English is always a Welcome Guest!

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Abstract

In the era of skills and multiple skills, English for academic purposes like reading, understanding, taking notes and appearing for examinations has little communicative value/usage. The paper aims to move from general academic courses such as LSRW and practice ESP for specific uses/needs. Indeed, general English provided as course material for socio-economic and cultural needs is taking a back seat in favour of English for specific purposes. It is not just a need but a desire to have a selective approach to ESP. India today is going through rapid developments in terms of a mixed economy, political reforms, demographic changes combined with advances in technology and telecommunications.

Similarly, changes also occur while speaking the same language, in terms of vocabulary, usage, invention/coinage/improvisation of words among heterogeneous groups, professional users and otherwise. While the communicative needs, in any field of study/work/business is English because of its extensive use and knowledge around the world, there is a need to design the English language from general learner needs to specific, relevant specific needs. A flexible ESP course that links every discipline for the benefit of general/public and professional users for heterogenous needs makes English a welcome guest.

In the backdrop of globalization, teaching English merely for academic purposes is insufficient because of the increasingly specialized professional courses, its sub-branches, interdisciplinary specializations, and translation studies. Hitherto the circumstances for English in academic disciplines, such as finance, marketing, management, human resources, engineering, scientific research was studied in isolation limiting ESP into few courses such as Business English, Medical Transcription English, Hospitality English or any other course/direction. Though there are some branches in ESP at a pedagogical or
administrative level in practice, developing the right materials and tools for local careers in ESP, including trained personnel reveals individual and real communicative needs at local/regional level. As the canvass of specialist needs increase so does the wings of ESP spread [317 words]

**Keywords:** ESP, academic requirements, specific needs, materials and tools

Living in a global village, the importance of ESP arises, for instance, a person residing in Canada or Tanzania and or working in the UNO or a project requires English for a specific purpose and different reasons. The question is how the needs of the Tanzanian/s can be taken care of or how can the Tanzanian's talent be used for the benefit of himself or others. The Tanzanian no doubt expresses his needs in English, but the specific needs best find its expression through specific usage of English in the appropriate vocabulary/jargon typical to the job/region. The English Language has millions of specialized jargons. For a long time, people did not know a way of finding out if such a word already existed. "Suppose you wanted to know a plant's name-the name of a particular shrub that could be used medicinally as a sedative but could also be lethal in high doses. If you asked around and nobody knew it, you'd have little choice but to make up a name. Let us say hemlock. Why hemlock and not some other word? Nobody knows anymore. The Oxford English Dictionary says hemlock and its antecedents in Middle English and Old English are "of obscure origin: no cognate word is found in the other lang[uage]." 1 Learning and using English for specific purposes through specialized applications is a recurring condition and a continuous process of inventing words to link individuals, subject and situation. A skilled form of English such as coining words to meet real communicative needs has been in practice "…particularly in specialized realms like medicine, technology, fashion, cooking, cartooning, and online games." 2 English promotes language proficiency in learners for exams, HE, employment, entrepreneurship, et al. However, a practically useful-information-enhancing-English skill for tourist guides, cabbies, local vendors, autorickshaw pullers and other kinds of wayfarers to give the first impression of the town, region, country, culture, sites, services, and products to tourists & travelling customers vis-a-vis from within India and abroad is lacking. In many cases, a tour guide in his natural interaction with the
tourists encounters difficulties in not being able to use essential English words/vocabulary to highlight local areas of interest, hotels, restaurants and much more.

The one essential skill set that is the need of the hour to boost the economy of India is to create a handbook documenting relevant vocabulary with few necessary exchanges required by tourist guides/ street hawkers/ restaurant waiters/ autorickshaw pullers to eke their livelihood and better carry out their roles and responsibilities.

The English academic fraternity from Arts & Humanities Department/Universities can collectively bring out a handbook on common words and elementary level of exchanges in local /foreign and English languages respectively for local people in business who do not require much English, vast vocabulary or excellent pronunciation but some local buzzwords. It will create awareness, improve market performance and increase investment at grassroots and increase the local economy,

Tourism in India has always stimulated the country's economy and attracted foreigners and international trade to India and Indian states but has limited only to a few favourite tourist places. Simultaneously, if local tourist guides/ street hawkers/ cabbies/ speak English they can provide better services, cope up with the cultural differences of foreign tourists from Brazil, Italy, France, Australia or Japan that the holidaymakers enjoy great pleasure. Similarly, if salespeople from small stores make English conversations, using key phrases, it would help the tourists identify their wants and needs. It would lead to building relationships besides selling the products. Many small and big stores in the region will have tourist attractions. The use of limited English will allow local businesses to thrive; revenues flow; traders experience a positive momentum as it would be pleasant to communicate with people from different speech communities.

Also, the use of limited English proficiency will create investment opportunities for a local user to become a domain manager. There would be a proliferation of activities witnessed from giving a boost to the transportation industry; generation of employment, the building of new technologies and invention of products and services. The local businessmen can avoid going to private tutors, TV programs or online resources. For eg., we could prepare a handbook on shopping as follows:
Hitherto ESP was taught as an extension to ELT. It consisted of teaching content from specific literary texts. Indeed, it was an alternative teaching technique in which the ESP teacher would use his/her professionalism to meet the learners' needs. Today ESP requires an inter/multidisciplinary approach at local and the national level to enhance the purpose of communication in a targeted situation. It facilitates the user to "interact within a communicative environment."\(^3\)

The purpose of the ESP course is that the teacher takes the responsibility to teach knowledge and skills that students understand the processes of communication in a variety of situations rather than exhibit mastery of language. The opinion of Hutchinson and Waters (1987: 53) is that "all courses are grounded on a perceived need of some sort"\(^4\).

According to John Munby (1978) who made an outstanding contribution to developing this theory in his famous book, *Communicative Syllabus Design*, defines that the underlying use of language(word) should enable the user to reason out "the situation(case)" through "interpretative strategies." ESP is a dynamic discipline where the expansion of English is made use in a wide range of subjects, tasks, and activities to promote interaction among people. It is a teaching tool which requires not general usage of English but an interdisciplinary approach. As the socio-economic-cultural transactions and needs of people
are changing, so should ESP need to become multi-purposeful and link global citizens from different linguistic groups and nations.

Earlier the process of English learning/teaching was different from the conventional methods of learning a language which required deep and vast knowledge of the target language (e.g. Grammar, and literature) with specific and well-defined objectives. To adapt to the new globalized world, "English became the key to the international currencies of technology and commerce," 5 A new category of people emerged who needed English to perform their jobs.

There is no structured syllabus prepared for English with limited usage. Currently, the users of limited English expand their vocabulary skills on their individual need and interest. All it requires is about a half dozen Foreign language/s faculties with English Academic fraternity come forward to design a Handbook using appropriate vocabulary /some grammar and few sentence exchanges; it will help an ESP user achieve competitive equivalence. It will enable the learner to relate ESP directly to the subject and so much more. Relevant knowledge of the place/product/ service with specific and compelling use of English will enhance confidence levels in learners to advance in their career. Ideally speaking it can best be integrated with technology, GPRS and understanding of the places to fit into any resource, product, and service Google is the best source to let them perform their career with much creativity and resourcefulness. ESP as learning routine offers exciting travel/ guiding careers. In short, it enhances professional needs and new skills within an English environment.

Today, when Big Data, Machine Learning, Artificial Intelligence, and the Internet of things are making impossible things possible, and while everyone at grassroots level understands English quite a bit, there is every possibility to earn in one's country and attract people from all over the world.

Further, these advantages can swell the economic growth within the city/ region to the people involved in these establishments. It is time to think on these lines to shift English learning opportunities from specific purposes to vernacular/natural needs and solve the most significant problem of the uneducated-unemployed living at the edge of their lives. It would be an incredible swing, handy enough for general users and professionals working in the same or heterogeneous fields and who wish to improve their level of spoken English and in a fun way.6
Some other beneficiaries, like drivers/street hawkers/salespeople, can enrich their respective professional environments while focusing on specific areas of their jobs/careers. Parallel, with a rise in tourism, there would be a rise in air/water road travel; demand for taxi/cab services, an increase in the manufacturing of meter monitored automobiles and steady growth in the GDP which will support employment to millions of unemployed youth.

English can bring effective outcomes for the user of ESP and the beneficiary/s interface. Once the interface establishes the demands of the market and pure language skills will time again prove that English can integrate tasks and bring interdisciplinary communities together locally and globally and leave a positive impact on the recipient.

If academic faculty from Universities across spare a week in compiling a Handbook exclusively for tourist guides, cabbies, auto drivers, street hawkers, and start-up entrepreneurs that they talk English without the need of an English Teacher and develop employment opportunities for all and sundry. Therefore, practical and useful-information-enhancing-English skills can galvanize employment opportunities for a diversity of local personnel. If designed expertly to cater to the needs of diverse sectors, ESP will soon transform Hyderabad into an urban hub of employment opportunities and prospects to place it proudly on the World map. (1967 words)

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