CLOUT OF LANGUAGE IN AUGMENTATION OF LEADERSHIP AND MARKETING

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ABSTRACT

Society is marked by the ideals of realism and psychology of human minds. A good society is marked with the advancement in the cultural, economical and industrial standards. It must be properly guided and administered by an effective leader. An effective leader can retain his effective administration, charisma and individualism only by the effective usage of language. The language usage in a perfect manner gives rise to the power of his speech so that he can get any done by others. Language usage does not stop with leadership efficiency. Its role in marketing is enormous. The sale of a product remains in the words of the sales representative. A leader has to choose a person who has the convincing ability so that the work can be done and success can be attained. This paper “Clout of Language in Augmentation of Leadership and Marketing” attempts to throw light on how language plays an important role in leadership and marketing and attempts to prove that leadership and marketing become successful only by the accurate utility of language.