

# English for Business Communication

**Dr. S. V. Dhanawade**

Asst. Professor in English,  
M.A., B. Ed., NET, SET, Ph. D.,  
Vivekanand College (Autonomus),  
Kolhapur, Maharashtra.

## Introduction:

The notion that English is a Lingua-Franca is an undisputable phenomenon in the whole wide world. The literary world along with the non-literary world agrees on the same indication. Previously, it was used by colonizers only. Over the years, with the expansion of trade, it got implemented in indigenous people as well, all over the world. In course of time, the English language became the language of trade and then the language of communication. India, as a colonized land, is already acquainted with the English language. Firstly it was for trade, and now-a-days along with strengthening its place in the country, it has occupied its precious place as the language of communication, and language of administration nationwide.

**Key Words:** Language, English, lingua-franca, business, communication.

The concept, 'língua-geral', lingua franca advanced in Brazil under Portuguese power and guidance in the 16th and 17th centuries as a moderate mode of communication between Europeans and Indians and between Indians of diverse vernaculars.

A lingua franca is also recognised as a bridge language, a common language, trade language, auxiliary language, vehicular language, or link language, which is a linguistic perception methodically used to make communication possible and smoothen between groups of people who do not have any mutual native language or dialect, predominantly when it is a third language that is discrete from both of the speakers' natural languages.

'Lingua francas' ensure its improvement and enlargement around the world during the course of anthropological history. From time to time for commercial reasons, these so-called "trade languages" expedited the line of work. Additionally, it helped with cultural, religious, diplomatic and administrative ease, and as a medium of trading information between scientists, researchers, educationalists and other intellectuals of different ethnic groups.

The term is derived from the medieval Mediterranean Lingua Franca, a Romance-based pidgin language which is used specifically by merchants and agents in the Mediterranean Basin from the 11th to the 19th centuries. Hence, to sum up, a world language – a language vocalized and spoken internationally and by numerous individuals – Is a language that possibly will function and be entitled as a global lingua franca.

As per the newest updates received from sources, the English language is spoken by 1,453 million people, which includes native as well as non-native speakers. Of 1,453 million speakers of English, only 373 million are innate natural native speakers whose first language is English itself and 1,080 million are non-native public whose mother tongue is different from English they prefer to speak English as their second language. To determine, English is the most-spoken language in the world by several speakers.

This lingua-franca got flourished due to a wide network of businesses. It got utilized mainly for business purposes. As per the encroachment of industrial development, up-to-the-minute discoveries, natural catastrophes, cross-cultural nuptial bonds and their offspring, the admiration and acceptance of the

English language broadened and finally befitted being a requisite of the time to survive in the rat race of the human world, especially in the arena of business, trade, and various jobs.

There are countless testimonies available to crown English as a Business language. English is the most prevailing language on the internet these days. Approximately 58 % of content on the internet is available in English. English is the language of technical and scientific periodicals. More than 50% of the world's technical, and scientific publications are existent in, the English language. In some nations wherein English is not the principal language for most people, however, their work is recurrently executed, performed and handled widely in English As the English language has an enormous impact.

If one can consider the latest surveys held in India, along with Census, it is flawlessly clear and perfect to affirm that English is the leading language in a multi-lingual country like India, which has thousands of languages residing countless ages ago under its rooftop. It is clear in the received and observed latest data on the demographic silhouette of English language speakers in India. The 2011 Census exposed that English is the prime language, the mother tongue of 2,56,000 people, and the second language of 83 million individuals, besides the third language of another 46 million public, creating it the second-most broadly vocalized language, next to Hindi, the national language, of India.

The mainstream of businesses is mounting intercontinental due to globalization of the world. This clears and confirms that businesses are progressively functioning to amplify their set-ups transversely novel margins and cultures, ethnical groups and nations. The paramount indispensable characteristic of performing and flourishing any worthy and effective business is decent and germane communication. By means of the progression of its economy, this brand Indian business communication is the most imperative entity. English is an extensively spoken language in India, due to the British colonial inspiration and impact of the English language and culture, as well.

Such acceptance of the English language is not only oral, cultural or fleeting. India has accepted English as one of the languages for administration. It is clearly mentioned in the Constitution of India. The PDF file of the Constitution of India is available in the English language on the website of the Legislative Department along with other Indian languages. The section related to the official language, Part 17 is dedicated to explaining norms to use languages in India. Chapter I, Language of the Union, Article 120, entitled Language to be used in Parliament, has stated clearly that business in Parliament shall be transacted in Hindi or English language. In addition, Article 210 entitled Language to be used in the Legislature, clearly stated that business in the Legislature of a State shall be transacted in the official language or languages of the State or Hindi or English. Articles 343 and 344 of the Indian constitution clear that the committee had settled on usage of two official languages that is Hindi and English.

Generally, there are more than 1500 languages spoken across the country. There are more than 19 official languages in India mostly dependent on the geographical situation present in the nation. It is almost incredible and impossible to learn all of these languages for any normal human being. To side-step communication errors, the easiest tactic is, to speak in Hindi or English. Without a doubt, both of these languages have a majority place in India. To avoid miscommunication during business talks it is suitable, advisable and quite natural to speak in Hindi or English language.

In India people determines a clear preference to use English as a corporate language. Most of the communications and business correspondence gets initiated and extended in the English language. From email to advertising, English and Hindi are highly acceptable and adaptable by Indian people. In corporate sectors, the specialized lexicon is in English which creates the English language as the natural choice for run-of-the-mill written communication.

The fundamental condition for effective commercial communication is to comprehend and appreciate the philosophy, values and culture of the country with the person intending to do the business. The variance in ethos and moral beliefs consequently requests to be accredited, appreciated and treasured beforehand real communication. In case the individual is not successful to achieve the desired results, certainly may be grounds, grave penalties and barriers to the achievement of the person and business as well.

At present, to implement any business in the country, knowledge of the English language is very beneficial and necessary too. For any individual, who desired to be prosperous in business across the whole country, English can be a great gizmo to achieve any business goal. Above and beyond, for international expansion and development of business English is an undisputable apparatus and solution.

As within the country, English is beneficial for a successful trade, it is equally helpful and necessary to spread business outside of the country. Various countries prefer English as their language for communication along with the language of trade. Multiple countries prefer candidates, employees and stakeholders who can communicate in multiple languages, especially in English.

Various companies prefer the applicant's capability or incapability to speak smoothly in the English language as one of the foremost selection measures. The sheer bookish knowledge and academic awareness won't give assurance of a good job or business.

Due to the multi-cultural and multi-linguistic work culture in various organizations, English is the language which links people effortlessly. For any presentation, meetings, and conferences the English language is getting utilized.

The emerging plea and demand for communication skills in English are encouraging Indian students to continue to learn and improve their proficiency in the English language. Mushrooming of spoken English courses, academies etc. are the outcome of this notion.

The understanding and knowledge of the English language is a vital employability ability to secure a job in India and outside the country too. Various MNCs and universities are settling in India as we cater for the demand for manpower and skills, especially in English.

The World Trade Organization (WTO) is an intergovernmental organization that manoeuvres and permits international lines of work. The official working languages of the WTO Secretariat are English, French and Spanish. All formal documents are produced and disseminated in these three official languages of the WTO.

Various readers who are interested in trade and other related information prefer to read the best newspaper for example - Business Standard, Livemint, The Hindu Business Line, Moneycontrol etc. are available in the English language.

The term Wall Street is used to describe the financial markets and the companies that trade publicly on exchanges throughout the U.S. This financial industry impacts on or around Wall Street often have impacted not just the investment industry, but the U.S. and even the international economy. As the Wall Street is situated in New York, U.S. the official language of the trade is English.

Currently, International Air Traffic Control uses English as a common language. There are endless pieces of evidence, unable to quote with references here, just to repeat the already accepted and proven thing that English is the language of trade, worldwide.



Not only trade organizations across the world but various other organizations such World Health Organization also probes the importance of the English language. World Health Organization (WHO) prefers multilingualism to ensure that health information reaches the people who need it in the languages they can understand. This makes access to health information both more justifiable and more effective also. WHO organization recommends six official languages that include English, Arabic, Chinese, French, Russian and Spanish. Many of WHO's key scientific publications - like the International Classification of Diseases, World Health Statistics, and the World Health Report - appear in above mentioned six languages.

### Conclusion:

In summation, which is unambiguous and firm, English is the Lingua franca in today's world. This is the language of business as it is vocalized by the majority of people to communicate, express and expand the various notions of existence and business as well. It is a method of not only communication but also a manner of spreading knowledge, business and prosperity. This particular thing goes with the international norms as well. Across the whole world, English is preferred by various organizations to communicate and publish along with trade.

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