

A RESEARCH STUDY ON NEED ANALYSIS AMONG EMIRATES AIRLINE STAFFS

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ABSTRACT

This paper is concerned with some of English for Occupational Purposes (EOP) issues. The aim of this research is to discuss the language problems of Emirates Airlines staff and what the specific problems they face with using English language, and also to analyse their needs in order to improve their English language skills so they can get over the struggles they face with using language in their field.

Keywords: Needs analysis, English for specific purposes, English for occupational purposes.

INTRODUCTION

The globe nowadays is facing an increasing demand for people to enter the occupational world. And that makes the demand of English for occupational purposes to grow, since the workers have to use English language in their field as it is the lingua franca of the world. However, in the past few decades, the field of English language teaching has developed remarkably in the area of ESP by highlighting the needs of English language speakers and the jargon of a particular field whether it is academic or occupational as (Saragih, 2014) claimed. Hence, when it comes to analysing the language needs of the working industry, there are so many questions that appear in mind. And the subject of what is needs analysis focusing on has been a hot topic to discuss recently. As we know, needs analysis is one of the most critical aspects of English for specific purposes. Therefore, needs analysis is important due to several reasons. First, according to (Nunan, 1988), needs analysis is important as it helps the experts to discover and identify the key of English speakers' needs and work on their language skills development. Second, language experts suggested analyzing the language needs of the employers and the academics in the same field, because it is an important step to move towards designing the curriculum, because it determines all the EOP/ESP course components. Furthermore, in ESP it is important for the specialists to understand the jargons' nature of each field, and that is the main purpose of doing this research. As revealed by, this research aims to analyse the language needs of Emirates Airlines staff.

METHODOLOGY

Section A. PARTICIPANTS

Participants in the survey were 16 Emirates Airline employees (10 Male and 6 Female), most of whom were from the Malaysian branch, but some of whom were from the headquarters. Most of them (11 from 16, 68.75%) are senior employees with more than 6 years of working experience, agree on the importance of English in the aviation field, and are proficient in using English in the workplace (see Appendix B for details).

They are numbered by sex M1-M10 and F1 through F6, as shown in Table 1.

Table 1. 16 participants from Emirates Airline

	AGE	JOB TITLE	LANGUAGE SPOKEN	WORKING EXPERIENCE	EDUCATIONAL LEVEL
M1	40-50	Airport Services Manager	English& Arabic	Over 10 years	Bachelor
M2	30-40	Airport Services Officer	English & Malay	Over 10 years	Diploma
M3	20-30	Aircraft Engineer	English & Arabic	6-10 years	Masters/PHD
M4	20-30	Aircraft Engineer	English , Arabic & Swahili	3-6 years	Masters/PHD
M5	20-30	Aircraft Engineer	English & Arabic	1-3 years	Bachelor
M6	20-30	Software Engineer	English	6-10 years	Bachelor
M7	20-30	LAE	English & Arabic	6-10 years	Bachelor
M8	20-30	Aircraft Engineer	English,Arabic &Swahili	6-10 years	Bachelor
M9	20-30	LAE	English & Arabic	6-10 years	Bachelor
M10	Above 50	SENIOR AIRPORT SERVICES AGENT	English & Malay	Over 10 years	SPM/STPM
F1	30-40	Airport Services Agent	English & Malay	6-10 years	SPM/STPM
F2	20-30	Airport Services Manager	English& Arabic	3-6 years	Masters/PHD
F3	20-30	Lawyer	English& Arabic	1-3 years	Masters/PHD
F4	20-30	Lawyer	English& Arabic	1-3 years	Masters/PHD
F5	30-40	Ticket Desk Supervisor	English ,Malay, Tamil& Telugu	Over 10 years	Diploma
F6	30-40	Airport Services	English & Malay	6-10 years	Bachelor

Section B. PROCEDURES

The specific steps are as follows:

1. they were given a questionnaire via Google Form.
2. the content of the questionnaire is sorted into Excel. In addition, the last two questions need to be summarized and transcribed to analyze which domain their English problems belong to (For example Listening, Speaking, Reading, Writing, and Grammar).

DATA ANALYSYS

First, by analyzing their response to the question "What are the specific problems that you face with using English language in your workplace?", 9 employees from 16 (56.75%) mentioned communication problems.(See figure 1)

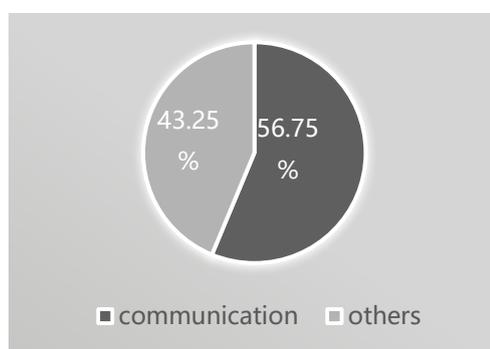


Figure 1. The percentage of people who mentioned communication problems

More specifically, communication problems can be subdivided into communication problems that are caused by others, for example

M4: Other people are weak in English. There is a communication gap.

M8: Other people don't understand me

And communication topics attributed to cultural differences, for example

M6: Mostly due to multi culture workplace

M10: Dialect, when dealing with passenger from various countries.

F2: Maybe just the accent that can be different from person to another

The reasons for communication problems will be discussed in detail in the next section.

Next, through analysis and transcribe the question 11 "If you want to improve a specific skill of your English language, what would it be?", we found that 7 out of 16 respondents indicated that they wanted to improve their vocabulary skills (partly due to spelling), as detailed in Table 2.

Table 2

If you want to improve a specific skill of your English language, what would it be? and why?		
	Responses	Themes
M1	Enhance my spelling as there are many words that are not written as they sound and this leads to misunderstandings and shortfalls.	vocabulary
M2	Reading books / newspapers and communicate in English with who are well versed.	reading and speaking
M3	Spelling , my weakest point	vocabulary
M4	Vocabulary	vocabulary
M5	Talking	speaking
M6	Writing can be improved, very informal	writing
M7	Vocabulary	vocabulary
M8	Not sure	Not sure
M9	Vocabulary	vocabulary
M10	Read, write, listen and practice speaking english everyday	all four parts
F1	Understand dialects better as English is not a mother tonged for all nationalities	speaking
F2	If I get stuck, Google the word and understand it	vocabulary
F3	Legal drafting	writing
F4	Legal drafting	writing
F5	Way of communication as it portrays our personality	speaking
F6	My vocabulary	vocabulary

Some of the difficulties they face include spelling problems and vocabulary problems.

Many people mentioned spelling, probably because most of the time they only need to use a computer to type, or communicate in English. The reasons for this will also be discussed in the next chapter.

Typical examples include:

M1: Enhance my spelling as there are many words that are not written as they sound and this leads to discover the best and shortfalls.

M3 Spelling, my warm point.

Although only one employee mentioned the problem, it is reasonable to assume that it is a common problem:

F2: If I get stuck, Google the word and understand it

To sum up, through data analysis, we find that most of the 16 employees are faced with two problems:

1. The communication
2. The vocabulary

DISSCUSSION

1. THE COMMUNICATION PROBLEM

The first thing to refer to is that Malaysia is a multicultural society of which the population is made up by different types of ethnic groups includes Malays, Chinese, Indian and the native. Precisely because of this special cultural system, which many languages have been derived, such as Malay, Mandarin, Hindi, Cantonese, Hakka, and so on. Undoubtedly, Malaysia has become a mosaic of language due to its diversity. In addition, like many Malays when they speak English, they are used to adding lah,eh,ah in different tones makes the way they are different from other countries' unique expression. Despite the fact that this way of expression is not difficult for others to accept, to a certain extent, this unique way of expression is difficult for those who are not familiar with Malaysian culture and language to communicate.

The second thing to refer to is that dialect. Dialect is a form of expression of language, which will be specifically used in people's lives. Each region has a different region. In Malaysia, there are altogether ten dialects of Malay; Bahasa Malaysia, Kelantanese, Terengganuan, Kedahan, Sarawakian, Bajau, Negeri Sembilan Malay, Banjar, Bruneian and Indonesian. It is clearly that from that the difficulty for people from different regions to communication in dialects has increased greatly. On the other hand, Bahasa malayu is commonly used as national language. English and Bhasa malayu belong to two different language families. Therefore, it is very different from English pronunciation and grammer. This is exactly what will cause communication problems.

2. VOCABULARY PROBLEM

Aviation English is a type of English for specific purposes.It involves the ability to communication between the pilots and air traffic controllers (Page ,2021) .This also requires them to have a better communication skill and use the correct terms to communication with people who you are working with.

As aviation English widely used internationally, the use of some professional vocabulary is indispensible. In the lower-intermediate level, learning the English names of the different parts of an airport which pilots and controllers need to know. Such as 'terminal', ramp, runways, taxiways, hangers, intersections, control tower ect. In the upper-intermediate level, looking at and explains the English vocabulary & instructions used between pilots and controllers when lading a plane at airports. The related vocabulary has 'descend to, heading, call sign, change frequency to and cleared to land, ect.

Above all, the mastery of professional vocabulary related to aviation is one of the necessary skills that each pilot and controller have to master. What follows is that miscommunication will also be reduced, which could reduce the probability of accidents due to communication errors.

CONCLUSIONS

The aim of this article was to report a need analysis about aviation English. We interviewed 16 employees of Emirates Airline. Followed we did the above data analysis based on their feedback. The result of our analysis is that the employees still have some problems in communication and vocabulary. As has been suggested above, avaiation in the field of ESP is a very elaborate process in which many factors play an important role and so there is always space for improvement. From the results of both parts of the evaluation we might conclude that the aim was fulfilled .Nevertheless, also pointed out

some facts that would be worth further analysis and discussion so that aviation English would be even more bound to the target situation and employees' needs.

ACKNOWLEDGEMENT

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APPENDIX A QUESTIONNAIRE

The importance of using English language in aviation management field.

Hello, we are a group of English linguistics students from the Faculty of Modern Languages and Communication, UPM.

We are currently conducting a research for (BBI3211 English for Specific Purposes) course, entitled "A study of the importance of using English language in aviation management field".

Thus, this survey carried out to study the (Occupational Purposes) of English language in aviation management field to learn more about the employees' coping mechanism and how important English language in this field is.

Your cooperation is highly appreciated. Your response will be anonymously recorded after you submit it. The data collected will be used solely for research purposes, and your participation will remain confidential.

Please click agree to confirm that you have read and understood the nature of the study and to give consent for your data to be used.

Agree

Disagree

1. Gender

Male Female

2. Age

20-30 40 40-50 Above 50

3. Job Title

4. Languages spoken

English se Bahasa Mal Arabic

Others : _____

5. Level of English proficiency

Low High

6. Working experience

1-3 years years 6-10 years Above 10 years

7. Educational level

SPM/STPM Diploma Bachelor
Masters/Ph.D

8. How do you evaluate your proficiency in those English language skills? (Tick “✓”)

	Low	Average	Good	Excellent
Reading	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Writing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Grammar	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Speaking	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Listening	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

9. How important are these tasks at your workplace? (Tick “✓”)

	Not important	Not very important	Quite important	Very important
Giving instructions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Interviewing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Negotiating	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Writing emails	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Giving explanations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

10. What are the specific problems that you face with using English language in your workplace?

11. If you want to improve a specific skill of your English language, what would it be? and why?

You have reached the end of the survey, we appreciate your cooperation and your time.

Appendix B**How do you evaluate your proficiency in those English language skills?**

(Low- 1 average-2 good-3 excellent-4)

	Reading	Writing	grammar	speaking	listening
M1	3	3	3	3	3
M2	4	3	3	3	3
M3	4	4	3	4	2
M4	4	4	4	4	4
M5	3	3	2	3	3
M6	4	3	3	3	3
M7	4	4	4	4	4
M8	4	4	4	4	4
M9	4	4	4	4	4
M10	3	3	3	3	3
F1	3	3	3	3	3
F2	4	4	4	4	4
F3	4	4	3	4	4
F4	4	4	3	4	4
F5	3	3	3	3	3
F6	3	3	3	3	3

How important are these tasks at your workplace?

(Not important- 1 Not very important-2 Quite important-3 Very important-4)

	Giving instructions	Interviewing	Negotiating	Writing emails	Giving explanations
M1	4	4	4	4	4
M2	4	3	4	4	4
M3	4	4	4	4	4
M4	4	4	4	4	4
M5	3	3	3	3	3
M6	4	3	4	3	4
M7	4	4	4	4	4
M8	4	3	4	2	4
M9	4	4	4	4	4
M10	4	4	4	4	4
F1	4	4	4	4	4
F2	4	4	4	4	4
F3	4	4	4	4	4
F4	4	4	4	4	4
F5	4	2	1	4	4
F6	4	3	4	4	4

APPENDIX C

What are the specific problems that you face with using English language in your workplace?	
M1	That English is not my first language and not the other persons first language and we both cant express our selves clearly
M2	Communication barriers due mostly speak in national language (Malay) and they unable to receive clear instruction when communicate in English.
M3	Not everyone has the same level
M4	Other people are weak in English. There is a communication gap.
M5	Talking
M6	Mostly due to multi culture workplace
M7	Nothing
M8	Other people don't understand me
M9	Nothing
M10	Dialect, when dealing with passenger from various country.
F1	English dialect
F2	Maybe just the accent that can be different from person to another
F3	Legal drafting
F4	Legal drafting
F5	Most of the signage and notices are placed in local language
F6	Combining English with native language.