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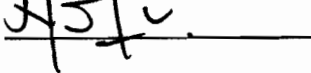
FACTORS INFLUENCE THE INTENTION TO COMMUNICATE IN ENGLISH
AMONG CLERICAL STAFF AT UNIVERSITI UTARA MALAYSIA

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ABSTRACT

This final project paper studies about factors to influence the intention to communicate in English among clerical staff at University Utara Malaysia. The objective of study to determine whether there is a relationship between attitude and training effectiveness with the intention to communicate in English language among supporting staff. The questionnaire was developed and distributed to the sample. This study was conducted on a sample of 158 supporting staff of UUM. The result was found that there is a significant relationship between attitude with the intention to communicate in English and training effectiveness with the intention to communicate in English among supporting staff of UUM.

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Nooraini @ Noorfizani Binti Hussein

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Factors Influence the Intention to Communicate in English Language among Clerical Staff at Universiti Utara Malaysia

A project paper submitted to the college of Business in partial fulfillment of the requirements for the degree of Master of Human Resources Management
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By:

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CHAPTER 1

BACKGROUND OF STUDY

1.1 Introduction

English become a dominant language in many areas of life, including business, finance and banking, science and technology, popular culture, media and international relations. Fluency in English language is a key to success in life. A staff attitude toward learning the language and training effectiveness are the leading predictors of success in the intention to communicate in English; therefore, employer should take these factors into consideration when designing English language training and the improvement to used the language in their workplace.

Nowadays, at Northern University of Malaysia English takes places with a wide variety in daily communication between student and staff. The intention or willingness to communicate well among staff is essential in order to function well at workplace. The influence of English depends on their attitudes; their acceptance on English language; their individual intention and their willingness to practice or participate.

The notion of Willingness to Communicate (WTC), which is the intention to initiate communication, will be useful in investigating why the standard of

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