Review of Literature

The study of review of literature is an important aspect of any research. It aims at reanalyzing the trends in the selected area of research. This exercise provides a base for shaping the research problem and to formulate a suitable research design.

1. Attopol Khamkhien (2010) presents as English language has been used in various domains of communication such as international business, academic conferences, diplomacy and science and technology as a result demands for English skill and impact for globalization. English pronunciation in general focusing on the importance of teaching words stress particular.

2. Hossein Vahid Dastjerdi (2010) study investigated the extent to which English language touch rather than colloquial touch. It simply identify the difference between leaners in certain context.

3. Zhumin Sun (2010) motivation of learner is one of the most important aspect in particular form. In this context various skill implement s required. The learner has to develop the sense and strength regarding learning.

4. Mohmood Yenkmahaki (2016) This is the context which interprets the communications device speakers response always depends upon the listener. Here the medium focus on communication.

5. Prativa Rani Sana, S Kanchana (2016) content based instruction is a communicative approach to language teaching that is gaining a lot importance in developing linguistic ability.

6. Gameel Mahmoud Saeed Rajih (2016) written communication is defined as the imparting or exchange of thought and opinion or information by writing. Where written communication can be improved with help of many approaches.

7. G Sharada, Prett R Kumar (2016) attempts to dwell on English communication skills useful in holistic nursing. This is the context where communication leads to develop the certain way which identify the simple and straightforward aspects.
8. E Suresh kumar (2016) the theory of multiple intelligence suggests that students have different learning styles and even learning potential to traditional frame work. Communication shows the real aspects of learning process in all the sectors.

9 Dnyanoba marotrao Goyal (2015) the paper deals with evaluation in English language teaching particularly in India. It describes the situation of English in present scenario.

10. Abeer Abou Shakra Rima Bahous (2015) have investigated the causes of learners low proficiency level in the English language acquisition. The more aspects can be utilized by the learners in the focus of soft skills.

11. Shalini Shrivastava (2016) shows the importance of professional communication has increased manifold. This is because of growing complexity in organizational behaviour.

12. Anisa Trifoni (2013) In this paper we will concentrate on three main aspects. First we will investigate on the theory of communication and its connection with other disciplines, in order to point out to what degree they have influenced the theory of communication. We will also concentrate in the way the theory of communication relates to the language and the ways the latter expresses meaning. Secondly, we will examine various theoretical contributions concerning communicative competence.

13. ABHISHEK KUMAR JAISWAL (2015) Communication is the medium through which one can convey specific message to the appointed listeners. Since the emergence of human race in different parts of the world, the most common thing is the ability to communicate. Song or rhythmic expression was one of the powerful mediums that have been adopted for communication. There were no other means of communication; they did not know proper language as we know today.

14. Dr. ARCHANA BHATNAGAR (2016) Present century is the golden epoch in the development of technical writing and communication. Written technical communication has a pivotal role in the success of an organization because it has become the lingua franca of official dispatch in the spread and exchange of knowledge and trade. It is a skill to explain technical subjects and information to both technical and non-technical readers. In other words despite being scientific it is presented to the audience in a very concise and comprehensible form.
15. **D.Venkateswar Rao1, Dr. G.Mohana Charyulu (2015)** Literature is the art of discovering something extraordinary about ordinary people, and saying with ordinary words something extraordinary- Boris Pasternak. The word communication was derived from the LATIN language communicare. Communication is an activity of transferring information from one person to other as well as one place to another. It goes to the roots of the issues and shows the solutions for the problems. It is the heart and soul of the Language, Culture and Society.

16. **T. NARESH NAIDU (2016)** Communication Skills are of paramount importance and it is very clear that the corporate culture and its heritage thrive on effective communication. In particular for an individual’s prosperity and growth rests on communicative potentialities, so also with an organization. That’s why the universities and the professional colleges focus on importance related to skills related in language and communication among the students in order to live up to the mark in this fast-changing world. In fast-paced competitive world, ability to communicate effectively is the most significant factor for the Engineering students. In order to enrich the skills of students related to job potentiality; English Language Communication Skills.

17. **SUJATHA KODALI (2013)** The objective of this paper is to enumerate the fact that the fabrication of learning styles in accordance with the 21st Century language needs would enhance the communication skills of the professional graduates thereby making them globally competent. Listening, speaking, reading and writing aspects form an integral part of a language acquisition, the mastery of which is pivotal in making English language communication possible.

18. **Dr. DHRUV SHANKAR (2014)** ‘communication’ means ‘exchange of ideas’ between two poles or parties. There are three main components (sender, message and receiver) which carry out communication process with the final result of feedback. Besides, skilful communication is the mode of conversational operation which fulfils all requirements and achieves its goal illustriously. It, broadly, divided into two categories – oral and written, is much significant in the technocratic globalization.

19. **S. EZHILAN (2013)** The training evaluation of this paper is to find out how soft skills training programme can be evaluated from the perspective of the students of engineering colleges to test
its effectiveness. The literature review highlighted that the effectiveness of a training program can be fairly measured by comparing the pretraining expectations and knowledge of students with their post-training experience. This paper explores the effectiveness of a training programme.

20. **VIJAYA SUBHAKAR KOLAKALURI(2015)** The process of globalization and the flow of free trade across the physical boundaries have opened up enormous opportunities for the educated youth, especially in the technical streams to work in any part of the world and work in large multinational corporations with handsome pay packages. However, the essential prerequisite to avail such opportunities is to have extremely good communication skills, especially in English, coupled with technical skill.

21. **Dr. ANJANEYULU GANGULA(2016)**

This paper is focusing on the accent and pronunciation which are very important in making an effective speech through a continuous practice. English is extensively spoken in the fields of education, research, administration, industry and business. It is also used in interviews, group discussions, panel discussions, debates and social interactions among the educated elite. The ability to speak English fluently and effectively ensures success in life and career. To be able to speak well, one must master the art of pronunciation and presentation.

22. **Dr.Swati (2016)**

Intelligibility of English is considered one of the most important criteria while assessing the language skills of a person. In order to be intelligible one needs to be good at both segmental and supra segmental features. Students of engineering colleges in Andhra Pradesh have some problems in pronunciation due to various reasons and the major reason is mother tongue influence.

23. vinod Baka(2015)

Prepositions show relation between two entities in sentences. Among other Parts of Speech, prepositions learners have been
constantly intimidated by English prepositions; be it their number or complex network of meanings. With such a hurdle at hand teachers and researchers constantly look for better methods to impart language to the learners. When no single method can be attributed with ultimate success, there are choices to choose from in order to implement techniques for effectiveness.

24. HALIMEH MUHAMMAD (2014)

Language and culture have an inextricable and interdependent relationship. Learning a foreign language without learning the culture can only produce a “fluent fool,” that is someone who speaks the language well but does not understand the social or philosophical context in which it exists. In this era of technology, globalization, immigration and mass media, it is even more imperative for EFL teachers to equip students with high level of intercultural communicative competence.