

political, cultural and literary needs of the society. Issues and problems discussed and analyzed will enlighten the society and help to meditate on those problems. Researchers and scholars of Indian English literature will find the study highly informative and useful. It will also work as reference work on Commonwealth literature as it has been prescribed in most of the Indian Universities.

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T. Sai Chandra Mouli, *Essential Communication Skills for Dynamic Development*, Book Enclave: Jaipur, 2016. PP.212, ISBN: 978-81-8152-375-4, Rs.1250/-

T. Sai Chandra Mouli's edited book *Essential Communication Skills for Dynamic Development* contains twenty-four scholarly research papers on various aspects related to acquisition of communication skills that enhance blooming of inherent potential necessary to lead a dynamic life with commendable ease and poise. The concept of communication refers to the psychological, cultural and social rules which condition the use of speech. Communicative competence and linguistic competence appear to be distinctly different, but there are areas of contact and overlapping. In a way, linguistic competence is integral to communicative competence. In today's globalized scenario and cut throat competition, one has to be literally on one's toes to excel and make a point. Communication is the edge that one can acquire to guarantee one's route to success. Communication has a broad spectrum that encompasses both, verbal and non-verbal communication. In any sphere of work, presentation and public speaking plays an important role in expressing our ideas, information, plans and layouts. The greatest of ideas can fall flat on their face unless successfully communicated. And communication is not confined merely to words. Sometimes even the right words fail to make an impact when the speaker is unaware of the correct non-verbal signals to be incorporated in his/her presentation. The obstacles to a successful and powerful presentation that are often overlooked needs constant appraisal.

T. Sai Chandra Mouli's edited book *Essential Communication Skills for Dynamic Development* has been divided into twenty-four Chapters. In Chapter One, Use of Technology in Developing Interpersonal Skills of ESL Learners, discuss the benefits of using technology to develop interpersonal skills among ESL learners of Asia and Africa. Interpersonal skills are the skills that a person uses to interact with other people; Chapter Two, Relationship between Intercultural and Linguistic Competence of Students of English: A Study, deals with the various aspects of linguistic competence, as the term is applied to mastering the combination of sounds, syntax, and semantics; Chapter Three, Teaching English, talks about the necessity of English as a medium of teaching and communication and the growing importance of English, as is evident in the growing number of writers and poets having resorted to English in writing their works; Chapter Four, Methods of Teaching English, discusses the importance of Communicative Language Teaching (CLT) methodology, as it imposes a great responsibility on the teacher; Chapter Five, Teaching English and Other Foreign Languages in the Soft Skills Programme of the University of Madras: An Innovative Academic Note, opines that in today's world it is important to be well-equipped with soft skills along with hard skills. Soft skills are critical skills that needed to be developed

and implemented in higher institutions of learning; Chapter Six, Active Learning: Empowering Engineering Students to Improve Academic Performance, throws light upon the traditional teaching model and active learning processes; Chapter Seven, Impact of Eclectic Method in Teaching Technical English, draws heavily on the benefits of Eclectic Method on Indian students; Chapter Eight, Towards Higher Standards of Higher Education, discusses the role of education in the development of human personality; Chapter Nine, Teaching Modifiers: Some Methods and Techniques, highlights the role of modifiers in effective teaching; Chapter Ten, New Trends & Techniques in Teaching English in the Era of Globalization, discusses globalization and the various trends in contemporary age in order to make the teaching effective; Chapter Eleven, Teaching English to Urban and Rural Students, articulates the various sensitizing means of teaching English to rural and urban students; Chapter Twelve, Teaching Spoken English to Rural Students, discusses the problem areas of rural students and; Chapter Thirteen, Teaching Communication Skills through English Movies: An OBTL Approach, refers the outcome based teaching and learning approaches to language teaching; Chapter Fourteen, Social Media and New Paradigms of Communication: A Survey, foregrounds the pivotal role of social media in the global world and the distortion social media is creating with language; Chapter Fifteen, Matrices Analyzed, discusses the use of matrix in linguistics, especially in generative grammar; Chapter Sixteen, Improvement of Communication Skills, talks about the communicative approach at creating communicative competence in foreign language; Chapter Seventeen, Importance of English Language in India and the Role of Teacher, discusses the power of expression as a skill subject and methods of improving it; Chapter Eighteen, Popularization of Code-mixed Indian, talks about the various efforts used to popularize among masses the Bharat-brand of English, which is nothing but code-mixed Indian English; Chapter Nineteen, Hofstede's Model of Cultural Dimension and Its Implications on the Malay Culture, delineates the sociological model of cultural dimensions; Chapter Twenty, Pan-Indian Problems of ELT/ELL and Possible Remedies, analyzes the problems of ELL/ELT in India and suggests possible remedial measures; Chapter Twenty-One, Use of Technology in Developing Communication Skills Distance Learning Mode, discusses the strategies to produce materials for technology-bases distance-learning courses and effective teacher training methods; Chapter Twenty-Two, Socio-Cultural Competence in ESL Teaching/Learning Practices: A Few Practical Considerations, deals with language and its socio-cultural contexts; Chapter Twenty-Three, The Hidden Power of Non-Verbal Communication in the Workplace, deals with the importance of kinesics, proxemics, paralanguage, and chronemics; Chapter Twenty-Four, Cultural Dimension in Teaching/Learning Practices: A Few Practical Considerations, deals with linguistic competence and intercultural competence ineffective language teaching.

The book is a welcome addition in the communication skills, dynamic development, self-development, personality development etc. and is a useful reading for serious students/professionals wanted to improve their communication and presentation. The book with an impeccable cover-design and fine printing is a must-read for every student/teacher at least from the subcontinent where English language is used as a second language. This book has a global and contemporary relevance. It will cater to the socio-cultural, linguistic and literary needs of the society. Issues and problems

discussed and analyzed will enlighten the students, teachers, professionals and researchers and will help them to meditate on many problems they confront. Researchers and scholars of Indian English literature/language will find this book highly informative and useful. It will also work as reference book on communication and personality development as it will not only help students but also will benefit teachers and professionals in India and Indian subcontinent.

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