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ENGLISH AS A CORPORATE LANGUAGE

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The logo for JETLS (Journal of English Learning and Teaching Skills) is centered on the page. It features the word "JETLS" in a large, bold, white, sans-serif font. The letters are set against a dark grey, shield-like background that has a vertical bar on the left side. The entire logo is superimposed on a faint, light grey circular watermark that contains the text "International Journal of English Learning and Teaching Skills".

JETLS

Abstract

Corporate language is the language in which the corporate world can communicate both verbally and non-verbally. We can explicitly declare that, “English as a corporate language” is an undeniable need for the multinational companies (MNC) today. Bit by bit almost every MNC is mandating English as their professional language. The biggest linguistic fact is that the basic role that language plays in human interaction is to demonstrate its power to be a preface to chaos or becoming the messenger of new understandings. If communication system breaks down, no one can move forward, even they might suffer to understand or be understood. Big plans remain plans only. So there is an urgent need for global employees to communicate effectively and efficiently so that they can evidently visible in the competitive world, and indeed, global organisations are at the frontier of changes in language use. There are many pros and cons of fixing as English as corporate jargon.

For over three decades, Europeans and Americans have impelled English as the common language of international business by using their parliamentary, social, financial, and technical power.

Approx 52 % of MNCs use English as their official language. We can see a shocking absence of research into the process through which English became the globally accepted corporate language.

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INTRODUCTION

Language is an essential medium of effective communication. Communication involves a lot more than just talking to one another. All spoken and written interactions both internal and external, occurring in the corporate world are essential components of communication. A shared language is critical to collaboration and increasing awareness of objectives in an International Business. Businesses are built on relationships, and relationships rely on efficient communication. In this context is a language which is understood all over the world and is structurally less complex to master.

English is considered the language of international business and communication because it is globally accepted that almost 18% of world population speak English. An estimated 1.5 billion people speak the language worldwide, out of which 375 million are native speakers.

An increasing number of multinational companies are sanctioning English as their corporate language —Airbus, Daimler-Chrysler, Fast Retailing, Nokia, Renault, Samsung, SAP, Technicolor, and Microsoft in Beijing, to name a few—in an attempt to facilitate communication and performance across geographically diverse functions and business endeavors.

REASONS FOR ENGLISH BECOMING CORPORATE LANGUAGE

Adopting a common mode of speech are not only a good idea it is a must. Corporate expansion into international markets usually requires a common mode of communication. Imagine an Indian company operates overseas with a client in America. Now consider the Indian company set up a sales call with the customer without realizing that probably there will be nobody who will understand Hindi or any region based language of India. Sitting together in the call, employees of both companies couldn't close a deal because the people in the room couldn't communicate. And exactly this is why we need a common mode of speech.

It is estimated that at least two billion people throughout the world speaks English. Because of this more international companies are choosing English as their language of business. Commonly three primary reasons are there for globalization of English in corporate standard.

- 1. COMPETITIVE PRESSURE-** For someone's business he/she has to capable of to communicate with a wide range of customer suppliers and other business partner. If they are lucky, they will interact in their native language. But this will limiting their business growth and business opportunities to the markets where their native language is spoken, clearly it is a big disadvantage to competitors.
- 2. GLOBALISATION OF TASKS AND RESOURCES-** Different language can cause a bottleneck-a Tower of Babel, as when geographically dispersed employees work together for a big plan. An employee from Belgium may need something from an enterprise that is in Mexico. Without a mediator communication will suffer. Better communication gives employees more

firsthand information, which is essential for good decision making. Nestle can improve themselves only for enforcement of English as a company standard.

- 3. M&A INTEGRATION ACROSS NATIONAL BOUNDARIES-** Acquisition becomes complicated when everybody speaks the same language but when they are not they suffer a lot. Even a simple e-mail exchange becomes a curse. But cross culture integration is notoriously tricky, that's why when Aventis, the fifth largest worldwide pharmaceutical company choose English as its operating language business came into play.

GEOGRAPHICAL SPREAD OF ENGLISH

One of the biggest propellers of the English language between the 17th and 19th century was the erstwhile British Empire. The geographical expanse of the colonies and the international trade driven by the British led to the spread of the English language across continents, from South Asia, Asia Pacific, to Africa, the Middle East, and Australia. In fact, most former British colonies such as India still use English as a language of formal communication and education in addition to the local dialect.

English is the dominant language spoken in the world's most powerful nation – the United States of America which is one of the main reasons why English commands such global influence even today.

English is the preferred language at international organizations such as the United Nations.

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

English has fast become the most widely used language in the world of trade and commerce over the past decade or two. The spread of the English language can be traced back to the days of the colonial expansion and has fast become the default language in all official forms of communication in most countries around the world. In today's business oriented world, English is widely used as the major medium of communication for both small business concerns and large corporate entities alike.

English has now become a global language for business all over the world to such an extent that it is the standard official language in certain industries such as the shipping and airline industries. It has resulted in the knowledge of English being a mandatory requirement for critical jobs such as airline pilots and naval officers, etc. Apart from having an impressive command of spoken English today's competitive corporate culture demands an equally impressive command of written English as well. It is mainly because almost all forms of business communication such as emails, presentations, sales and marketing and even corporate legal documentation are now carried out in English.

The proficiency of the language has also made it a vital part of success in the highly competitive corporate world. Many reputed organizations around the world rely on English as a means of communication in everything from emails to corporate documentation to even popular and well-

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read business resources both in print and over electronic media. English is being used as the official language in over 70 countries.

There are 27 member states in the European Union (EU), and 54 in the Commonwealth of Nations. English is one of the main official languages in the EU through which all business is conducted. The Commonwealth is comprised of 52 nations which were formerly British colonies, and two which elected to join for trade reasons (Mozambique and Rwanda). English is the main language for all business transacted by the Commonwealth, which promotes free trade amongst its member states.

English has emerged as a major language for finance and the stock markets around the world. People wishing to do business globally need to have a good command of spoken English.

In some industries, knowledge of business terminology in English is critical for entry into and the success of a business. Workers need to have an understanding and command of detailed vocabulary dealing with specific concepts in order to be able to communicate effectively with other professionals in the business. Examples of specialized businesses requiring knowledge of English include computing, engineering, science, technology, medicine and law.

English has emerged as one of the major languages for doing business on the Internet. A website written in English can attract many customers and enable even small business owners in remote villages to sell items to people around the world. Well-written product and service descriptions in English are key for attracting new customers and keeping them up to date on any new product offerings.

In order to get ahead in your chosen field you need to make yourself completely understood by the people you work with. There will be emails; there will be telephone conversations, and they are costly! Knowing good English helps you to make your point faster. If you have a website that the whole world can see, you had better have content that is meaningful and accurate and does not embarrass you or harm your business.

OPPORTUNITIES

Facilitate Transparency through Corporate Communication

Effective communication creates a sense of transparency. Employees are more likely to feel that they're a part of the bigger picture when managers communicate clearly with them. Being transparent is also helpful in building trust with clients. Many people are concerned with what a company stands for, not only what it makes. Customers may be more likely to stay loyal to a company that can communicate openly and transparently.

Teamwork

Employees of the companies feel confident when working in a common language they are using at that time. No-one wants to feel “childlike” when trying to communicate in a professional manner.

Adoption of a common language makes everyone feel in the same page. When people who work together know how to communicate clearly and respectfully, they can accomplish things more efficiently. They work together as a unit, rather than as individuals with different information and

no clear game plan. Everyone in the office knows that they can count on one another to share important information and communicate well, so all of this together builds the sense of teamwork

Protect the Company Branding

Corporate communication isn't just how employees communicate with one another. It also involves the communication between the company and customers. The importance of corporate public relations is significant and can affect the company's success.

Improve Customer Service

Another important aspect of corporate communication is providing the best customer service. If employees who interact with customers have difference in language, the customers may feel like they aren't receiving the best service possible. There can also be miscommunication to customers.

RISKS

Creates a power shift

Declaring English as a corporate language creates an immediate power shift. People in the company who speak English well become empowered; those who struggle with English become slightly less confident in their business value. Those less self-assured in English don't feel as good about speaking up in meetings and seminars. In fact, they might not speak up at all, even when they have something vital to contribute. In general, something spontaneous disappears from the conversation when people have to communicate in a language they're not entirely comfortable in.

Puts up barriers

English everywhere also puts up barriers between the company leadership and employees if English is not the native language of the employees. Messages from management in English suddenly feel like they come from far away.

DISCUSSION

From this research paper I understood the importance of learning English not only written communication also in verbal communication .In future it will help me to survive in the corporate environment where people from all over the world communicate. Day by day MNC will progress through this language.

CONCLUSION

In this text we tried to describe how the phenomenon of globalization acts on language and we focused on English because this is growing as a mess of international corporate communication. English as business language in a European context is a controversial thought because there are many differences of culture in the legal sphere. So it is always debatable if declaring English as a corporate language is good or bad. Every coin has two sides. We have to carefully consider all the implications and carefully switch corporate language to English. The term corporate language has not been adopted by linguists but it has a clear meaning. It acts like a sublanguage, a language for a specific professional group.

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