

English as a Networking Language in Business World

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Abstract

Business is an activity of exchanging goods, and this process involves different codes of communication that builds Network. Networking promulgates effective decoding phenomena in the business process and English is an effective language to overcome barriers in Business Networking. The appliance of English discourse and aspects in business has established Business English and it plays a pivotal role in establishing business network across cultures and countries. This explains crucial role of English as a Networking Language in Business World.

Full length paper

Business is the activity which is pursued in order to earn profit. These activities include production and exchange of goods. It is also a combined work of individuals to produce and sell the goods for profit according to the society's needs. Hence we can refer it as a human activity that propagates from one level to next level in the ever growing society. According to Dicksee, "Business refers to a form of activity conducted with an objective of earning profits for the benefit of those on whose behalf the activity is conducted."

And this activity has fastened many international business diplomatic ties. To achieve a successful diplomatic business support, claims an understandable and acuteness legal language.

Even the process of colonization mainly started for the purpose of business, the first triumphant step lead by the colonizers is their ability to communicate and make the natives understand the activity of business by proper use of language. This language faded the gap between natives and colonizer and strengthening the bond of globalization. Though globalization is narrowly studied as an independent phenomenon, tender roots are nourished by the concepts of colonization that had established the network across the world. In the current time, business is whimsically developing only because of the overgrowing network. Thus we would like to illustrate that business network with human blood circulatory system to state the relation and importance of networking, business and language. Business is an active process with an impulse in itself like human heart, veins connecting different parts are the network and language is like the blood. Here in this illustration the

importance of blood is unpredictable, similarly the role of language in business network is indeterminable. The language having such an important role in business is achieved by universal language “English”. Therefore the need for learning English language is predominantly standardized. Exclusively in the developing countries like India, the escalation of business is strategically higher. Indian business has entered the globalization phenomenon and the radical factor needed is common language, so English being the global language no developing country can break away from Global language for its business network.

Business English

The type of communication desired to practice the factors of business environment is called as business communication. Business communication can be defined as a type of formal communication that reflects the accepted principles of business environment that can code and decode the business message.

Business English is nothing but applying English language skills as a means for business is essential in global business. During the second half of the twentieth century English became a prime language in world business due to various reasons. The increase in international business urged a need for a common language. English was spoken world wide as first or the second language. English became a common business language worldwide, where people can exchange their goods across the world in spite of the differences in their culture and language. Therefore English became a global language and now it is mandatory for business around the world for a win-win situation. The need for English grew as the growth of the economy.

Business English is the wide-spread terminology which is used to portray the form of English that is used by people to do business. Business English focuses only on the necessary skills for communication in the global business setting. There are various subjects that are included under the term business English. Business English focuses on the skills that is mandatory to do the job well. For example writing e-mails and reports, making presentations, doing negotiations, using the telephone, attending and participating in meetings and receiving visitors, these jobs need a thorough training and business English focuses on these skills. Business English courses must have appropriate needs and objectives according to a particular field or person. The course should be carefully planned because the concerned person does not want to waste time in learning skills which is not relevant to their field. Business English has an ever-increasing demand.

Difference between business English and General English:

In the globalised world English has become the medium of communication in business. The term business English was developed during the 60's, and used strictly for business purposes. The business English has expanded due to various factors like technological development and new markets around the world.

The important difference between business English and general English is; business English focuses on the person's particular job whereas General English focuses on all the four skills regardless of the content. The business English is similar to English except for the vocabulary. The main aim of business English is to satisfy the student's needs and expectations in the business world. The business English people should have mastered the general English vocabulary to become professional.

- Business English is not about learning a new language and trying to master it. But it is learning a language we already know in a particular business context and many of the skills used are required to be learned by the native speakers as well such as writing business letters.
- In general English all the learners can be at the same level but in business English class, the focus is on specific skills which are necessary for a particular person. So in the business English classroom the learners can be at different levels..
- Time is a crucial factor while acquiring business language skills. The trainee must acquire the necessary skills at a short period of time. The business English trainee cannot waste time on learning something unnecessary or which is not applicable for his field. For example: a person from hotel field does not learn the vocabulary associated with marketing and finance.
- Business English consists of various disciplines together known as ESP (English for specific purposes) that includes include Legal English, Technical English, and English for various other specialized areas of work such as tourism, oil & gas, banking & finance, accounting, the construction industry, the military, and aviation.

Importance of English in business:

Success in business is often hinged on one single important word – communication; and most of it happens in English.

English is the ultimate language for many governments across the world and it is also major language in business, technology and education field. The structure of the business environment is determined by the factors it is linked with. And all the other factors are fulfilled by communication. For example, the person might have the excellent idea but unable to put it across and communicate then it's a loss. So English is very important in business.

English is the common language in the world market even we like it or hate it. We cannot neglect English in business. It is very important to be accurate in communication while doing business for win-win situation. Not knowing proper English might be embarrassing and it may harm the business. For example, the person might have the excellent idea but unable to put it across and communicate then it's a loss. So English is very important in business.

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The process of coding and decoding the business message involves all the essential sources of communication like sender, receiver and medium. Here in the business communication seller is the sender, receiver is the buyer and medium is the business structure. In this process of communication the sources are networked or interlinked by the societal culture. Ultimately the communication between different cultures is filtered by cultured being the barrier of business communication.

Business structure has developed many strategies to avoid or overcome cultural barrier. In the effort to solve miscommunication between cultures it has implemented business practices to blur the strict principles and norms of the structure. The goal is achieved by spiking the modifications in accordance to different culture. This process has led business to build its network.

Role of English in Networking

Communication activity such as translating, providing information from the website, sending e-mails, presentations, public-speaking are the codes of networking in the business. Today in the post-modern age, the boundaries of the countries are only physical or geographical, because, the advance network system and its implications have no limits in any dimensions, one is able to talk, see and do business from different parts of the world with ease, due to network. Here we should remember the role of language in network as explained in the beginning that is veins and blood.

Today the first, second and third world countries are interested to invest and do business. To do business the first hurdle in the process is communication, but the availability of English as a common language resolves the problem of communication gap. One should remember that acclaiming English a global language preceded globalization or capitalization. Thus the network system in all the sectors is solely dependent on English language. Yes all the codes and messages in the modern world are built in English. Though many consider English as a second language, it takes the first place in the network.

Let's consider few examples: i) business letters are written in English

ii) Description and details of the products is written in English

iii) Global marketing and advertisement is done in English.

Business established its network to power its profit, which is directly dependent on the ratio of buyer, to reach out for more and more buyers. Business network is motivated by use of English language, convincing, explaining and clarifying the details of the product, for people of different culture and language. But English is the hallmark of cultures and language. Why I state this, because the local and national languages have inculcated English into them. For example medical prescription is always written in English, and we all go to a shop to buy toothbrush, what language we do use? So the English language has aided business network and it is a continuous process. In this process the cultures are also being amalgamated, thus English language can be known as unifying language, which is in terms of this conference theme called English as a networking language.

The paper comes to conclusion with the Bertolt Brecht's poem "My Young Son Asks Me", the poet writes how his son is confused to study. When his son asks whether to study Mathematics or French or History, the poet in dilemma ironically says, what is the use of learning Maths or French or History, he demands to learn human language but he advises his confused innocent child to learn all these, the same is practically witnessed in today's Business activities, where it has become mandatory to learn English for business. English in the recent time has become human language for the Business activities and it is inseparable. Immeasurable importance of English language in current business activities is witnessed.

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