
BUSINESS ENGLISH IN THE ERA OF GLOBALIZATION

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**Abstract:**

Today living in a 'Global Village', everyone needs effective communication skills for the growth of career and for the improvement of the organization. The English language helps as the best 'lingua franca' for millions of people chiefly for business people or tradesmen. The invigorating growth in science and technology for global communication make the people learn English. In this global village, English became the lingua franca or the means of communication. Another gray-area for many business people is business etiquette. It is a gray area because of a lack of understanding in business English. They don't know what type of English they must use in order to maintain business etiquette. For example instead of using general words like 'a tall spray dryer', 'paint', 'unfavorable weather conditions', 'unit', 'structural degradation', it is better to use 'a 40-foot-tall spray dryer', 'oil refinery', 'rain', 'evaporator', and 'a leaky roof'. Avoiding clichés and antiquated phrases improve the success rate. Long words and fancy language frustrates the reader. We can use 'use' in the place of 'utilize', 'lucky' for 'fortuitous', 'lie' for 'prevarication', 'ideal' for 'optimal', 'possible' for 'feasible', 'read' for 'peruse', 'question' for 'interrogate' 'argument' for 'altercation', 'substitute' for 'surrogate' 'end' for 'terminate', 'fireproof' for 'incombustible', and 'get rid of' for 'eliminate'.

Keywords: communication skills, invigorating, terminate, structural degradation', .etc

"The gift of a common tongue is a priceless inheritance"

- Winston Churchill

Today living in a 'Global Village', everyone needs effective communication skills for the growth of career and for the improvement of the organization. The English language helps as the best 'lingua franca' for millions of people chiefly for business people or tradesmen. In this computer era, it is difficult for many people to spend a lot of time writing long letters using florid language and famous quotations. People in different fields are curious to use concise and lucid language instead of chatty correspondence. At this time 'Business English' has been introduced for the benefit of entrepreneurs, professionals, technocrats, and traders. This paper tells how business English plays a vital role in outsourcing and off-shoring fields, communication etiquette, netiquette, and other new era business communication skills. This paper also discusses how poor stylistic habits of business people mar their writing and how jargon, double-talk, weak watered-down prose proliferate in business writing and how clichés and antiquated phrases make business writing vapid and how the skills of clear communication are waning.

"Business English is a key skill in modern life"

- E. Trimbus

Proficient and proper use of English alleviates the progress of business and enhances the choices of doing business with other country people.

The invigorating growth in science and technology for global communication make the people learn English. In this global village, English became the lingua franca or the means of communication. It is estimated that more than 1 billion people are learning English for different purposes. Indubitably we must agree that English plays a vital role in the business world also. Any communication problem may lead to losses, zero results in negotiations, and incompetence for global business or will just simply leave you ill-equipped to carry out international business. International business hugely demands English. But to succeed in business we need more than just general English ability.

According to many business experts, the average manager in the industry cannot write clear, lucid prose. They may know the basic grammar points like structure, tenses, punctuation etc. But they have a few poor stylistic habits that tarnish their writing skills which lead to vapid expression and ambiguity. While observing the writing skills of the business people, we find three types of people. Some business people feel that expression is important and writing is time-consuming and trivial. Some people can communicate well but cannot write well. Because they lack confidence in their writing skills and always face troubles to start any type of writing. Third types of people have a lot of interest but they don't have proper training.

Let us observe the role of English in outsourcing and offshoring. Those who are perfect and excellent in their English they can easily be employed and they can be given top priority. For example, IT employees, BPO employees, people working in call centers got their jobs because of their excellence in English. Those who are poor in their spoken English skills lose their jobs.

Another gray-area for many business people is business etiquette. It is a gray area because of a lack of understanding in business English. They don't know what type of English they must use in order to maintain business etiquette. This abysmal English knowledge may lead to misconceptions and misinterpretations which will tarnish the career growth. Using positive words, thanks-giving expressions and assertive language will help a person to get outsourcing opportunities.

Business entrepreneurs must learn "Business English Culture" and try to participate in face-to-face negotiations. Making business maps is useful to business people. It improves business English vocabulary. In this method, a group of people starts the game with one business word. Next person continues the game with another business word which is related to the first word. In this way, all the group members must write all the business words that are related to the first word. This improves business English knowledge and negotiation skills.

Influence of Jargon:

When this jargon spoils the relations and career, it is better to avoid jargon in the conversations. Before giving a message to the business partner, confirm that there is no ambiguity in the message. It is better to tell our message to our genuine friends and take suggestions from them. If we follow some tips we can avoid ambiguity and misconception. The rules are

- Know about the standard and knowledge of another partner, then proceed with the conversation.
- It is not correct to use strange acronyms which are not popular and not clear.
- Concise and forthright matter attracts the entrepreneurs.
- Simple language gives more benefit than pompous and florid language.
- Direct conversation reduces misunderstanding in jargon.
- Editing also helps to give lucid idea and message.
- Avoid buzzwords which hinders the friendly ambiance.
- Observing English T.V. channels and business programs helps to know about the jargon and new terms of the business world.
- English Business Magazines and newspapers give correct and exact business words.
- Life stories of business magnets show many business phrases.
- Business English books and CDs also assist in learning correct jargon.

According to great business writers like Robert W.Bly, there are some secrets in clear writing. They are:

- A. Be accurate: Business people are interested in accuracy – facts, figures, conclusions, and recommendations. Do not be content to say something is good, bad, fast, or slow when we can say how good, how bad, how fast, or how slow. Be specific whenever possible.

For example instead of using general words like 'a tall spray dryer', 'paint', 'unfavorable weather conditions', 'unit', 'structural degradation', it is better to use 'a 40-foot-tall spray dryer', 'oil refinery', 'rain', 'evaporator', and 'a leaky roof'.

B. Strict and succinct: The key to success in business writing is to keep it simple. The expression is more important than an impression. A relaxed, conversational style can add vigor and clarity to the letter.

Instead of using paragraphs to explain a simple sentence, business people can use plain and perfect sentences. Another example is 'the Microwave software company terminated the employment of Swarthik' can be written as 'Swarthik was fired'.

C. Choose active voice: In the active voice, the action is expressed directly: "John performed the experiment."

Passive Voice	Active Voice
The students were permitted by the teacher to attend the science exhibition and were asked to submit the report	The teacher allowed the students to attend the exhibition and submit the report.

D. Avoid "Corporatese." Anyone who reads business documents knows the danger 'corporatese.' Meaning of corporatese is the pretentious, overblown style that leaves the idea that it was written by a computer or a corporation instead of a human being, is language more complex than the concepts it serves to communicate.

- Downsizing
- Eliminating redundancies in the human resources area
- Indefinite idling
- Involuntary separation
- Managing our human resources down
- Restructuring
- Realignment
- Reengineering
- Right-sizing
- Volume-related production schedule adjustment.

Avoiding clichés and antiquated phrases improve the success rate. Long words and fancy language frustrates the reader. We can use 'use' in the place of 'utilize', 'lucky' for 'fortuitous', 'lie' for 'prevarication', 'ideal' for 'optimal', 'possible' for 'feasible', 'read' for 'peruse', 'question' for 'interrogate' 'argument' for 'altercation', 'substitute' for 'surrogate' 'end' for 'terminate', 'fireproof' for 'incombustible', and 'get rid of' for 'eliminate'.

Many industries have their own special languages. Industry terms are a helpful shorthand when we're communicating within the profession, but they may confuse readers who do not have our special background. Take the word 'yield' for example. To a chemical manufacturer, the yield is a measure of how much product a reaction produces. But to the car driver, yield means slowing down and stopping, if necessary at an intersection. That's where knowing our reader comes in as explained above.

Business Etiquette:

Courtesy and politeness in the spoken and written language plays an indispensable role in the business world. Not only etiquette but netiquette also sustain the success. So it is appropriate to learn and follow business etiquette and netiquette. The basic rule of business etiquette is we must show consideration and concern for the other party. Thinking in all angles especially on the other party's side prevents misunderstanding. Proper use of capital letters, request forms, formal words, title, salutation improve the friendly and fruitful atmosphere.

Netiquette:

Even in e-mails also certain formality is required. Creating an e-mail letterhead for formal proposals, contracts, offers, and the like will impress the business partners. When we are initiating the contact and want to keep it formal, it is accurate to use title Mr./Ms. Brief messages are desirable in any situation but brevity should not kill the relations. When another person is unable to understand our message, it is better to write an elaborate message. Using "smileys" (:-) ;-)-/ etc.) are acceptable for personal use but are quite inappropriate for business use.

Keys to Business English Success:

- Stop reading textbooks. Start listening business news, business information and proposals, meetings in English. Learn with our ears, not with our eyes.
- If we listen 1-3 hours of time every day, it can improve our speaking power and knowledge.
- Studying real materials and business discussions will also help to progress our skills in business English
- Too much concentration on grammar reduces the eloquence. So learning grammar naturally benefits a lot.
- Intuitiveness ameliorates speaking power
- Learning new expressions and phrases really yield good results.
- Attending guest lectures of business people and learning Business English from real business people really helps a lot.

Written communication in Business provides the means to keep the energies of employees alive to obtain pre-determined goals of the employer. With good planning and efficiency in English, we can accomplish good achievements in our career.

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