

# Variables Affecting the English Language and Communication Along with High School Students' Performance

M. Sankar, S. Jeni Theresa, T. Subhalatha.,

**Abstract.** Purpose: The purpose of the present paper is to identify the role of investigating the factors Importance of English language and communication along with Students' performance t Students performance. The factors of student's performance such as English language (exogenous variable) and Students performance (Endogenous variable) are measured. The endogenous item is high school students' perception is measured as single. Method: Diagram procedure was used in the assessment to assemble the data; Structured Questionnaire was coursed to 75 respondents of understudies (male and female). 03 Questionnaires were viewed as unfilled so complete 100 respondents (n=73). CFA and SEM were the accurate mechanical assemblies applied for the examination in AMOS-21 to check the hypothesis of learn. Findings: The study is portraying on positive and significant relation among the exogenous is level of English language and communication the endogenous is students' performance. Suggestion: The results display on the paper level of English language and communication and students perception. Uniqueness – This investigation is an underlying attempt to know, and 'improve thelevel of English language and communicationvariables identifying with understudies' exhibition of the executives Students in Indian setting. Limitations: Time period is another factor limitation for the study. Hence findings cannot be generalized.

**Key words** – students' performance, English language and communication

## I. INTRODUCTION

In this study we had to concentrate the level of university smart class like Teaching Methods and students perception. Most of the studies to explain students' perception to measure the examination like GPA. The integer knowledge and skill oriented study and college environment and play for students games for the example of volleyball, athletics, and cricket to refresh our mind. The primary role of theory to concentrate for play a vital role for better living (Battle & Lewis, 2002). The company to expect more than output for our company role, maximum product for maximum gain to increase national economic (Saxton, 2000). The factors that influence most of the researcher to follow for respondents details

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(Gender, age, education, family income, Parents education) (Crosnoe, Johnson & Elder, 2004). The proper role of this demographic factors in 18th century (Mann, 1985). These commonly classify the Umbrella of demography (Ballatine, 1993). The most of the talent persons to explain that socio-economic concentrate students' perception to measures for economic. Well being today economic one of the powerful and basic needs of human wants (Adams, 1996). The economically weak students low results for our perceptions (US Department of Education, 2003).[1]-[5]

### A. Explanation of the issue

Numerous specialists investigated understudy's introduction (execution) by CGPA was found. In this articles pursued by Grade point esteem. A few specialists to inspecting the quarterly, half yearly and every year to gather the understudy progress in required inquire about. The point of the present examination was concentrate student's learning and result of the presentation (test results) was determined by CGPA. [6]-[9]

### B. Reasonable Model

A model system suggested by past study NSSE George Kuh-Sep(2018) model was taken as a base model for the examination. They are level of scholarly challenge, and understudies' exhibition. The scientist has tried this casing work as poll, circulated to the understudies of the board ponders in a University - instruction foundation [10]-[14]



Fig.1. Theoretical Model

## II. REVIEW OF LITERATURE:

Education is one of the powerful tool in the world most of the country to create awareness about education. Education has changed our knowledge, skills, self confidence, and balance of our economic status to change of learnrs (Tsinidou, Gerogiannis, & Fitsilis, 2010). The define of educational various from country to country culture difference (Michael, 1998). These societal has vital role of goal setting of students perception (Goddard, 2003).

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The involved social structure mentions that parents concentrate children's education increase the educational achievement of their children (Furstenberg & Hughes, 1995). [16]-[20]

The correlation between male and female the educational success of students has been discuss for ten years (Eitle, 2005). Who are professionally qualified students' femaledisplays better than maleperformance (Chambers & Schreiber, 2004). Male and female and parents profession are positive contributor to student success (McCoy, 2005; Peng & Hall, 1995). A research study which highlights the opinion of male and female, discusses that female students perform better when compared to male students.

### English Language and communication

The many studies published shows that have empirically investigate of the idea on academic performance have emphasized the concept's contextualized nature. Miller and Shih (1999) survey was 262 faculties about their perceptions of the differences in the analogous concept of academic severity levels between on-campus and off-campus courses. At their institution, off-campus courses are delivered electronically, or they are taught traditionally at a site off campus. Their survey characterize academic challenge in several ways: as demanding high achievement (Braxton, 1993), as challenging students to struggle for fineness (Unks, 1979), and as engaging students in active learning. The authors believed, however, that these perceptions alone were not strong enough evidence to suggest that the teaching for rigor was different between the two types of courses. The National Survey of Student Engagement (2012), often referred to as the NSSE, provides higher education institutions with students' reflections on their learning, including academic challenge, and on their participation in education-related programs and activities. The

### High school students Performance:

Students' performance is the basic concept of schools, college, and University. Students is one of the fundamental asset of university, because the first person of the institution to produced economic under hold on our hand, but student management is basically arts, because each and every student measure the difficult to understand one person to other. Commonly to explain students is most powerful persons because to divide all job only students. Students performance has been measures our knowledge, practical skills, lab skills etc. The most of the educational institution measure only for students' examination like CGPA. Students' performance has been argued among teacher, employees, and Dean of the institution. Students' perception has been lots of study that sounds good. The previous findings explain work hard, education level of parents, previous university, family income and factors of self motivation have been positive outcome on the students GPA. The results also show that English

Language and communication students' performance is strong support

### Research question:

1. Does level of English Language and communication in performance of students changed?

### Objective of the study:

1. To analyze the association among English Language and communication among High school students performance.

### Hypotheses

H1. There is positive relation among English Language and communication and High school students performance.

## III. MATERIALS AND METHODS

This examination was conveyed to clarify the job of level of scholastic test and the factors do assume a crucial job in the understudies' exhibition. Level of scholarly challenge has been one of the frail zones in the field of Indian training, yet it has begun to pick up energy. Future contemplates with more intercession factors like sex and GPA can be utilized.

Data Analysis Table I. Overall Reliability of the Data

Alpha( $\alpha$ ) std. things	Number of things
.77	10

Variables	Cronbach's Alpha	No of Item
Students performance	.82	11
English Language and communication	.63	12

Overall reliability instrument study was 0.77

### Sample Adequacy Table II. (KMO)

Sample adequacy KMO	.79
Adequacy.	
B T S	1175.769
Degrees of freedom	55
Significance.	0.000

The value received through KMO test was .839 which is above the threshold value of (0.7). The Chi-square value was 1175.769, Degrees of freedom (DF) was 55 and the significant p value is .000. Hence the sample taken for the study is adequate in nature.

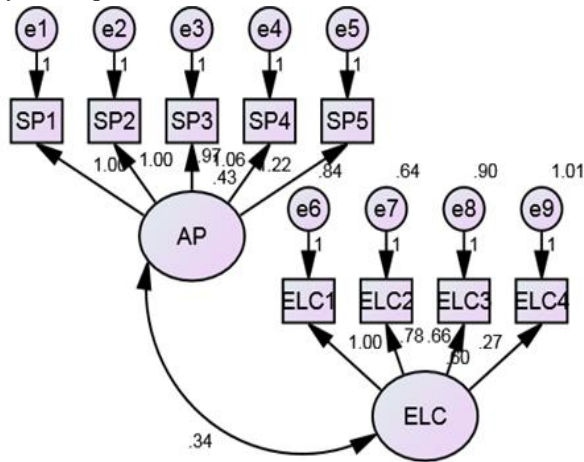
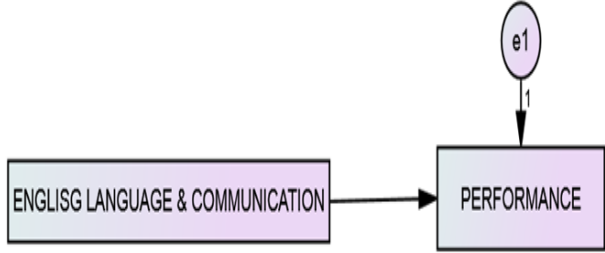


Diagram 1 Showing CFA analysis



**Path Analysis Discussion:**

The path analysis done using SEM analysis has helped to Identified the model. The values GFI= 1.00, CFI=1.00, RMSEA=.0453 confirmed that level of academic challenge has on effect over the students’ academic performance.[11]-[15]

**Conclusion:**

This investigation was conveyed to clarify the job of level of scholastic test and the factors do assume a crucial job in the understudies' exhibition. Level of scholastic challenge has been one of the frail territories in the field of Indian training, yet it has begun to pick up force. Future contemplates with more intervention factors like sexual orientation and GPA can be utilized.

Table III

Fit Indices	Results
Chi-square	0.177
CMIN/DF	3.123
P	.000
GFI	0.915
AGFI	0.937
NFI	0.940
TLI	0.939
CFI	0.973
RMSEA	0.057

Results that portray from the CFA model summary step by step: GFI=0.915, P value= 0.000 of Chi-square = 0.177 that is positive (< 0.05) illustrate model is good. The value of CIMIN/DF is 3.123, AGFI is 0.937, NFI is 0.940, TLI is 0.939, CFI is 0.983 and RMSEA is 0.057. Positive correlation between Independent variable- levels of academic challenge, Dependent- student performance. Hence the above factors are confirmed in the study.[21]-[24]

Table IV showing testing of Hypothesis

Variables	The relation	Hypothesis
English Language and communication	Students performance	Supported

The tested hypothesis as per regression analysis proves to be significant.

**IV. SCOPE OF THE STUDY**

To comprehend what indispensable job a brand name may play in adding to the achievement of a Small Finance Bank. It will be important to comprehend the setting of current issues inside the Banks and to recognize the principle players inside the Equitas Bank, their image building techniques, their victories and disappointments, and exercises from them.

**V. NEED FOR THE STUDY**

The examination focuses on the field of Small Finance Bank, the essentialness of brand name to a bank, and how to develop a fruitful brand. The need of the investigation accentuates available research of the brands. The examination helps in investigating the feasibility of some brand names and Find out the assessment of Customer Using Internet.

**VI. OBJECTIVES OF THE STUDY**

- A. Primary objective:**
  - To know the effectiveness of brand launching strategies in internet



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## B. Secondary objectives:

- To Find out the Public Perception towards the brand building through Internet advertisement.
  - To Find out the Service Qualities through Internet branding
  - To Find out the time consumption spent by the customers in Internet Banking.
  - To Find out the effectiveness of online banking promotion.
- To Know the brand visibility and Pros/cons in online banking transaction

## VII. RESEARCH METHODOLOGY

An assessment setup is the course of action of systems and strategies used in social event and separating extents of the components decided in the investigation issue. The structure of an assessment portrays the examination type (clarifying, association, semi-test, test, review, meta-logical) and sub-type (e.g., illustrative longitudinal relevant examination, investigate issue, Hypothesis self-ruling and subordinate variables, Design of preliminaries exploratory structure, and, if appropriate, data gathering techniques and a quantifiable examination plan. Basic data was gained from direct meets with e-customers, web-customers, and potential purchasers. Secondary data was gotten from sources like handouts of Banks, Web regions, Magazines, and Leaflets, etc. As demonstrated by Kerlinger, "Investigation in the plan, structure and technique of concentrate considered in order to discover answers for research questions and besides to control variance. Supportive testing is used. The model size is 110.

## VIII. RESULTS AND DISCUSSIONS

### i. CHI-SQUARE

#### Hypothesis:

**H0**=There is no significant difference between the age group of Customers with respect to enhance the Opinion about the Brand Building

**H1**=There is significant difference between the age group of Customers with respect to enhance the Opinion about the Brand Building

The table shows Chi-square test for association difference between the age group of customers with respect to enhance the Opinion about the Brand Building Bank.

$$\text{chi-square } (x^2) = \sum \frac{(O_i - E_i)^2}{E_i}$$

### Crosstabs

#### Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
AGE	*110	99.1%	1	.9%	111	100.0%
BRANDBUILDING						

#### Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	23.706 <sup>a</sup>	12	.022
Likelihood Ratio	26.961	12	.008
Linear-by-Linear Association	1.960	1	.162
N of Valid Cases	110		

#### Interpretation:

The value shown is significance (2-tailed) is **0.022** which is **less than 0.05** at **95%** confidence level so reject the null hypothesis (H0) and accept the alternate hypothesis (H1). Hence there is association difference between the age group of Customers with respect to enhance the Opinion about the Brand Building at Equitas Small Finance Banks.

### ii. CORRELATIONS

#### Pearson correlation:

$$r = \frac{1}{n-1} \sum \frac{(x_i - \bar{X})(y_i - \bar{Y})}{s_x s_y}$$

Table shows Correlations difference between the Opinion Towards Banking information and General incremental sales

#### Interpretation:

There exists positive correlation between the Opinion Towards banking and General incremental sales.

Default value of correlation= -1 to 1.

#### The result is 1.

Therefore, X and Y are positive correlated

	OPINION TOWARDS BANKING	GENERAL INCREASE IN SALES
OPINION TOWARDS BANKING	Pearson Correlation 1	.152
	Sig. (2-tailed)	.113
	N	110
GENERAL INCREASE IN SALES	Pearson Correlation .152	1
	Sig. (2-tailed)	.113
	N	110

### IX. LIMITATION

The overview is restricted to the geographical furthest reaches of Chennai city. The quantities of respondents were only 110 couldn't speak to the whole populace as I have done the review for Small Finance Bank for Brand Building through web. The information gathering was troublesome from few Customers. The study is led considering the common conditions which are exposed to change in future

### X. CONCLUSION

The Project is Studied the marking of Small Finance Banks, which is done with the assistance of essential information. Which are gathered from the different clients in chennai. After done this overview, it unmistakably appears in future marking level will be higher. The in general marking of Bank expanding yearly once, they likewise following diverse methodology to snatch the clients like battles, leading projects to get the consideration of people groups

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