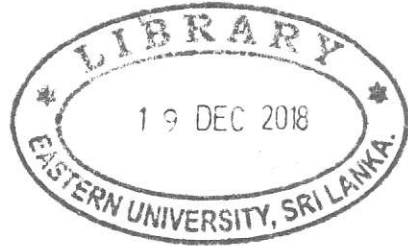
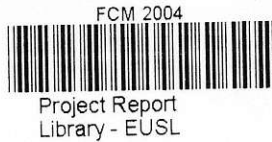


**THE COMMUNICATIVE COMPETENCE OF YOUTH AND  
THEIR EMPLOYABILITY IN HAMBANTHOTA DISTRICT**



**GIGINIWALA GAMAGE NIMESHA ISHARI**



**DEPARTMENT OF MANAGEMENT  
FACULTY OF COMMERCE AND MANAGEMENT  
EASTERN UNIVERSITY, SRI LANKA**

**2018**

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## ABSTRACT

Communicative competency means the ability to use the language for communicate something to another party effectively and also Communicative competence is a theory that seeks to understand an individual's ability to effectively convey meaning within given contexts. The most widely-accepted components of this ability include linguistic competence, discourse competence, sociolinguistic competence, strategic competence. Employability is continuing even after getting the job. When the employee obtains experiences, his knowledge and capability of working are enhanced. Then the ability to maintain the current job and ability to obtain a new job is developed. Therefore this study was carried out to find the relationship between communicative competence of youth and their employability in Hambantota District.

In order to achieve those objectives, data were collected from five companies in the direct marketing field operating in Hambanthota Ditriect as the population. Accordingly, all the youth people in those companies were considered as the population of this study. Out of this population, this study limited to collect the data only from 150 people in those companies. The study largely depends on the primary data which have been collected through questionnaires. The data were analyzed using descriptive statistics, independent samples t-test, and correlation analysis.

The results showed that the level of communicative competence of youth and their employability in Hambantota District were high. Furthermore, results revealed that communicative competence has positive relationship on youth and their employability in Hambantota District and did not significantly differ from communicative competence and Employability of male and female of youth in Hambanthota District.

Although communicative competence of youth and their employability was high they must improve read, write and compute competently; listen and communicate effectively; think creatively; solve problems independently; manage themselves at work; interact with co-workers; work in teams or groups; handle basic technology, lead effectively as well as follow supervision.

**Keywords:** (*Communicative Competence, Employability, Linguistic Competence, Discourse Competence, Socio linguistic Competence, Strategic Competence.*)

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