

Author	Zagabe, Mitima Jean-Paul
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### **ABSTRACT**

The Call Center Industry (CCI) in the Philippines has been attracting employees from different national and linguistic backgrounds. The industry required employees to have a strong command of the English language more specifically, American English, which serves as the model for the English language requirements. However, these requirements may have a negative impact on the linguistic and national identity of Filipino employees.

This study explored the Filipino English language trainers' and Customer Service Representatives' integration with the American culture and language and whether this has any influence on the way they teach or use the language. It also investigated whether training in the business process outsourcing (BPO) and training schools has any impact on the language and national identity of Filipino employees through strategies used to teach, transact amongst themselves, and with the American customers, and through the ways these employees perceive themselves as call center employees, as employees in the BPO training schools, and as Filipinos.

Data were gathered using the following instruments participants' profile form, one interview schedule, two observations, quality assurance forms, call flow forms, and job postings. Research locales were five call centers and two BPO training schools purposefully selected within Metro Manila where more BPO companies and training schools are located than in any other region of the Philippines and where Filipinos from different regions are employed. The sample consisted of 15 participants, five of whom are trainers in the BPO sector, three in PBO training schools, and seven Customer Service Representatives (CSRs).