



**Abstract**

The need for acquisition of new languages as a skill has never been more prevalent than now, in this post WW2 world where the co-operative initiation taken by nations has resulted in professionals to actively pursue communicative efforts in order to establish them and their brand internationally. Now due to the colonial past of United Kingdom, English has taken a predominant place in connecting the world. However, it is to be noted that a lot of the world still either don't speak English or refuse to give English predominance in their culture. Therefore, to reach them one must garner a knowledge of their language and develop a cultural intelligence befitting enough to use the newly learned language with high efficiency. Hence, this balance in business communication across the world with its ever-demanding nature for it to tip to one common international language with national and regional identity associated with their respective languages, is currently very delicate. Some countries actively have given into the concept of English as the international language while others still want to define their world with the boundaries defined by their linguistic identity. That is the clash we see in language and its associated identity as a result of this globalizing world

**Keywords** – Post WW2, English, Cultural intelligence, Business communication, Linguistic identity

## INTRODUCTION

It goes without saying that language is one of the central aspects around which cultural aspects are born, evolved and thereby forming a framework of their contemporary society. We can observe this statement to be true by giving the obvious cultural difference and societal practices existing among different groups of people who often also have different linguistic background. Although, we know historical isolation among civilizations is a myth as political and commercial entities often interacted with each other, the isolation of vast majority of the “governed” population allowed them to distinguish their linguistic practices from each other to an extent that most didn’t need to be able to communicate with individuals from far across. However, the modern era has been different. Although Europeans did try to implement linguistic imperialism (whose effects are still prominent) in the beginning of this era of “modernity”, the new world has a shift toward a cooperative globalizing objective which also includes language. This is where we stand, with language being an important fabric in the modern framework of the world with various new and old entanglements with its contemporary society which are in dire need of analysis.

### Exploring Business Communication in a Globalizing Multilingual World

Although commercial communication is as old as civilization itself, and ancient global trade routes are a clear indication that as humans we have perfected the art of selling to the far far away, it is important to note that the age of a few handfuls of nobles are gone (or not, that’s a paper for some other time), so are the times of just conquering land and creating colonies as liberalization occurring post WW2 has brought everyone to the forefront of this world. However, since everyone is onboard this ship it’s important to be able to communicate effectively and efficiently. This is where the issue lies. Although due to brutal colonial practices of the European powers and Britain being the biggest of the culprit, their linguistic imperialist

practices that most of the world is somewhat accustomed to the English language. Hence, by default it is considered the business language of the world. But an imposed language didn't and never will be able to erase and imprint on the interconnected relationship existing between a culture and the language it birthed and vice versa, which is reflected in business communication when one doesn't have a proper understanding of the others culture and language. Of course, bilingual and multilingual individuals can navigate around these problems by being able to surf on the vast oceans of multiple languages, thereby showing that the future is multilingual. It is also important to know that there is also a linguistic nationalist pushback against European languages as commercial languages or as an attempt to self-preserve, one also needs to approach such societies from their comfort zone of communication and aid them back into the eventual globalizing future as alienating them can lead to eventual dismantling of global chain of liberalized communication and commerce between nations which is indirectly holding up a fragile peace amongst them.

### **Linguistic Nationalism and Globalization**

Objections to European language domination in post-colonial world is a given, as it's a clear sign their imperialistic practices existed beyond resources. But the language itself exist in a complex status in many of such colonies most prominent in the relationship of let's say English and India or French and Algeria. In case of India, the language itself as been as used as a common method of communication amongst its multicultural society as no culture wants to risk a new form of linguistic imperialism on itself by each other leading to unnecessary political disputes. The case is similar in Algeria, where although there is resentment against the French language the complex tango in which it exists with their society has made them tolerate it. The key thing here is to understand that once global communication which such nations occur, one must understand that the relationship they have with colonial languages used to connect to the world is vastly different from what the original culture of these languages and hence any spark can ignite a lingual nationalist opposition if such societies are not handled with the respect. The second from of Linguistic

Nationalistic objections come from countries trying to impose soft power on the greater world. It should be obvious by now how much culture can be used to influence other nations, an act well realized by the world and amplified to the maximum during the cold war. Even today, the USA is able to hold the most significance world wide by importing their culture in forms of television, brands, movies and so on. And the way the US is so effective is by the pre-existing dominance of the English language allowing them more effective communication. Hence, countries will try to impose their own culture by targeting the core itself, try to get the world invested in their language. China for example knows that currently they own the global trade chain and hence ensures that within their region of influence, mandarin is given the priority thereby forcing foreign operatives to either play their game of language or lose getting involved with a global economic power. There is clear evidence that this is working as by their massive economic influence, they have got a hold on the culture of many countries in south east Asia and Africa, making them give mandarin significant influence. As per other strategies go, as silly as it may sound the recent boom of K-pop is another example how importing culture is a way to get your language be seen as prevalent on the global scale. Hence, it won't be surprising to know that this sudden boom was a carefully planned initiative by an industry specifically designed for this purpose. (Although it is important to note that the industry exists in isolation from the government). It is at this an accepted reality to everyone that the globalized world is the future, hence nations are doing their best to ensure that it's their language and thereby their culture which ends up getting the prevalence ensuring soft power and an upper hand on the bargaining table.

### **Language and Cultural Intelligence**

Cultural intelligence is used to define how easily a person can relate and work across different cultures in fields of business, education or research. As discussed earlier, it goes without saying how interconnected language and culture are. This analysis is on the individual themselves as it's their cultural intelligence that will determine how effectively they will fit into communication carried on across the global economic chain. It has been found that multilingual people have generally higher cultural intelligence which further proves

the claim that multilingualism is the way of the globalized future.

### **Conclusion**

It goes without saying that in the future as a result of eventual globalization, business communication will strictly encourage a multilingual environment. Ofcourse, there are other geo-political elements that will come into play which will have an effect on how the world will adjust to this world, it is important to know the indirect significance language plays in this mess of realpolitik and what an important tool it is to cultures

### **References**

<https://smallbusiness.chron.com/benefits-global-business-communication-124.html>

<https://ksr.hkspublications.org/2015/09/10/the-chinese-language-as-a-soft-power-tool/>

<https://carnegieendowment.org/2020/12/15/case-for-south-korean-soft-power-pub-83406>

[https://en.wikipedia.org/wiki/Multilingualism\\_and\\_globalization](https://en.wikipedia.org/wiki/Multilingualism_and_globalization)

<https://www.cambridge.org/core/journals/international-journal-of-cultural-property/article/abs/cultural-nationalists-internationalists-and-intranationalists-whos-right-and-whose-right/B200FC33A62655713222B8A10494B644>

to play as a good hand in the game of soft power and thereby global cultural and commercial branding.

