

**FIELD STUDY ON THE IMPACT OF ENGLISH IN AIRHOSTESS FIELD IN
TAMILNADU**

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**FIELD STUDY ON THE IMPACT OF ENGLISH IN AIR HOSTESS FIELD IN
TAMILNADU**

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In partial fulfillment of the requirements for the degree of

MASTER OF ARTS IN ENGLISH

By

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DECLARATION

I, SHENBAGAVALLI.M, hereby declare that the field study entitled **IMPACT OF ENGLISH IN AIRHOSTESS FIELD** is the result of my original and independent research work, carried out under the guidance of **Dr. P. SAMUEL., M.A., B.Ed., M. Phil., Ph.D.,** Assistant professor &HOD, Government Arts and Science College, Arakkonam and that is as not been submitted for the award of any Degree, Diploma, or Fellowship or any other similar titles of any university or institution previously.

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CERTIFICATE

This is to certify that field study entitled **FIELD STUDY ON THE IMPACT OF ENGLISH IN AIRHOSTESS FIELD** is a bonafied work of **SHENBAGAVALLIM**, Government Arts and science college, Arakkonam, during the year 2021-2022. It is certified that this Field Study is an original work of the candidate carried out under my supervision.

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THE IMPACT OF ENGLISH IN AIRHOSTESS FIELD

INTRODUCTION

English is a Universal language, so every domestic or international airline demand candidates to be fluent in English and other additional language. In Airhostess field, they need to understand an international language to communicate with passengers. Airhostess is not just someone who serves food or boarding the passengers. When it come to safety, security or emergency, effect English communication is extremely crucial.

The German Heinrich Kubis was the world's first flight attendant/ airhostess in 1912. The first female flight attendant was a 25 years old registered nurse named 'Ellen Church' hired by united Airlines in 1930. Other airlines followed suit, living nurse to serve as, a light attendants then called "stewardesses" or "airhostess", on most of their flights. In United States, the job was one of only few positions available. Two thousand women applied for just 43 positions offered by Tran conditional and western airlines in December 1935.

Female flight attendants rapidly replaced male ones, and by 1936, they had all but take over the role. They were selected not only for their physical characteristics but also for their knowledge and skills.

Strong English communication skills are essential for flight attendants as they frequently have contact with the public/passengers. English language is compulsory for airhostess not only in aviation industry; English is a language which is required in all organizations.

Effective communication is absolutely mandatory for the safe evaluation of passengers during an emergency. The cabin crew needs to alert passengers about the

evaluate that is timely and accurate. They also need to communicate well among themselves for effective coordination during any emergency situation.

Aviation communication is a crucial component pertaining to the successful functionality of aircraft movement both on the ground and in the air. Increased communication reduces the risk of an accident.

It's important to avoid coming off as too bossy or assertive when dealing with passengers, think about passive forms of phrase, and choose the tone to see how they try different pitches and intonations to see how they come across.

The effective communication in aviation relies on shared understanding of a common vocabulary, or glossary. That is words have specific meaning within the content of aircraft, aerodrome and air traffic operations.

An awareness of the basic elements of the communicative process (source, symbols, and receiver) is the foundation for a successful communication recognizing the various barriers to communication further enhances the flow of ideas

This includes being able to deliver timely and accurate information to your colleagues as well as present clear, factual information to the passengers when necessary. between an instructor and the flow of ideas between an instructor and the learner/passenger.

Communication skills as flight attendant are if they are to work effectively with the other members of their cabin crew, you need to have good communication skills

Probably the most important skill for also come in handy while trying to coordinate with your crew members to finish quality for take-off and landing.

PREFACE TO THE STUDY

The importance of English language and communication skills in the airhostess field

PLACE OF STUDY

PTC, Aviation academy, Chrome pet, Chennai. They work in domestic and international airlines. Field study period:

FIELD STUDY TOOLS

Questionnaire to statistical data for study.

STATISTICAL COLLECTION

The investigator took 14 airhostesses for her field study. A questionnaire was served and responses were recorded through Google form. .

NEED AND PURPOSE OF STUDY

Millions of people use air travels every day. There is scope to work as Air hostess in various airlines. Knowledge of English is essential in this field as the travelers from various states and countries use it every day. An air hostess with an excellent communication skill will also excel in cutting the edge. This study emphasis that English competency is essential in the air hostess field.

FIELD STUDY WORK PLAN

Selection of site for study



Selecting the tool for study



Preparation of quiz list for statistics collection



Statistical collection



Statistical analysis



Knowing the details of the problem form the results



Consulting and deciding on a solution



Solution implementation

THE IMPACT OF ENGLISH IN AIRHOSTESS FIELD IN TAMILNADU

QUESTIONNAIRE

1. NAME
2. DATE OF BIRTH
3. AGE GROUP
 - a) 19-22
 - b) 23-25
 - c) 26-30
 - d) 31-33
4. GENDER
 - a) Male
 - b) Female
 - c) transgender
5. SCHOOL STUDIED
 - a) Government
 - b) Matriculation
 - c) CBSE
 - d) ICS

6. COURSE STUDIED
 - a) Arts graduate

- b) Engineering graduate
- c) Diploma in airhostess
- d) Catering graduate

7. STEPS TO IMPROVE COMMUNICATION

- a) Coaching institute
- b) English movies
- c) English newspaper
- d) Mobile phone

8. IMPORTANT SKILLS NEEDED AIRHOSTESS

- a) Technical skill
- b) Managing skill
- c) Communication skill
- d) Interpersonal skill

9. APTITUDE TESTED

- a) Personally test
- b) Communication test
- c) Situational judgment test
- d) Verbal reasoning test

10. COURSE TO BE STUDY

- a) Airline management

- b) Cabin crew
- c) Diploma in ground staff service
- d) B.sc in airline

11. COURSE RELATED TO AIRHOSTESS

- a) International cargo management
- b) Air management
- c) Air travelling
- d) Basic cargo travelling

12. PROMOTION SCOPES

- a) Senior airhostess
- b) Lead airhostess
- c) Ground staff
- d) Manager of in-flight operation

13. IS ENGLISH FLUENCY ESSENTIAL?

- a) Agree
- b) Strongly agree
- c) Not agree
- d) Strongly disagree

14. IS ENGLISH FLUENCY HELPFUL FOR PROMOTION?

- a) Agree

- b) Strongly agree
- c) Not agree
- d) Strongly disagree

15. HAVE YOU ATTENDED SMILING SCHOOL?

- a) Yes
- b) No

16. AGE LIMIT PERMITTED TO WORK

- a) 19-24
- b) 25-30
- c) 31-34
- d) 35-38

17. YEARS OF EXPERIENCE THE FIELD

- a) 1 years
- b) 2 years
- c) 3 years
- d) 4 years

18. SALARY RANGE

- a) 22,000-24000

- b) 25,000-30000
- c) 31,000-40000
- d) 41,000-45000 and above

PHOTOGRAPHS









STATISTICAL ANALYSIS

The study was conducted successfully with 14 airhostesses through Google form, in this study we study about how English communication is important and help in their career development.

STUDY RESULTS

For this project, 14 airhostesses have been selected. Totally 18 questions were asked in which 6 questions are like name, date of birth, age, gender, etc. others were survey questions.

1. Name of the Air hostess.
2. Among 14 air hostesses 05 have chosen option-A (19-22) and 08 have chosen option B (23-25) years old and 01 opted option D (31-33) years old.
3. Among 14 air hostesses 03 have chosen option-A (male) and 11 have chosen option B (female)
4. Among 14 air hostesses 04 have chosen option A (Government) and 08 have chosen option B (Matriculation), 02 have chosen option C (CBSE).
5. Among 14 air hostesses 04 have chosen option A (arts graduate), 04 have chosen option B (engineering graduate), and 06 have chosen option C (Diploma in airhostess).

RESPONSES RECEIVED FROM AIRHOSTESSES

1. In response to question No.1, out of 14 airhostesses, 03 have chosen option A(coaching Institution) and 05 have chosen option B(English movies) and 03 have chosen option C (English newspaper) and 03 have chosen option D(Mobile phone) .

2. In this survey, for question No.2, out of 14 airhostess, 01 have chosen option A (Technical skill) and 11 have chosen option C(communication skill) and 02 have chosen option D(Interpersonal skill).

3. In this survey, for Question No.3, out of 14 airhostess, 05 have chosen option A(personality test) and 04 have chosen option B(Communication test) and 05 have chosen option C(situational judgmental test).

4. In this survey, for Question No.4, out of 14 airhostesses, 05 have chosen option A(Airline management) and 06 have chosen option B(cabin crew), 02 have chosen option C(Diploma in airlines) and 01 have chosen option D (B, Sc in Airlines).

5. In this survey, for Question No.5, out of 14 airhostesses, 04 have chosen option A (International cargo management), 05 have chosen option B (Airline management), 04 have chosen option C (Air travelling)

6. In this survey, for Question No.6, out of 14 airhostesses, 02 have chosen option A(senior airhostess), 05 have chosen option B (lead airhostess), 01 have chosen option C(ground staff), 06 have chosen option D(manager of in-flight operation).

7. In this survey, for Question NO.7, out of 14 air hostesses, 04 have choose option A (agree), 10 have choose option(strongly agree).

8. In this survey, for Question NO.8, out of 14 airhostesses, 06 have chosen option A (agree), 07 have chosen option B (agree), 01 have chosen option D (not agree).

9. In this survey, for Question No.9, out of 14 air hostesses, 06 have chosen option A (Yes), 08 have chosen option B (No).

10. In this survey, for Question No.10, out of 14 airhostesses, 03 have chosen option A (19-24), 05 have chosen option B (25-30), 03 have chosen option C (31-34), 03 have chosen option D (35-38).

11. In this survey, for Question No.11, out of 14 airhostesses, 08 have chosen option A (1 year), 03 have chosen option B (2 years), 02 have chosen option C (4 years), 01 have chosen option D (5 years).

12. In this survey, for question No12, out of 14 airhostesses, 06 have chosen option A(22,000-24,000), 02 have chosen option B (25,000-30,000), 04 have chosen option C(31,000-40,000), 02 have chosen option D (41,000-45,000 above).

IMPLEMENTATION THE SOLUTION

The airlines will expect them to have a basic level of English when they join the airline, and to improve their language skill in their own. Even airlines with large language training department offer minimal ongoing language training for their flight attendants. Passengers and flight crew all over the world recognize that flight attendants need a high level of language proficiency.

Airhostesses do not wait for the airlines to teach them English or they could just lose the job to someone who already has better English skill. English communication skills are

important. Their proficiency in the language determines how successful they are in their personal and professional interaction.

Now we have different sources like smart phones, internet, books, newspapers that helps to improve their communication skill. Assign daily reading and pronunciation practice to improve communication skill for their career development. Assure that they are making communication without grammatical errors.

English is a language of Aviation. That is the simple fact that they cannot ignore if they want to work in the industry, which means that before they are hired by any major airline, they must be able to speak fluent English or to pass an English test to prove their proficiency.

They use English language with their colleagues every day of their working life, so the airlines need to test their ability to communicate with them clearly and concisely. If they are applying from a non-English speaking country, most airlines will require them to complete an English test, which could be either written or oral, or a combination of two.

Airhostesses make sure they have enough vocabulary associates with the aviation and the flight attendant world and make sure to prepare for the English test well in advance.

They also asked to read an in-flight announcement. For this, they will put paper sheet in front of each candidate and they will be asked to pick up one paper, say their name and what paper they are picked and then read the announcement out loud.

Airhostesses should speak confidently and remember that they are talking to the people in front of them and not the piece of paper on their hands. Make eye contact as they possibly can without losing their place. A glance up at the end of every two or three sentences is good.

INTERPERSONAL SKILLS

Airhostesses used their interpersonal skill for in-flight interactions. They came across as friendly and helpful and can get along well with everyone. They remain calm under pressure and know how to defuse difficult situations politely and amicably.

Strong communication skills are essential for flight attendants as they frequently have contact with the public.

If you want to become a successful airhostess you will find that recruitment departments required that you have

1. Strong English communication.
2. Customer service skills.
3. Cultural awareness and sensitivity when dealing with passengers.
4. Experience in handling the difficult situations.
5. Confidence when speaking with other English speaker.

Interpersonal skill refers to effective communication skills that individuals use to convey both simple and complex messages to one another. This is the skills we use every day when they communicate and interact with other people, both individually and in groups.

They can improve their interpersonal skill by developing their awareness of how they are interact with other groups and practicing your skills.

Interpersonal skills will:

Foster effective workplace communication, which is required to operate an aircraft effectively.

Helps resolve conflicts that could arise between crew members and also between passengers.

Help address passengers concern or correct inappropriate behavior.

Drive good customer service.

Facilitate the acceptance of changes in the work place and industry as a whole.

Convey professionalism that will reassure passengers.

While technology in the airline industry continues to advances and staff can be trained them, interpersonal skills are most difficult to be taught. Crews have some times to deal with difficult situations requiring empathy, communication and caring, or on the other hand, they sometimes need to be assertive, even authoritarian (but certainly not aggressive).

Staff in the airline industry needs to be self- awareness to ensure they get along well with other colleague and passengers. Crew needed to be perceptive of how their words and actions affect passengers.

ENGLISH IN AVIATION INDUSTRY

English language proficiency has become a concern among the aviation community even before the establishment of the language proficiency requirement. They also recommended that good communication skills can be accomplished through basic writing skills(grammar, spelling, and punctuation) and interpersonal relationships.

Since the announcement of the proficiency requirement, a considerable amount of literature was published on English for Specific purpose in aviation. In previous literature on ESP in aviation, the communication scenarios in a hospital were thought to be the same as in aviation. Training of communication skills in both the industries is a crucial for personal involved in handling the managements. During turbulent situations, interactions between aviation operators and the management are essential because it often requires teams to communicate to resolve problems with other sections.

English proficiency is a communicative approach to language training where the content of the course or program is related to the target learners workplace or personal requirements. English proficiency is to teach language and communication skills needed by a learner to function effectively in his or her respective field of study, workplace or profession. Nevertheless, the English proficiency approach can be exploited by trainers and material developers for other specific- purpose language programs.

One of the issues highlighted is the poor English communication skill of the information desk staff at the airport. They are also required to communicate effectively in English with international passengers to help them feel at home during their stay at the airport.

The flight attendant and cabin crew also frequently communicate with the passengers. They are considered as the brand ambassadors for the airlines they serve. Thus they are require to converse well in English while serving passengers onboard. Like other aviation personal, flight attendants should ensure that their English proficiency is adequate not to cause any miscommunication when dealing with passengers onboard.

BENIFITS OF ENGLISH FOR FLIGHT ATTENDANT FIELD

When you attend an airline interview you will be able to confidently answer the questions in English.

You will be able to deal with routine and non-routine situations that could occur during flight.

You will have greater awareness of differences between cultures

You will have more sensitivity when deals with the passengers.

ADVANTAGES IN THE FIELD

The job of Airhostess is very attractiveness and well paid.

The salary depends on whether you are working in a domestic airline or an international airline.

Salary in international is much better than that of domestic airline.

The domestic airline offers you a salary ranging between Rs.25, 000 and Rs.40, 000.

The best part of this job is that you get to learn many different things during your job.

The most basic thing that an airhostess learns is "**PATIENCE**".

Your general knowledge and communication skills will also gradually increase.

You learn to handle pressure and communicate with different people thus building your personality.

CONCLUSION

Flight attendant is a respectful career and it is consider a career with high proficiency in English. Nonetheless, there are still problem when they communicate with passengers in English. They have been learning English since they were young and spent a lot of time studying English for more than years. In addition, they also attended training courses provided by their airline employers. The problems that they flight attendants encountered included problems concerning language functions or situational English, problems concerning English usage, and other language difficulties. Accents and pronunciation were considered essential problems. Pronunciation was considered the hardest part to change. Linguistically speaking, there were also linguistics points relating to the problem.

The English communication problems were founded in senior attendants as well as younger ones. In fact speaking and listening skills were considered the most important skills for the career. Pronunciation was mentioned as a problem in most studies. There are three kinds of problems in terms of pronunciation. They are consonants and vowels, intonation, and stress pattern. The study on the English communicative problems should be further investigator in terms of the important of communication teaching for flight attendants. Both highly experienced and low experienced airhostesses suggests that English is more crucial when comes to Aviation field. So finally I conclude that English competency is essential in the Air hostess field.