

ROLE OF ENGLISH LANGUAGE AS BUSINESS LANGUAGE

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ABSTRACT

English is definitely the international language of business since we reside within the world of business changing as rapid because it has never had before, we discover ourselves with new and ever growing challenges, when it involves learning Business English. In India, English isn't used just for the utilitarian purpose but also because the Business Language and lingua Franca. It's emerged as a vital skill for multinational and multilingual environment, which is common in India from past few decades. Being a college of English and communication skills, it's always been my area of interest to explore and study the role and importance of English as a Business language. To impart the higher skills and knowledge to the Indian students, it absolutely was necessary to explore the sensible usage of Business English. Within the corporate world correct usage of English language, is more important, which contribute to the identity of a successful business professional. It's must to find out business English for Indian business professionals, to hold out the business, and also to speak with people from different cultural background. Learning the art of business communication is important for the professionals to grow and prosper altogether the spheres of career. It is said that an honest command over English language may be an asset for an expert to entrée and just win within the world of excellence and prosperity. This deep and systematic study throws light on the journey of English from its history to its origin in India, its global spread, and its usage in business communication skills. This article will give insight towards learning of business English for Indian Business professionals which seem to be mandate in MNCs for his or her personal additionally as company's growth.

Keywords: English Language, Business Language, Communication, Professional, Education System.

Introduction

A global language acts as a "lingua franca", a standard language that allows people from diverse backgrounds and ethnicities to speak on a more or less equitable basis. The recognition of any language may be a combination of three major things: what number countries using it as their first language, what percentage of countries accepting it as their official language, and the way many countries teaching it, as foreign language in their schools. The fundamental structural quality of a language is the quality of its literature, its vocabulary, its involvement with religions and Great cultures, all are vital factors within the popularity and recognition of any language. But, the history proves that a language becomes a world or global language generally thanks to the political power of native speakers, and therefore the economic power with which it's capable to retain and develop its position. The worldwide language is spoken as either first, second or foreign language. The important feature of a worldwide language is - "It is that the most extensively used language of communication in most of the places within the world". People feel the necessity of learning English, for their life.

A language are often a main concern in a very country's foreign-language teaching, although this language has no official status. It develops into the language which children are to be taught once they enter at school, and therefore the one mainly available to adults who - for whatever reason - never learned it, or learned it roughly, in their early educational years. Russian, for instance, held honored status for several years among the countries of the previous Soviet Union. Mandarin Chinese continues to take part in a significant role in South-east Asia. English is now the language most extensively taught as an overseas language - in over 100 countries, like China, Germany, Russia, Spain, Brazil and Egypt. In most of those countries, it's rising because the main foreign language to be run into in schools. 'For example, English replaced French because the chief foreign language in schools in Algeria in 1996.

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What is a Global Language

A world language isn't only characterized by the quantity of its speakers, but also by its geographical distribution, international organizations and in diplomatic relations." A language reaches global position when it develops a unique position that's recognized and accepted in every country, such a position will be most obvious in countries where great number of the people speak the language as a tongue. Historically, the crucial factor for the establishment of a world language is- that's spoken by those that handle power. Latin was the inter language of its time, though it had been only ever a marginal language within the Roman Empire as a full. Significantly, though, it had been the language of the controlling leaders and officers and of the Roman military and later of the religious power of the Roman church. For this it got global language status. To urge such a grip, a language has got to be spoken by other countries round the world. They have to conceive to provides it a special place within their communities, although they will have just some mother-tongue speakers. "There are two main ways during which, this could be done. Firstly, a language will be made the official language of a rustic, to be used as a source of communication in such field as government, the tutorial system, the law courts and media. Such a language is usually explained as a 'second language', because it's seen as a complement to a human mother tongue". There's no official definition of world or World Language, but it basically refers to a language that's spoken and learned internationally, and is characterized by the amount of its native and second language speakers, moreover as its use in diplomatic relations and international organizations.

How a Language becomes Official

There are several ways within which a language is official. Many countries officially recognized a language's status in their constitution (e.g. India); some make no particular mention of it, for e.g. Britain. In the USA, the question of 'whether the special status should be officially accepted' may be a source of great controversy. Similarly, there's great difference in the cause for selecting a selected language as a preferential foreign language: they comprise historical tradition, the need for commercial and political expediency, technological or cultural contact. Even when selected, the 'presence' of the language can differ greatly, reckoning on the amount to which a government or foreign-aid agency is ready to supply sufficient funding to a language-teaching policy. In a very well-supported environment, funds are dedicated to serving people have access to the language and learn it, through the faculties, institutes of upper education media, and libraries. There'll be a raise within the number and excellence of teachers, capable to show the language. Books, computers, telecom equipment stapes, and every one styles of teaching materials are gradually more available. In some countries, though, lack of state support, or a shortage of economic aid, has delayed the success of teaching goals. History shows us that a language becomes a world language mainly due to the political power of its native speakers, and therefore the economic power with which, it's ready to maintain and expand its position. Usually the language of the foremost dominant group within the area, as Mandarin dialect, learn by the opposite groups and thus become to some extent bilingual, But most often, a language is accepted from outside the community, like English or French, due to, economic, religious or political influence of a far off power.

English as a Global Business Language

English has the status of a worldwide language in the sense that, it's developed a special role that's recognised in every country, either as an officer language or as a language which is given priority in the country's foreign-language teaching. Globalization may be a comparatively new occurrence of multi-dimensional nature that causes many complex trends in the social, cultural and economic framework. Globalization influences every possible feature of life; Globalization has formed a smaller world for people. In recent time, people can reach over three countries in an exceedingly single day. Thus, get together of individuals from any places in the globe is greatly possible in the age of globalization. When people of dissimilar environment meet, they require communicating by a selected language as mean of communication, and English is now a world language. English is used by people in about every part of the world. English isn't merely used when people speak with English speakers, it's utilized by natives of various background as first language; it's also used when people from different countries meet for business purpose. English is the most extensively spoken communication in many various contexts in the world. It will be said that West Germanic isn't only a global language, but also a worldwide language. One report David Graddol wrote for land Council in 1997 called the longer term of English? during which he mentioned that the link between English and globalization was a fancy one: 'economic globalization encouraged the spread of English but the spread of English also encouraged globalization'.

English is additionally the working language of the Asian trade group ASEAN. It's the working language of 98 percent of international research physicists and research chemists. It's also the official language of the European Central Bank; it's the language during which Indian parents overwhelmingly wish their children to be educated because it is required for establishment of their bright future. It's believed that over one billion people worldwide are currently learning English. Today there are about 6,000 languages in the world, and half the world's population speaks only 10 of them, English is the single most dominant of those 10. English has inarguably achieved now a world status. Whenever we activate the news to search out what's happening in Africa, or South America, East Asia, or the Balkans, or simply about anywhere, local people are being interviewed and telling us about it, in English. Certainly, if someone looks at a number of the facts about the remarkable reach of English people language many would be amazed. English is employed in such a big amount of countries as a politician or semi-official language. One amongst the more amazing aspects of the reach of English round the world has been the extent to which Europeans are using it as their internal linguistic communication. English is spreading from geographic area to the south and is unquestionably well-established as a second language now in countries like Norway, Sweden, Denmark and Netherlands. Though not an officer language in any of those countries, it seems that just about everyone there can communicate in English with ease.

English as a Business Language in India

English in India is employed not only as another foreign language but it's become a main language especially in field of business. English has been available in India from the colonial times with the sole reason of helping country Administration; it had been generally used because the language of the government, but now, English has extended into many domains, like Education, judiciary, politics, industry, and business. In India English is anticipated to become one amongst the most important economies by 2050, projected by Price Waterhouse Coopers, and one in all the key profits that Indians have, is the knowledge of English. English acquired new functions, including the self-expressive or inventive function. A recent article in the Hindu, India's National Newspaper, talks about the launch of a program for rural Indian youth to grasp the working culture at Business Process Outsourcers (BPOs), includes the importance of understanding Business English. because of India's huge population and commercial activity clustered a couple of many urban centers, reaching bent on rural areas to confirm that future workers have the abilities necessary for global business may be a particular challenge. English is universally spoken by the educated sections of society. It's now recognized as an associate official language, with Hindi the official language. It's called the official language in four states (Manipur, Meghalaya, Nagaland, and Tripura) and in eight Union territories. It's passport to social mobility, educational activity, and better job opportunities.

Conclusion

Thus multinational companies require their employees to own adequate language competencies. English is certainly the international language of business in present era. The globe of business is changing and growing so rapidly that new challenges precede the professionals to learning business English, which may be a mandate to survive in highly competitive world of business. In the corporate world only speaking in English isn't sufficient but correct usage of English during a specific manner is more important, which contribute to the identity of a successful business professional. Indian Business Professionals required business English skills to grow and prosper altogether the spheres of life. It helps to mark their presence in the global world furthermore. Business West Germanic skill is important to hold out the business successfully and also to speak with people of various cultures. All in all, an honest command over English may be one's passport to the planet of excellence and prosperity. As a consequence of globalization big international companies increasingly use English as a company language, and today English seems to be perceived as a necessary part of employees' competencies. It's an incontrovertible fact that English is the principal global language accustomed facilitate communication during a multinational and multilingual environment. In India the bulk of business professionals feel that English skills are required to figure efficiently altogether the great companies. English indeed is that the natural language for several educated Indians, and for several, who speak quite one language, English is the second. Speaking in English has become a trend, which is being judged by young generation as a standing symbol. Surprisingly the very fact is, people with magnificent communication skills and spoken efficiency in English are preferred at entry level too. The efficiency of learning Business English is reflected in their growth patterns clearly, which depicts the importance of correct usage of English for communication. It's been found that Indian business professionals want companies to make encouraging environment for practicing business West Germanic skills, as Business English and communication skills are the foremost important route to fulfill the strain of current Business world.

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