

MATERIAL PRODUCTION IN ENGLISH AND ITS RELEVANCE IN THE CONTEXT OF GLOBALIZATION

A.Vasantha Kumari

*Assistant Professor of English, Indira Priyadarshini Government Degree College for Women,
Nampally, Hyderabad*

ABSTRACT

We are living in highly competitive and fast moving world. Changes take place quite often in every sphere. In the ever-changing scenario, intellectual contributions towards the framing of syllabus should not only be of high standards but also fulfil the requirements of students of today. In the context of globalization, the material producers have to bear it in mind and frame the syllabus identifying the students' need. It is also one of the important activities to be carried out towards realizing the very objective of the curriculum.

The employees BPO's that have newly emerged through globalisation contact people worldwide. acquainted with a wide range of vocabulary the employees have to be exposed to the accent of many foreign nationals. The students who are expecting jobs in the call centres face problems because the existing syllabus and the material do not have any provision to offer even minimum teaching in these areas. They need to be trained in this kind of soft skills so as to be viable professionals in this field and to compete with others.

The other drawback of the materials, prepared today, is that they are not properly utilised by teachers on many occasions. Most of the time, they may have to become content conscious and they don't find time to pay equal attention to the development of all the Besides this the language skills. examination system assesses only the theoretical part of the syllabus. During the implementation of the course material, the teacher has to plan for Inadequate imparting each skill. preparation and lack of training lead to non-fulfillment of the objective of the course.

OVERCOMING THESE DRAWBACKS

1. The syllabus-designers, while framing it, have to identify the needs of the students and set the They also syllabus accordingly. They also have to foresee the workplace of the students of today. Teaching literature will help them only to some extent whereas imparting the language abilities will certainly be beneficial to them. Materials should focus more on the development of the language skills.
2. In service training, refresher courses and orientation programs have to be offered to the teachers. The training manual should exhaustively cover the entire methodology to be adopted in the class.
3. The teachers have to correlate the lessons with real and contrived situations so as to facilitate the teaching and learning process.
4. The coverage of the syllabus, has to be evenly maintained, that is to say, the pace should be neither fast nor slow.

5. The academicians who frame the syllabus and prepare the course material should have a balanced thinking. This is mainly lacking in them because they follow the traditional method of teaching and they are not that much familiar with the transition that is taking place today.
6. The material prepared should have proper orientation mainly with science and technology to develop the language abilities and also to face a challenging world.
7. Like developed nations, India should also have all the advanced instructional aids (LCD, OHP, INTRANET etc.) in all the educational institutions in the near future. Anticipating this, technology based teaching materials can be prepared.
8. With the application of technology, we can enhance the classroom activities, quality of education and strengthen the effectiveness of the teaching. In fact, the students would enjoy sitting in the class when the entire world is brought into the classroom with the help of Internet. Thus the material produced should have enough scope for this.
9. There are very few exercises to train the students of today in debate, discussions and role-play. It is generally thought that these are all time consuming exercises. But these help them a lot to find out solutions for most of the problems that they would face in These their professional career. will also equip them with knowledge on certain issues and make the right decision which is equally important in their career.
10. A minimum of three reviews on the framed syllabus and prepared have to be course materials done before implementation. Necessary additions and deletions have to be made as suggested by These reviews the reviewers. would pave the way for assessing the fulfilment of requirements well in advance. There can also be a comparative analysis on the material already used with the latest devised one.

PRODUCTION OF MATERIALS

It was a tough task in those days. But now it has become quite easy esp., after the advent of electronic media. The media such as Internet, intranet and software etc., help academicians to prepare the required material in a short period. In fact these media prove to be a boon for the syllabus setters as well as the authors of courseware. It is also a cost- effective way of generating material. There are adequate resources available in the electronic media. One can harness them for academic purpose of course with proper acknowledgement.

USER FRIENDLY

The material prepared should necessarily be user friendly. better to make it self-explanatory. The methodology to be adopted includes the use of technological gadgets also. It is also essential on the part of the teacher to have a thorough knowledge to operate the instructional equipment. The management and governing authorities of the institutions have to provide all the facilities required.

The experts who prepare the materials have to understand the capacity of the students. Only then the materials can successfully be used in the classroom. However, the teachers' effort is simplified during the course of teaching and the materials should also be effective and interesting. Academicians who prepare the courseware have to compare the standard of the students with those

of advanced nations. At the same time, without compromising on the quality of education they have to prepare the It should not be diluted material. because the students are going to face a challenging world.

CONCLUSION

No doubt, learning anything in the English Language will be quite useful to the students. What will be most useful to them is to be considered by To be more the academicians. specific, they have to prepare the material relevant to the context foreseeing the future student community. The material should include enough exercises to improve the speech skill of the students because it forms the basis for the development of rest of the skills. Apart from all these skills, it is also equally important to see that the materials produced are presented effectively in the classroom.

REFERENCE

1. Cunnings worth Alan **Evaluating and Selecting EFL Teaching Material** Heinemann, London 1984).
2. Harmer Jeremy **Practice of English Language Teaching** (ELBS) Longman, London 1983).
<http://www.ling.lanc.ac.in>