging Job Sector**

Research reveals that people with strong soft skills have easily earned jobs with better earnings. In fact, IT sector alone now hires millions of people each year and in future too, it is expected that millions of jobs would get created in it. The services sector has been a major and vital force steadily driving growth in the Indian economy for more than a decade. The economy has successfully navigated the turbulent years of the recent global economic crisis because of the vitality of this sector in the domestic economy and its prominent role in India's external economic interactions. According to the employment outlook report of the Paris based Organization for Economic Cooperation and Development for the year 2007: India has created more than 11 million jobs every year between 2000 and 2005. A study carried out by An Associated Chambers of Commerce and Industry reveals that IT sectors hired 1.63 million people till March 2007. The industry is further expected to create about 11 million jobs over the next three years. The IT and IT enabled services (ITeS) sector are giving India the image of a young and resilient global knowledge power. The IT-ITeS industry has four major sub-components: IT services, business process outsourcing (BPO), engineering services and research and development (R&D), and software products. As per the estimates of NASSCOM, India's IT and BPO sector (excluding hardware) revenues were US\$ 87.6 billion in 2011-12, generating direct employment for nearly 2.8 million persons and indirect employment of around 8.9 million. As a proportion of national GDP, IT and ITeS sector revenues have grown from 1.2 per cent in 1997-8 to an estimated 7.5 per cent in 2011-12. 10.45 Software exports in 2011-12 are estimated at US\$69 billion compared to US\$59 billion in 2010-11. While exports continue to dominate the IT-ITeS industry and constitute about 78.4 per cent of total industry revenue, the CAGR of the domestic sector has also been high at 12.8 per cent compared to the 14.2 per cent for exports during the Eleventh Five Year Plan period. The growth rate of the domestic sector in 2010-11 was 20.6 per cent as compared to 18.8 per cent for the export sector; in 2011-12 it was 9.7 per cent for domestic sector and 16.4 per cent for export sector. In 2012-13, as per NASSCOM estimates, export revenues are expected to grow by 11-14 per cent and domestic revenues by 13-16 per cent. These estimates are a pointer to the possibilities of making further forays into the untapped domestic sector for IT and ITeS. Consistent demand from the US, which increased its share in total exports of India's IT and ITeS services from 61.5 per cent to 62 per cent, characterized 2011-12. Emerging markets of Asia (For more details see, <http://indiabudget.nic.in>).

Economic Survey 2010-12 states that Pacific and the rest of the world also contributed to overall

growth. While the industry's vertical market mix is well balanced across several mature and emerging sectors, there was broad-based demand not only across traditional segments such as banking, financial services, and insurance (BFSI), but also new emerging verticals of retail, health care, media, and utilities. Sub-sector-wise in 2011-12, as per the provisional estimates of NASSCOM, in the export sector, IT services were the major component with a 58 per cent share and CAGR of 15.7 per cent for the Eleventh Plan period; followed by BPO with a 23.1 per cent share and 12.5 per cent CAGR; and software products / engineering with a 18.9 per cent share and 11.8 per cent CAGR. Indian IT service offerings have evolved from application development and maintenance to emerge as full service players providing testing and infrastructure services, consulting, and system integration. The year also witnessed the next phase of BPO-sector evolution, characterized by greater breadth and depth of services, process re-engineering across the value chain, increased delivery of analytics and knowledge based services through platforms, strong domestic market focus, and Small and Medium-sized Business (SMB) centric delivery models. In the engineering design and products development segments, there was increasing use of electronics, adoption of fuel efficiency norms, convergence of local markets, and use of localized products. Increasing confidence between customers and service providers successfully executing a variety of activities across low-medium-high complexity projects has led to increasingly larger sizes of projects being sourced from India. In the domestic sector, the major component is IT services with 64.2 per cent share, followed by software products/ engineering with 19.6 per cent share and BPO with 16.2 per cent share. The CAGRs of these sectors were 11.5 per cent, 13.6 per cent, and 18.1 per cent respectively. Strong economic growth, rapid advancement in technology infrastructure, increasingly competitive Indian organizations, enhanced focus by the government and emergence of business models that help provide IT to new customer segments are the key drivers for increased technology adoption in India. The IT and ITeS sector is also a generator of skilled employment with direct employment expected to reach 2.8 million in 2011- 12 compared to 2.5 million in 2010-11. 10.47 Some of the challenges faced by the IT and ITeS sector include increasing competition from other countries with incentivized low costs, rising costs in India with wage-push inflation, increasing costs of relevant talent and skilled personnel, infrastructure constraints with over 90 per cent of total revenue generated from seven Tier-1 locations, risks like currency fluctuations and security, both physical and data related, and rising protectionist sentiments in key markets. Government has taken various initiatives to promote the growth of the ITITeS industry and has been a key catalyst for increased IT adoption--through sectors reforms that encourage IT acceptance, National e-Governance Plan (NeGP), and the Unique Identification Development Authority of India (UIDAI) programme that creates large-scale IT infrastructure and promotes corporate participation. The Draft National Policy on Information Technology 2011 focuses on deployment of information communication technology (ICT) in all sectors of the economy and providing IT solutions to the world. The Policy emphasizes adoption of technology-enabled approaches to overcome developmental challenges in education, health, skill development, financial inclusion, employment generation, and governance so as to enhance efficiency across the board in the economy. It seeks to bring ICT within the reach of the whole of India while at the same time harnessing the immense human resource potential (For more details see, <http://indiabudget.nic.in>).

### **Service Sector**

Service Sector is one of the fastest growing sectors. India depends on service sector heavily around 60% of its GDP and growth. It is also a significant employment generator for finance, banking, insurance, and management professionals are in great demand. Banking, trading and real estate are the

major components of this sector. It is estimated to hire lakhs of people every year. The retail sector is another important sector of new economy. Bharat Enterprises on a tie-up with Wal-mart forecasts a \$ 600 billion market by 2015. The other allied job markets are advertising, media department, production, television, photography, industry, client servicing, creative department, market research, exhibition, event management, and direct marketing. India's service sector is growing at a strong 8.5% growth rate which will drive the demand for commercial real estate in the second half of the current year (2012-13), say real estate research firms. The service sector occupied 70% of office space in 2011 and the pace is likely to continue this year. Mumbai, NCR-Delhi, Bangalore, Chennai, Hyderabad, Pune and Kolkata saw a significant growth in office space absorption, with information technology (IT), IT-enabled services and banking, financial services and Insurance (BFICI) segments claiming most of the space occupied. (*See, The Times of India News of Oct. 9, 2012*). Here too, aspirants with proficiency in English language will find lucrative assignments and adjustments.

### **Business Process Outsourcing (BPO) Sector**

The BPO is the leveraging of technology or specialist process vendors to provide and manage an organization's critical and/or non-critical enterprise processes and applications. The most common examples of BPO are Call Centres, human resources, accounting and payroll outsourcing. Business outsourcing may involve the use of offshore resources (Sinha & Bright 2011:1). India has emerged as one of the largest pool of low-cost English speaking scientific and technical young talent which makes her one of the best choices to outsource to Dell, Sun Microsystems, LG, Ford, GE, Oracle all have already announced plans to scale up their operations in India. Several foreign airlines and banks have already established business BPOs in India. Currently, India is the biggest destination of the BPO companies across the world. The BPO sector employed 23 lakh by 2010. Due to soaring property prices, rising wages, and high attraction rates, companies are trying to move to II tier and III tier cities, thereby creating opportunities for both urban and rural youth for employment. Most of these jobs in these industries obviously require people with strong soft skills. A candidate with good communication skills in English can have a promising career in these BPOs.

### **Knowledge Process Outsourcing (KPO)**

The mere figures of 300,000 jobs coming up in a year in the Knowledge Process Outsourcing industry is an indication of how big this sector is going to be in the future. Considered as a cousin of the BPO sector, KPO is going to be the next big thing in the country. Pertinently, 'in many Call Centres in either North America or in Europe, labor costs are the largest share of operating expenses. In India, labor costs are much lower, about 10-20 per cent of what it is in the US. Because of this, operating expenses are more evenly distributed across labor, systems and telecom, and real estate and utilities. The savings, for some of these companies, have been truly phenomenal going up to as much as \$ 250 million annually. Labor costs in India are quite low compared to the US. Someone answering complicated financial questions on the phone in the US may expect \$40,000 a year, but in India, labour costs are a fraction of what they are overseas' (Sinha & Bright 2011:5). Since outsourcing offers several advantages like cost savings, access to skilled resource, big pool and better quality, many global companies are thus outsourcing their knowledge based processes to India. Among major ones are designing, web applications, data management, financial and legal services, business and market research and analysis, research and development, medical, pharmaceuticals and biotechnology related services, training, publishing, content development, remote education, etc. However, the biggest segment is data search integration and management which holds 29%

of the KPO sector revenue. Next is biotech and pharmaceuticals, followed by engineering and design, R&D, education and publishing, and animation. The KPO is expected to grow at a cumulative growth rate of about 45%. Thus, after the BPO, it is the KPO, which is sweeping the job market. Knowledge Process Outsourcing (KPO) is emerging as a lucrative job destination for the youth. The KPO touched \$10-12 million by 2010, creating 2.5 lakh jobs spanning different background as science, engineering, law, accounting and pharmaceuticals; Legal Process Outsourcing (LPO), is now surely going to boom the global job market.

Today, the Indian KPO industry faces the challenge of adequate talent availability and high attrition rate among young professionals. Further, services in this sector are specialized and professionals with specific domain knowledge are only preferred. A higher education degree and an experience within the sector most often becomes a prerequisite to getting employed with a KPO company. However, these knowledge professionals often lack the inclination towards continuous learning and understanding of the dynamic nature of this profession. Furthermore, continuous training of business-related skills is essential in the outsourcing services sector. This is because, unlike the BPO industry, which is process oriented, the KPO market demands professionals with decision making, problem solving and analytical skills. During the recent economic crisis, all the industries across the globe felt the pinch on their revenues, forcing them to cut down their costs. The situation was further fuelled by the growing political pressure, driven by the ever increasing unemployment in developed countries. This had a huge impact on the Indian outsourcing sector. Some other challenges faced within the Indian KPO sector is the continuously improving quality standards, further investment towards the KPO infrastructure, requirements of higher level of control, confidentiality and enhanced risk management. Despite all these challenges, the Indian KPO industry is expected to reach USD8 billion in 2011 and USD10 billion by 2012, implying a CAGR of around 32.5% (2010-2012).

### **Hospitality**

The hospitality is one of the flourishing careers at present. This industry comprises granting services in the hotels, motels and lodges etc. Now the industry isn't limited to it and is extended to the resorts, cruise, spas and various other places which are the human recreational place. It includes hotel industry, entertainment industry and aviation and thus plays a vital role in strengthening the tourism industry. All the professionals of these jobs require soft skills. As the job is related towards serving the people and so the individuals are needed to possess the quality to be kind, generous, and entertaining. This industry required a work force of 95000 by 2010. The entertainment industry has opened 3 lakh jobs and aviation sector 1,50000 people during 2010 but these jobs would also need people with sound ability to communicate with others especially in English. Communication is thus key in such organizations for career advancement and professional growth.

### **Conclusion**

Since in modern organizations, employees spent 60% of their time in oral communication, greater importance is given to devising and maintaining an efficient system of communication. Researchers in this area have shown that 70- 80% of the total time of the professionals is spent on communication. As such, ability to communicate effectively, present ideas efficiently and manage people through one's linguistic competence matter a lot. In India where other languages are also used for this purpose, out of the total time spent on communication, 64.14% is on communicating in English as against 27.22% in Hindi and 8.64 % in regional languages. Thus, the role of English in the current professional world is very dominant and

indispensable and hence we are all set to look at how to produce good effective speakers who will carry a good value and price in the international market. On the whole, there is dire need to start courses on communications skills at university level both urban and rural campuses to bring about parity in quality and growth that create equal opportunities for all.

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