

English for Business Communication: An in Depth Analysis

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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.

I. INTRODUCTION

“The art of communication is the language of leadership” (James Humes)

Communication is one of the special traits of humans and plays an indispensable role in making human society. We can't think of life without communication (Shrestha et al., 2017) the participation and discourse that come with socialization. During communication, mutually understood communications, symbols, and actions are used to convey information, feelings, and emotions. The development and expansion of a firm depends on departments being able to connect with each other and with the people who work in them, which is impossible without efficient connections. English has eliminated barriers and gained a unique role in international communication. All nations are currently employing English as their primary language, with India and other similar countries using it as their lingua franca. Undoubtedly, English has raised to the top of the global language usage charts (Dutta, 2020). Many languages are spoken in the multicultural and multilingual country of India. English is used as a bridge that enables people from different states who don't speak a common language to speak and share ideas with each other without any difficulties.

Business communication and the English language

Business communication is the process of sharing information and ideas both inside and outside of an organization. That consequently; an organization will encounter difficulties as, as Anita Roddick once said, "communication is the key for any global business." All organizations place great emphasis concerning their employees' capacity to engage with one another. Large companies may face significant communication issues due to the fact they work with people from different nations who have different requirements for communication. People find it challenging to express them or exchange knowledge with one another since they speak multiple languages. Using the English language as the means

of communication, a business owner may interact with any of his managers from any part of the world. The three primary stakeholders in any company are the producers, distributors, and consumers of the goods and services. Effective communication between all of these parties is necessary for corporate communication to be successful. Here are just a few of the domains where English is essential for business.

Corporate Communication with the Public

"External business communication" is the phrase used to describe business communications that either include or exclude employees of the business. It is the conversation that an organization has with society in general, that includes conversations with consumers, suppliers, and other stakeholders.

Research

An organization needs to spend an important sum of money in research due to the fact that it is unable to evaluate how customers view its brand through research. Following this assessment, the business can make knowledgeable strategies and modify the quality and amount of its services and products. Communicating with people from various backgrounds and languages is essential to understand the points of view of a multinational corporation's customers; English is the most appropriate language for this kind of research.

Marketing

Any product or service must be adequately advertised. By marketing, everybody gets information about the broad spectrum of products and services that are offered. Given that the English language is a common language across nearly all countries across earth, it is obvious that using it to market products and services is important. Ethnologists claim that the most commonly utilized language in the world is English. It is noticeable that marketing strategies such as hoardings, announcements, and advertisement regarding a product or service become productive if the medium is the language that is spoken by the majority of people globally.

Consumer Support

Users can contact a company's toll-free number if they encounter problems with any of its goods or services, and a customer care agent is going to help them in solving their queries. Every multinational corporation has a system established for managing customer service. English can also be extremely beneficial to the business in this case when it comes to communicating with global clients and addressing their issues.

Interoffice communications

The managing director and other senior managers, assistant managers, and other company executives, is known as internal business communication. An organization cannot function well without the cooperation and coordination of its different departments and personnel, and that's why internal communication is important. In order to conduct business overseas, large corporations need to stay in contact with all of the executives and employees who are employed by their companies worldwide. English is used as well here because the employees of the business are native speakers of that country and come from a variety of linguistic backgrounds. Another situation where English is helpful to the businesses and enables them to interact and communicate with staff located everywhere in the world in order to continue on with their business affairs successfully. English is the only language that can be spoken and understood by a large number of people, which makes it one of the multiple languages that an organization can communicate in with its employees, various divisions, and the press. The various methods for communication within the company are as follows:

Email

Email is the most beneficial tool for business communication since it enables organizations to keep control of all communication, it both internal and external. In these situations, employing the English language is important. An employee is able to get English-language emails from businesses anywhere in the world and reply to these messages as well. The use of English enables employees to easily understand the message despite their different languages and countries.

Websites

The organization's website is the most effective way of communication with employees and other stakeholders. The manager of the company only requires posting the information on the website for every single one of the company's stakeholders to be aware of the various kinds of information the company supplies.

English is also widely implemented on websites because the language is widely known, commonly spoken, and nearly all individuals can read messages sent in English.

Virtual talks

Although everything in the 21st century is digital, large businesses no longer need to send out invitations to all of their multiple officers, who reside throughout all over the world. They are able to use video conferencing alternatively. Businesses can set together virtual meetings by using the different video conferencing options that are available. The only language that is capable of overcoming the cultural hurdles that a multinational corporation experiences is English. It is clear that everyone in a meeting should be able understand and speak on the topic if an American multinational business organizes a webinar.

English being a language is an enterprise.

Not only is English frequently employed in various sectors and large organizations for communication, but learning the language is additionally growing as an important worldwide sector. English language teaching is offered by many national and international companies.

Several English language institutions and organizations across the world, notably the British Council, Cambridge University, Oxford University, and others, have provided short-term as well as long-term English language courses. These companies and organizations provide employment opportunities to a number of individuals that work on the English language.

Interviews

The first necessary requirement for employing staff members at an international organization is proficiency in English. An applicant searching employment needs to have outstanding abilities to communicate in English because almost all important international interviews are carried out in the English language. Only then will the candidate be able to communicate effectively with interviewers. Because of this, businesses, both domestic and foreign, must rely on their ability to express themselves in English.

II. CONCLUSION

English is used throughout multinational companies to communicate with individuals all over the world; the English language has an incomparable function and significance in business and communication. It is hard to imagine any scenario where English is not used in global business and industry. From those who manufacture goods and services to those who distribute and use them, everyone recognizes the value of the English language.

English is essential for any sector especially when it comes to internal and external communication with organizations. This involves marketing, customer service, research, websites, emails, presentations, and interviews. Although English is a commonly understood language, it would seem hard to communicate effectively with every appropriate stakeholder for an organization without using it. English remains the most spoken language in worldwide and the universal language out of more than 7000 languages. "In today's world of competition, no organizations want to remain local; their aim is to expand all over the world"(Fandrych, 2009). According to "English as an International Language," published in 1962, English is the language that is spoken approximately the world and has become the lingua franca of the world. If an individual wants to take their company worldwide, it is essential to acquire English. And having full knowledge of the English language is necessary.

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