

Lecture one :

The Importance of Learning English

Why learning English is important?

Teaching English to students of Communication and Information Sciences is especially important because English functions as the global language of communication, media, technology, and research. Here are several key reasons why it matters:

English as a global language:

People often talk about English as a global language or lingua franca. With more than 350 million people around the world speaking English as a first language and more than 430 million speaking it as a second language, there are English speakers in most countries around the world. Why is English so popular, though? And why has it become a global language?

English the international language of business:

People often call English the international language of business, and it's increasingly true as international trade expands every year, bringing new countries into contact. Many of the best MBA programs are taught in English, so speaking it well can put you in a position to get the best training and credentials. Most multinational companies require a certain degree of English proficiency from potential employees so in order to get a position with a top company, more and people are learning English.

English is a language of science :

If your ambitions lie in science or medicine, you can't neglect English either. Much of the technical terminology is based on English words, and if you want to learn about the latest developments and discoveries from around the world, you'll read about them in journals and research reports published in English, no matter whether the scientists who wrote them are from China or Norway. And, of course, with good conversational English, you'll be able to network and make important contacts at conferences and seminars.

English is language of Academia :

English also opens doors in the academic world. Of course, if the best program in your field is in an English-speaking country, English will give you the opportunity to study with the top scholars. Western universities are attracting more and more visiting scholars, students and professors from all around the world, and their common working language is English. As well as studying and teaching, attending international conferences and publishing in foreign journals are some of the key steps to success in academia. In order to speak at these conferences or publish in these journals, excellent English is essential.

Why is English important for students of journalism ?

In careers like journalism, broadcasting, public relations, and digital marketing, professionals often need to write, speak, and present in English.

English proficiency helps them create clear, persuasive, and audience-appropriate messages.

Journalists and writers around the world are finding a good command of English to be an increasingly useful skill. Even if you're writing your articles and doing interviews in your own language, with good English you can get background material from international wire services and papers and magazines from around the world. You can interview foreign businessmen, diplomats and maybe even get sent to cover overseas stories. Good English skills mean that you are not reliant on translators and can work faster and more accurately with English information sources.

So, what's stopping you from learning this global language? With all the English resources available on the internet and so many other English speakers around the world to practice with, there's never been a better time to start learning English. Pick up a book, learn a few words, or even start a course today and take your first steps towards becoming one of nearly 800 million English speakers in the world.