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ENGLISH AS A CORPORATE LANGUAGE

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Abstract

Language is very important because it helps us to communicate and interact with the people around us. English plays a major role in the field of education and corporate level. There are many reasons why English is the most important language in the world. English is very important in our day-to-day business world. In this 21st century English has become an universal language, English plays a crucial role in regards to employment, trade and commerce, research works, entertainment, communication and many more.

Keywords: Linguistic, globalization, business, English, borrowings, culture, communication, corporate English, phenomenon, sublanguage, institutionalized, diplomatic, liberalisation, trade, commerce, alleviate, instantaneous, imperialism

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Impact and Progress

Good English skills are likely being the best way ticket to business success. We should not just learn English just to get job but to get absorbed into each and every word which the English provides us. English is not my mother tongue, but it is the language which enhances by speaking, knowing and my enhancing ability. When I was a child I used to speak in my mother tongue everywhere. But due to course of time I learnt the importance of English not only in the field of education but also in the field of business also. When I entered in the field of education, it seemed like I landed into an ocean. Mode of communication was English. Then it took some time for me to frame myself. After the field of education I realised that English is the most widespread spoken and written language in the world. An estimation of over 1000 million people speaks the language worldwide out of which 200 million (approx.) are native speakers. In the earlier days knowing English is mandatory because a person who knows and speaks English is a mark of superior knowledge. These type of people gets absorbed into any corporate field very easily. In this modern world we are expected to know English. This helps to impress our interviewer or boss, we have to show our excellence and extremely fluent in both speaking and writing language.

When we are working in a corporate level which refers to interaction with the colleagues, the mode of communication in English. In sometimes in a worst-case if someone fails to communicate in English, it may lead to misunderstanding that might put the referred person's job at stake.

We have seen people getting promotions at work. For that we need superior networking skills, teaching business English helps us to develop both our language and communication skills. As

mentioned before Business English is very useful for good communication. We can deliver presentation, carry out board meetings. There we cannot speak our native language because hardly anyone would understand. So we need to speak in common tongue which is the English language.

There are two categories of Business English speaking and writing. We may write well, but unless and until we are able to speak properly we will not be able to represent ourselves in front of the audience and leave a good remark about ourselves. People do judge by the way we represent ourselves in a more modified way than the others. If our interview gets the impression that we are at home with the language we are ready halfway to getting the job.

We can supplement the learning of English by looking up vocabulary list, playing word game, watching educational YouTube videos.

Many of the films, books and music are published in English. So learning English should be access to great wealth of entertainment. It also helps in great cultural understanding watching movies and television programs in the English language is also great and fun way learn it.

Nowadays everyone is carrying cell phones. As estimated 565 Million people use the internet and estimated 52 per cent as the world most visited websites are displayed in the English language. Learning English is most important as it gives us an access to over half the content on the internet. Knowing how to read English will allow us to access to billions of pages of information which may not be available.

As mentioned before one should write as well as speak English fluently. Fluency refers to the smoothness or flow with which sounds, syllables, words and phrases are joined together. Most of the foreign companies have adopted it as the most effective means of gaining access to global commerce and trade. Now the emergency of the internet plays a huge role in the spread as English internationally too. So now we had to accept that English. This is the age of internet and online trade and commerce.

The higher our level of fluency in English is better it is for our employer, as our present a more efficient, professional image for our company when doing business with others when an employer has full confidence in his abilities over English language, then every that employee would gain every others trust by knowing a lot about solving problematic solutions. And solving problems of the companies and providing them a better way of enhancing their business, nice payments and promotions will be accompanying him when someone is more fluent in English the more job opportunities will be open to everyone which also offers good salary & promotions.

Even when we achieve sufficient fluency which is possible for most but the reality is that with the adoption of an English only policy. Converting the primary language of a business is not a small job. Adoption depends on two keys – employee buy in and belief in capacity. The reality is that without buy-in, employees won't bother to brush up their language without belief, we will lose hope.

Corporate English and or corporate language have different meaning to different people. For some people vocabulary is the main thing. But on the other hand some people focuses on the communication skills which are used in the work field presentations, negotiations, meetings are the systematic approach of these types of Business English.

In the field of work or while sitting in front of job givers we have to get ahead of others in our chosen field we have to make ourselves completely understand by the people we work with or will be. Knowing good English would help us to figure out problems faster. Not only we need to understand but also we need to implement in our own practical world. How we face difficult situations also tests how we communicate with others. In some industries, knowledge of business terminology in English is critical for entry into and the success of a business. In today's world English has been emerged as one of the major languages for doing business on the internet. All the websites are written in English, attracts many customers and gives

chances to small business owners in remote villages to sell items to people in their moments of need. While there are usually extenuating circumstances that caused the glitch, almost always poor communication was part of the problem. Good business communication can alleviate the situations.

Good business communication helps getting the job done well, on time and on budget. The boss or team member who can communicate objectives, reasoning tastes in a concise and coherent manner contributes more to a company's success.

Communication is also almost instantaneous. The ease with which we can use a laptop, cell phone or communicate with co-workers, clients and others has made doing business easier.

Business are findings that it is in their best interest to learn about national, cultural and ethnic groups we need to communicate with to grow our business. As a result good business communication is simple and easily understood, which is a rule often overlooked by managers and team members. This is an important aspect when preparing document, speech and presentation.

English Language or language development, is a heart of all learning, so speaking , listening and interacting must have some value as and when we express ideas, respecting others and corporate level. It plays an important role for having employment opportunity and social life, so communication in English with others orally creates some more values.

Corporate English played an important role as a means of corporate as well as international communications. Corporate English used by International bodies for legal documents such as agreements, treaties where English is used as common language or mode of communication.

Internationally all official languages are equal but theoretically speaking all laws is drafted in English as a result English can be considered as a source of corporate language.

Language and culture knowledge are very important internationally. Due rapid growth of business use of English language played an important role in the field of trade and commerce.

It also acts as a great communicator between the two or more countries for the development of business. Research activities become more accessible with the help of English. Academic and occupational capabilities may be developed.

Working in an office means teamwork and collaboration. Even if you are an introvert, you will have to interact with your colleagues. And that will be difficult if you don't know the language they speak very well. In a worst-case scenario, it may even lead to misunderstandings that might put your job at stake.

Similarly, you need to know the right people to get the best job or a promotion at work. For that you need superior networking skills. Learning business English helps you to develop both your language and communication skills. Ultimately, it will help you to adequately express and represent yourself in front of other people. The best way to learn better English communication is to speak the language often, preferably with a study partner in person or online, via Skype.

Speaking and writing business English are two different skills—you may write well, but unless you can speak clearly and fluently, you are unlikely to make an impact in the workplace.

People do judge you by the way you speak. Also, the type of English that is spoken differs from place to place. American English isn't the same as British English. There are in fact notable differences in accents and pronunciation. Similarly, in India it is acceptable to mix words from Indian languages with English to communicate something, leading to the formation of a combined language. So wherever you work, it is best to research the type of language that is spoken there, and try matching your accent more closely to the native one, to better blend in. If your interviewer gets the impression that you are at home with the language, you are already halfway to getting the job. The best way to improve your pronunciation is, of course, to listen to good pronunciation. This podcast on Business English Pod is sure to be of great help.

English is a language which is adopted as a common language between speakers whose native languages are different. So being fluent in English is essentially a survival strategy in today's competitive world. It automatically improves your chances of climbing the corporate ladder. The way you speak and communicate is also linked to your interpersonal skills, leadership qualities and level of empathy which means ability to relate to other people. So mastering the language will help you master all the soft skills and life skills which are essential to survive in the workplace. And there are plenty of courses that cover these skills along with English, like these ones on business and entrepreneurship and career development. To improve your business English, your best option is to sign up for a proper business English course, online or offline, depending upon your needs and convenience. You can supplement this learning by looking up vocabulary lists, playing word games, listening to podcasts or audio books, watching educational and authentic YouTube videos and practicing with online exercises. If you are especially into self-study, make a plan and stick to it. And finally, interact with your peers and friends in business English and ask for feedback. People are usually more than happy to help. Most importantly, don't be afraid to make mistakes. Learn from the past; believe in yourself, work hard and success will surely follow you. English ranks high both in terms of the number of countries where it is spoken as well as the sheer number of people who speak that language either as native speakers or as second language speakers. English is an enabler for international communication. Historically, languages that became popular were those whose leaders wielded great power.

English is the preferred language at international organisations such as the United Nations, and especially during diplomatic exchanges between political leaders of countries.

English is the official language of the European Union. It is spoken as a foreign language in 19 of the 25 EU Member States, even though it is not an official language in these countries. Once again politics is at play, as it is expected that English will cease to be the official EU language

once Britain exits the European Union.

In many countries, being able to speak and write English fluently as a non-native English speaker is often seen as a status symbol because it means that you have had an English based education in a private school. Even in many countries, government has also been introduced English as a medium of education. In continuation of this thought, some of the world's most aspiration academic institutions like Harvard, Cambridge and Oxford are based in English-speaking nations.

As can be seen in more detail in the section on English Today, on almost any basis, English is the nearest thing there has ever been to a global language. Its worldwide reach is much greater than anything achieved historically by Latin or French, and there has never been a language as widely spoken as English. Many would reasonably claim that, in the fields of business, academics, science, computing, education, transportation, politics and entertainment, English is already established as a mode of communication other than mother tongue. The UN, the nearest thing we have, or have ever had, to a global community, currently uses five official languages: English, French, Spanish, Russian and Chinese, and an estimated 85% of international organizations have English as at least one of their official languages. Even more starkly, though, about one third of international organizations use English only, and this figure rises to almost 90% among Asian international organizations. As we have seen, a global language arises mainly due to the political and economic power of its native speakers. It was British imperial and industrial power that sent English around the globe between the 17th and 20th Century. The legacy of British imperialism has left many counties with the language thoroughly institutionalized in their courts, parliament, civil service, schools and higher education establishments. In other counties, English provides a neutral means of communication between different ethnic groups. But it has been largely American economic and cultural supremacy in the field of music, film, business and finance, computing,

information technology and the Internet and also in the fiend of drugs and it has create an established position of the English language . American dominance and influence worldwide makes English crucially important for developing international markets, especially in the areas of tourism and advertising, and mastery of English also provides access to scientific, technological and academic resources

Conclusion

The phenomenon of globalization acts on language and focused on English because this language is developing as a means of international communication. English for Specific Purposes and in this case corporate English is quite a controversial subject because there are many cultural differences in the legal sphere. A survey carried out by the “Special Euro barometer 243” about the Europeans and their languages shows that German is the most widely spoken mother tongue with 18% of the speakers, while English is the most widely spoken language in the EU with 51%. The use of corporate English in Romania has increased after 1989 due to the liberalisation of trade, to foreign investments and also due to the privatisation of most of the state- owned factories. The term corporate language has not been adopted by linguists but it has a certain meaning. It acts like a sublanguage, a jargon, a language for a specific professional group.

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