

ISSN 2063-5346



IMPORTANCE OF SPOKEN ENGLISH FOR THE HOUSEWIVES OF KOSAMBA TOWN OF SOUTH GUJARAT REGION: AN ANALYSIS

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Article History: Received: 10.05.2023

Revised: 29.05.2023

Accepted: 09.06.2023

Abstract

This paper puts emphasis on the demand of spoken English for the Housewives of Kosamba town of the South Gujarat Region. Housewives play pivotal role in every family for the smooth functioning of household activities as they perform multiple roles like, wives, mothers, sisters, daughters in law, etc. Among all, the role of mother is the most important one because mother is the whole world for infants as they grow. They start to learn mother's language first as they are closely connected with their mothers. The children of these Housewives of this town who go to English medium schools are not able to speak English even though study in English medium schools and now a days they are attending virtual classes due to current pandemic situation. Now mother is the only resource person who guides her child in his or her study, homework, exam preparation etc. She cannot send her children for coaching centres because of covid-19. The most of the housewives of this town studied in regional medium (Gujarati) schools and their mother tongue is Gujarati. There is no English environment in their home as well as in societies. So, housewives of this town are unable to help their children in their study. Moreover, some housewives do online business. so, to target outstates' or overseas' customers communication skill is must. The traditional method (grammar translation method) of learning English could not help them to acquire speaking skills at all. Spoken English enables these housewives to enhance their speaking skills and help them to guide their children in their study, to do online shopping, to develop online business, to build confidence in them, to know their rights, to get updated with current affairs of the world, to entertain themselves through international novels, dramas and movies, etc.

Key words : Housewives, Spoken English, Gujarat, Communication skills.

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DOI:10.48047/ecb/2023.12.9.61

1. Introduction

In the age of Artificial Intelligence, English language has become a boat for sailing the vast ocean of knowledge. English has dominated all languages across the globe. It is the most demanding and widely spoken language today. It has been known as a Global language and in the most of the parts of the world it is taught as a second language. Today English has become crucial as a language. **David Graddol** in his book, *English Next: Why Global English May Mean the End of 'English as a Foreign Language'*, informs the numbers of English users are increasing day by day. English has acquired its position which dominates all fields from amendment and media to education and research. Now a days, it is a language of higher education and a media to connect ourselves with other states or countries

1.1 English in India

The journey of English Language started in India in 17th century with the East India Company. Initially, Britisher tried to learn Indian Languages but they could not. so, they made English as an official language for communication. (Vijayalakshmi & Dr. Manchi, 2014). When the East India company took the responsibility of Indian education. They established many schools and colleges in English medium. They also made English mandatory for the government jobs. so, the demand of English was increased. After independence, Indian Government also made policy for English. Slowly English took the position as a second language in India and the most spoken language after Hindi. (M. Vijayalakshmi & Dr. Manchi, 2014). It has become the language of science and technology, medicine, entertainment, space and research throughout the world.

As per the BBC NEWS Report, India is now the world's second largest English-speaking country with an estimated 10% of its population or 125 million people, second only to the US and expected to quadruple in the next decade.

1.2 English in Gujarat

Gujarat is one of the most prosperous states of India which is situated in the western part of India. After independence, due to global demand of English many schools and colleges of English medium have come into existence in Gujarat. Gujarati and English are preferred mediums in school education. English is taught as a second language from standard 1st in Gujarati medium schools which used to be from 5th standard two decades ago. There are many private institutions running now a days which give training of spoken English, IELTS, TOEFL, etc. Though number of English medium students are increasing day by day, their communication skills are still weak. Even teachers of English medium schools are not enough competent to communicate with students in English properly so, the students are deprived of good communication skills as they don't have English atmosphere at schools or at their home. The parents of these students are unable to help them in their study because they have studied in Gujarati medium.

1.3 Significance of the Study

For decades, the demand of English for housewives has been increasing (Sharma, 2020). The housewives have to perform multiple roles in their lives as they are the backbone of society. Good communication skills help housewives to build confidence and empower them. The traditional approach of teaching English is not met the whole demand of improving housewives' English. In the state of Gujarat, Grammar translation method is practiced more compare to communicative approach. To learn any language mixed approach will help more for language acquisition. Communicative approach will be more helpful for improving their speaking skill as it is student- centred and situation-oriented language teaching practice (Da Silva Cintra & Bittencourt, 2015; Dos Santos 2019a; Dos Santos 2019b). Following mixed approach, Spoken English will help housewives to improve their speaking skill.

This paper aims to throw the light on the importance of spoken English for the housewives of Kosamba town.

Review of the Literature

According to Dr. Satabdi Roy Choudhry (2021), “The Indian housewives are that pillar of Indian society around whom each family revolves”. Being a home maker is the most difficult task a person can takeover. As per studied conducted by Soutik Biswas (Indian Correspondent for BBC News), India has around 160 million of housewives who spend their maximum time in house hold work without any pay. If she is paid the role of a housewife’s duties, can amount to billions of dollars annually (JK, 2020).

In Gujarat, the literacy rate of women is 69.68% (Census:2001) which is better than other states of India. Though the housewives of Gujarat are educated, they cannot work due to bundle of responsibilities and their in-laws. To make their presence felt, many educated housewives want to work from home and to do online business. If they are catered with good English skills, these skills will boost their online business and their confidence. These educated housewives mostly prefer English medium schools for their children as they aware of the growing demand of English. At the initial stages of their

The role of housewife in our life

children’s schooling, the housewives do not have any problem while teaching their children but as the grades increase, their problem start. They cannot handle their children’s study in upper grades. Hence there is a need of English for housewives.

Rumani Phukan (Author at Women in Business & Writer in Gharsenokri.com) opens a door for the housewives who want to join Edupreneur (work in education sector). For many educated women who are not working at present but interested to start their career from home, then being an Edupreneur is a good option. Now a days many housewives of Gujarat specially from south Gujarat can become the part of Edupreneur but due to lack of English language skills they cannot.

According to Civil Service India, Indian housewives play a vital role in GDP rate of India. Now the housewives are being involved in increasing the GDP by making themselves in assigning the roles of in - house sellers, free-lance traders, telecommuters, etc. Thus, eventually the country’s GDP increases. Government has brought many schemes such as FMGS (Fast-moving Consumer Goods) and other utility goods. To some extent, these contribution of housewives in the development of Indian GDP are due to English.



The housewife plays many roles in her life from daughter to daughter in law and smother to mother in-law. Apart from this, she has to perform the duty of Chef, Cleaner, Laundryman, Gardner, Nurse, Tutor, Psychologist, Care Giver, Baby Seaters, Finance Planner, etc. She can take place of everyone but nobody can take place of her. She is the first person who wakes up early in the morning and sleeps at last at night. She is unpaid worker who works 24*7 without any complaint and irritation. She is considered as a domestic goddess. (Dr. Choudhary, 2021)

Importance of spoken English for Housewives

We cannot deny English in our life as it is entered in almost all fields of our life. Having good practice of culture and tradition we cannot ignore English, as it is the integral part of our lives. It is a language that has changed its position from foreign language to second language. Today, whether it is considered a symbol of high status or an essential skill, it helps with employment and personal growth. Learning English is always in demand by a large amount of the Indian population (Phukan, 2018).

The requirement of learning English for Housewives of Gujarat

a) To Build confidence and new business

Education and good communication skills have always been in increasing demand in our societies. People who speak English have different status in our country. English helps housewives of Gujarat to gain confidence in them to deal with the teachers of their children, to develop their online business, to target other states' customers also. For Indian housewives, especially from Gujarat, English has the potential to connect them with dynamic modern culture and opportunity to pursue interest outside of their families. Today, being able to communicate in English one can go a long

way in terms of personal growth. Not only for housewives, but for everyone.

b) To help their children in study

At present time, the most of the parents prefer to send their children to English medium schools, as they believe speaking in English is a must when their children start their study so, to help their children in study, homework or exam preparation English is must for both parents specially for mother. Due to the current pandemic, virtual classes are going on throughout the whole world so, mother is the only source for her children to guide them as she cannot send her children to any training/coaching centres. English also helps housewives to discover new

hobbies and interests in their children.

c) To provide support to their families, friends, and relatives

For the housewives of Gujarat, learning English can mean so much more than just individual growth. With English, they can definitely help their friends and family members with day-to-day tasks and make their lives easier (Phukan, 2018). This may also inspire others around them to start learning English. With the help of English they will able to provide more support to their family members, relatives and relatives.

d) To increase the employment opportunity.

Spoken English and written English opens a door for the housewives for more opportunities to get employment. Many MNC (multinational companies) have offices in India and Gujarat also, they want some people who can travel overseas to conduct an event, to join meeting or conference. If such persons who are good at communication skills of English so, they will grab this opportunity and built a career in these fields (Sharma, 2020).

e) To work and be independent

Now a days, many housewives of Gujarat are doing various online businesses. To handle the customers of other states and nations, English is necessary for housewives to attract them. Earning good while sitting at home boosting the confidence level of housewives. They do not have to depend on others to fulfil their demand. Having knowledge of English make them independent.

f) To do online shopping

Many housewives do online shopping in their routine lives but their numbers have skyrocketed due to current pandemic. While doing online shopping they face many problems like selecting appropriate product, payment issues, delivery and logistic issues, product return and refunds, etc. With the help of English, housewives can understand online shopping policies better.

g) To entertain themselves

To entertain themselves with the help of English dramas, novels, poetries, movies English is must for housewives. They can also know about the culture of different states and nations with the help of English.

h) To make travelling easy

Having good knowledge of English allows you to communicate better with the people wherever you go. Sometimes, there are some situations such as boarding at the airport or hotel booking. If housewives have enough knowledge of English, they can overcome with some minor issues connected with these places. Spoken English also help housewives to socialize with locals and they can also know more about destination and culture of the places which they travel. English enables housewives to meet new people of other countries and establish relationship with them.

i) To connect with the world

English has become global language now a days, so to keep updated with worlds'

happenings, English is must. To know more about current affairs of international trade, diplomacy, politics, science or business, English is required.

j) To know their rights

In male dominant society the women are treated like puppets of males in many parts of our country. Spoken English helps housewives to get awareness about their fundamental rights. They can also develop the ability to speak out against injustice with the help of English.

k) To use social medias wisely

Many housewives are using internet now a days and they are also part of some social medias like WhatsApp, Facebook, Instagram, etc. But sometimes there are few black online marketing, data stealing practices which is not understand by housewives and they click on that and be a victim of some wrong people (Sharma, 2017). So, to use internet and social medias with privacy and security with good confidence, English is must.

l) To develop new interest

Spoken English will help housewives to develop their new interests by making them to understand English talk, live shows, radio podcasts, magazines, newspapers etc. Now a days, the most of the online websites have English as their primary or secondary language. Therefore, with the help of English they can gain some important information from such sites which are handy (Sharma, 2020). There are many social medias like Facebook, Twitter, Instagram, etc. They have option to change in regional languages but it is not appropriate to get knowledge of trending topics across the Globe. Moreover, getting such information can provide housewives many ideas, creativity and interest and helpful to pursue their hobbies. Spoken English helps housewives to develop the ability to respond to the community by posting audios, videos, their thoughts, books, etc.

Conclusion

As English dominance is on the rise these days and if housewife is not catered with proper English, she will lag far behind in society. The housewife is one of the most important members of society who has to deal with many people in her routine life. Therefore, there is a need of good communication skills for housewife. The demand of housewives for communication skill cannot be met by classical approach only. Therefor Spoken English will help housewives of Kosamba town to acquire speaking skill which builds confidence and empowering them for overall development of their lives in a great extent.

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