

Importance of English Communication for Technological Students from Rural Areas

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Sri Lanka is one of the developing countries with large number of rural students whom are not properly utilized. Many of the students from urban areas are having enough opportunities and qualifications to get a reasonable job. Now-a-days communication plays a major role in all sectors. Most of the students are looking for a job than gaining higher education. Employers give considerable value to graduates acquiring a diverse set of skills in different work environment. The IT revolution and globalization of business have emerged as two major factors to bring technical communication to the fore front of academia and industry. The rise and widespread use of information communication technology in the whole world making the global market and business becoming diverse and result-oriented, professionals and technocrats. However there are many more new challenges in communication every day. To be a successful technologist in this competitive environment one should not depend just only on acquiring knowledge and skills, but also need to develop effective communication skills. This paper aims to improve the communication skills of technological students of rural areas and encourage them to improve their communication.

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