

English for Business Communication: An in Depth Analysis

Prof. Komal More

Sarhad College of Arts, Commerce and Science, Katraj, Pune, India

Abstract: *The English language has a more significant role in our daily contacts in both national and international contexts. The English language has been deeply ingrained in every part of our life due to its global qualities. Outstanding chances for an individual are associated with proficiency in the English language. The productive and effective operation of business and communication is greatly dependent on the English language. Due to the English language, multinational firms are able to conduct business all over the world. In order to thrive as a businessman with a global profile, one needs to improve their communication skills in English. English communication abilities that are both effective in spoken and written form are essential for business.*

The idea of Business English has changed significantly in recent years due to a number of developments, such as improvements in genre theory and the amalgamation of English for Business Purposes and Business Communication that have been motivated by the realization that there is a gap to be filled between the academic world and the global business world. This pioneering review, which draws on developments in the analysis of business discourses, particularly in applied genre analysis, revisits the frameworks now implemented in English for Business Purposes and Business Communication (or, more broadly, Professional Communication). The design of English for Business Communication (EBC) programs is thus suggested to be based on the combination of the two techniques. The research report includes an in-depth evaluation of numerous relevant published works.

Keywords: discourses, Business Communication, lingua franca, stakeholders, webinar, video conferencing, Constructive feedback, negotiation skills, consumer support.

REFERENCES

- [1]. Ahmad, S. R. (2016). Importance of English communication skills. International Journal of Applied Research, 2(3), 478-480.
- [2]. De Costa, P. I. (2009). English as an International Language: Perspectives and Pedagogical Issues edited by Farzad Sharifian. World Englishes, 28(4), 552-554.
- [3]. Patra, B., & Mohanty, A. K. (2016). Importance of English for Engineering Students: An Evaluation of the Prevalent Teaching-Learning System in the Indian Context. International Journal of English and Literature (IJEL), ISSN (P), 2249-6912.
- [4]. Adawiyah, D. (2021). THE IMPORTANCE OF ENGLISH IN BUSINESS COMMUNICATION. Adminika, 7(1), 178-186.
- [5]. Bobanovic, M. K., & Grzanic, J. (2011). The importance of English language skills in the tourism sector: A comparative study of students/employee's perceptions in Croatia. Almatourism-Journal of Tourism, Culture and Territorial Development, 2(4), 10-23.