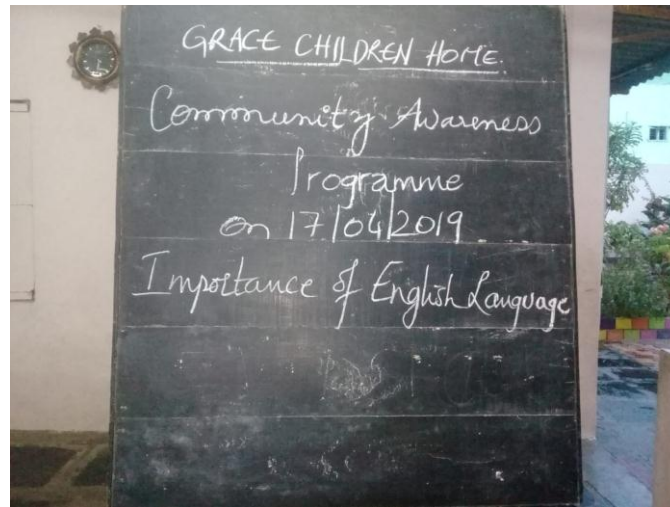


COMMUNITY AWARENESS PROGRAMME ON "IMPORTANCE OF ENGLISH"

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Ms. S. Santha Kumari, Lecturer, Dept. of English, delivering a Lecture at Grace Children Home, Gospel Association of India, Vijayawada in connection with Community Awareness Programme

The Importance of English: 5 Valuable Reasons to Learn the Language

1. English Opens New Career Opportunities

First and foremost, learning English can help you pursue and obtain more career opportunities. These days, the job market is global—many companies need employees who can communicate with partners and clients all over the world. Very often, that means finding employees who speak English.

Are you job hunting? Are you looking for a promotion within your company? Do you just want to keep your professional options open? Learning English is an important step forward to all of those goals.

The global job market has even created new positions for bilingual people. By learning English, you could become a translator, a language teacher or an English marketing professional for a global company.

No matter what career path you decide to pursue, learning English is a valuable skill. It'll help you become a better, more sought-after employee as well as a more well-rounded person.

2. English Tests Can Get You Into School

If you learn English well enough to [pass tests like the TOEFL](#) (Test of English as a Foreign Language) you can study in English-language universities across the globe.

That's great news if you want to move to an English-speaking region or work in one—a student visa can get you there. Or you may simply want to take a few classes abroad. A successful English test will show colleges and universities that you're ready.

The TOEFL, noted above, is one of the most common English proficiency tests. Others include the [IELTS \(International English Language Testing System\)](#) and the [Cambridge exams](#). Some colleges or language centers even offer classes to help you practice for these tests.

Even if you don't need to take a test for a specific reason, or have already graduated from college, studying for an English test can still really help you improve your language skills. It'll teach you the essential skills needed to communicate in English and if you end up passing the test, it means your English has become very strong!

3. English Is the Top Language of the Internet

English is the most-used language online, with [nearly 1 billion users](#) typing and chatting in the language. If you can understand and read English, you'll be able to access and enjoy many more resources online.

You can [read online news articles](#). You can leave comments on an English video. [You can understand Tweets](#) from English-speaking celebrities. You can participate in a discussion on a forum. The possibilities are endless!

Obviously this is helpful if you're just using the internet to browse and have fun. But many people and businesses also need to conduct research, market themselves or communicate and develop connections online—English will be crucial for success.

Email is also now a very common way to talk with people all over the world. Email is the primary way for many companies to communicate with customers or other businesses. Being able to write emails or other correspondences in English is another important asset for employers.

Whether it's for fun or for work, if you can understand English, you'll be able to communicate with more people online or use many more materials.

4. English Makes Your Life More Entertaining

Want to put more books on your bookshelf? Want more options for a Friday movie night? Learning English will open a whole world of entertainment for you. You won't need to rely on translations—you can enjoy the authentic originals.

Understanding English means you'll get to enjoy [modern Hollywood blockbusters](#) (very popular/successful movies) as well as [classic films from different generations](#). If you aren't sure where to watch movies in English, check out streaming services like [Netflix](#) or [Amazon Prime Video](#)—as well as free services like [Crackle](#) and [Tubi TV](#).

Did you know you can **start enjoying tons of entertaining English videos even while you're still learning the language?**

FluentU is an innovative English learning app that makes real English videos—like movie trailers, music videos, inspiring talks and more—accessible to English learners. In fact, FluentU transforms these videos into personalized English lessons.

Each video comes with **interactive subtitles**—click any word you don't recognize, and you'll get an instant definition and pronunciation. FluentU also creates flashcards and exercises from the videos to help you remember what you've learned.

That means you'll be hearing **English the way native speakers really use it**. And at the same time, you'll improve your vocabulary and comprehension skills without even feeling like you're studying.

Best of all, you can [take FluentU practice anywhere with the iOS and Android apps](#).

Of course, learning English will make other types of entertainment available to you, too. You'll also be able to [read popular books that were written in English](#), like “Harry

Potter,” “Twilight,” “The Hunger Games” and more. Plus, many famous pop culture icons come from famous English classics. If you can read these books, you’ll better understand the culture of the English world. (The ever-popular character Sherlock Holmes was originally from a [series of books written in English in the 1800s!](#))

If you want to read books in English for free, here are some options. Check out a local library. Even you don’t live in an English-speaking region, your library likely has an English- or foreign-language section. E-book services like [Kindle](#) or [Nook](#) have many free downloads. Browse their huge selections to see if any free English books interest you.

5. Learning English Can Make You Smarter

On top of all of these benefits, learning a new language such as English [helps your brain function in new ways](#). Literally!

[Research shows](#) that learning a new language changes your brain structure (don’t worry, it’s in a good way). It impacts the parts of your brain that are responsible for memory, conscious thought and more. Put simply, learning a new language can make your brain stronger and more versatile, improving the way you think.

Research also shows that [bilingualism can keep the brain strong and healthy into old age](#), and helps with memory, concentration and other skills. It can also [help you on standardized tests](#) (which will be great for the TOEFL!) and make you more creative.

If you learn English, you could read a book in English, take a class in English or do all kinds of other things. This will open up the pathways to many other experiences, help you learn new things and make you feel smarter.