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The Role of English Language Awareness in the Enhancement of Rural Development

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The pedagogy of teaching - learning in the primary education system is deeply rooted within the society they belong to. The awareness of the parents becomes a vital focus in modern pedagogical trend. Teachers who teach English as a second language (ESL) are expected to bridge the gap between the rural society's understanding of English language and the scope of English language in the globalized world. Therefore, this research was undertaken to provide a sound exposure to the static community with regard to English language learning. This study is limited to the competency levels of reading and writing. The objective of this study is to reduce global challenges by conducting awareness programmes to the parents of a particular society on the scope of English language in the modern world as a Linqua Franca. To achieve this objective, data was collected through the analysis of pre and post evaluation tests, questionnaires, interviews as well as observations during the teaching – learning process and interaction sessions with parents. The respondents of this study consisted of hundred mixed – ability students of grade four in J/ Skandavarodaya Primary School and fifty parents of them. All the respondents were selected randomly. Among them, fifty students were considered as the controlled group, since their parents were not given any instruction regarding the language awareness project. The other fifty students were considered as experimental group and their parents were selected from a rural area to carry out this research. A quantitative analytical comparative methodology was utilized. Findings of this study brought out the factors which hinder students' participation in learning activities and confirmed that by giving awareness to the parents and maintaining good rapport with them, the whole community is motivated towards working towards the betterment of English language proficiency of children. Thus maintaining public relation and communication within rural undeveloped areas generates and enhances students' proficiency level in English language.

Key words: *Awareness, global challenges, Language proficiency level, public relation, rural development.*

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