

TILTM 2020
Topical Issues of Linguistics and Teaching Methods in Business and Professional Communication

IDEOLOGY OF BUSINESS ENGLISH

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Abstract

This article gives you the ideology of business English. Due to globalization, whole world is strictly interconnected to each other and the main source of communication is only English where Business English explores your professionalism. As business English is the basic unit or primary source of business, it is highly used around the world. Business English helps to communicate professionally with your clients, colleagues, subordinates, and overseas representatives. Business etiquette enlarges your self-confidence and place in the market which helps to encounter your business rivals. English is not only the foreign language but also consider as skill which opens door to the entire world and helps people to establish themselves to create their way to a successful career. Business English teaches us etiquettes which empower our reliance to blowout from every situation and to hold stages by attracting attention of our listener. Business English is highly demanded by HR specialists to seek a better candidate who can deal with the client more effectively. This article also highlights the effect of professional or business English on business and career.

2357-1330 © 2020 Published by European Publisher.

Keywords: English, Business English, business, business etiquette, Professional English, business communication skills.



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1. Introduction

English is an international language which is widely spoken around the world. People study English for various purposes, for example for travelling overseas, making new friends, and also for collaborating and exploring business. Business and management are a key factor of our society on the local, national or international level using English as the fundamental source of language. English is widely demanded internationally for trade and business. Even the countries having their national languages also prefer English as an easy mode of communication. It is also considered as the major language of politics, international relation, entertainment, and culture for many countries.

Historically, English was first introduced globally by British, who had colonized several countries around the world such as India, The USA, South Africa, Australia, New Zealand and so on. The British opened their English schools around the world and recruited nationals to work for them. They started doing import-export business. In this way, the major part of our world learnt English. But now, our experiencing a great influence from the UK and the USA, which are considered the major global economies, makes us learn English. The New York stock exchange, or The Wall Street, is widely famous, with every businessman, investor or broker wanting to be part of it, and for that the basic requirement is English. English for business and management is a term which has linguistic aspects used in different business areas: economy, accounting, commerce, marketing, production, trade and transportation, e-commerce, HR and insurance, and also the business communication activities such as meetings, writing, presentations, negotiations (Kutateladze, 2014; Macmillan Dictionary, n.d.; Rao, 2014; Pilucka, 1998).

2. Problem Statement

To analyze the communication gap of using Business English.

3. Research Questions

- identifying the needs of Business English in today's world;
- understanding of general and Business English;
- concept of improving Business English;
- improving communication skills and professional etiquette in Business.

4. Purpose of the Study

Ideology of Business English makes us professional to deal business. Students or businessmen usually confuse between general English and Business English (specific English). So, this article clarifies the benefits and the specification of Business English.

5. Research Methods

The research is conducted by analyzing works of several authors, specific rules and specific vocabularies, which gives us a clear idea of the ideology of Business English.

6. Findings

Professional English

Business English is a medium of instruction to acquire fundamental, practical, professional, and technical knowledge of subjects in a more result-oriented way. There are several professional courses or programs available, designed for specific purposes, for example improving skills, knowledge, accent, vocabulary or etiquette, depending upon your professional demand. In business ideology, English plays a vital role, because students study in business and management programs to understand business etiquettes, backgrounds, contracts and agreements, client satisfaction, and public relations, to organize or attend meetings or conferences, conduct sales, negotiate and analyze reports, as well as for telephone skills, banking and finance. That's why it is highly recommended for students to study business and management in English to achieve success in their career. There are several call centers around the world which work nationally and internationally. India is a hub of call centers, which serve banks, insurance companies, consulting firms, IT sectors, pharma sectors and so on. So, people who work there get specific training of specific English. For example, technical English, judicial English, medical English or business English, which we call professionalism.

English is divided into two parts, Business English and General English. Both have fundamental skills such as writing, speaking, reading, and listening. General English is used to understand and communicate with English speakers having common vocabulary, topics, and skills, but Business English is a bit different. It has specific vocabulary, topics, and skills which people use to communicate more accurately at the workplace to show their professionalism. It provides people getting more attention and belief in the market and the standard is followed professionally around the world. The major focus of Business English is to improve people's skills and knowledge to do their job well, such as making presentations, attending and making business calls, writing emails, messages and reports, organizing or participating in business meetings or conferences online or on the telephone. So, Business English is a nucleus of business improving the delegates' jobs. Anyway, both General and Business English are important because we cannot learn business English without knowing General English (Macmillan Dictionary, n.d.).

How to improve business communication skills

Nowadays, businessmen use relevant vocabulary to have an effective conversation or a business deal, which shows a high level of professionalism and ability of achieving success and growth of the business. There are certain terms in business and management. HR people are constantly in search of employees having strong business communication skills, that is why Business English is now a primary requirement for any job related to business management and economy. Business communication is divided into two main categories, verbal and written.

Specific vocabulary of Business English.

Nouns (Tables 01, 02, 03 and 04):

Look at these sentences below:

This **brand** is the most profitable in the world.

There are several **risks** in this business.

Table 01. Nouns (General)

acquisition	goods	merchandise	restructure
agenda	growth	merger	risk
brand	incentive	niche	segment
commodity	industry	output	service
correction	inventory	projection	stock
deadline	logistics	prospectus	strategy
expansion	manufacturing	report	target

Sources: compiled from Helpsheet Giblin Eunson Library (n.d.)

Look at these sentences below:

Please contact our overseas **agents** to provide us progress report by the end of this week.

The **chief executive officer** (CEO) has resigned.

Table 02. Nouns (related to people)

agent	competitor	Franchisee	representative
associate	creditor	labour force	retailer
board member	director	Manager	shareholder
board of director	employee	Partner	speculator
chairman	employer	President	staff
chief executive officer	entrepreneur	Proprietor	vendor
client	executive	Principal	wholesaler

Sources: table 02 compiled from Helpsheet Giblin Eunson Library (n.d.)

Look at these sentences below:

I want to open my bank **account**.

I received my **salary** yesterday.

Table 03. Nouns (related to money)

Neutral usage			
account	interest	outlay	salary
balance	investment	payroll	securities
borrowing	invoice	purchase	speculation
budget	margin	quotation	takeover
capital	market	receipt	transaction
float	offer	refund	valuation
Positive way			
asset	commission	liquidity	sales
bonus	dividend	profit	turnover
capital	equity	revenue	yield
Negative way			
bailout	debt	liability	liquidation
bankruptcy	deficit	insolvency	loss
crash	depreciation	expense	overhead

Sources: table 03 compiled from Helpsheet Giblin Eunson Library (n.d.)

Look at these sentences below:

TATA enterprise is a **conglomerate**.

My **company** has been working in the USA for 3 years.

Table 04. Nouns (related to places or organization)

agency	conglomerate	franchise	office
branch	corporation	headquarters	outlet
cartel	division	multinational	point of sale
company	firm	network	shop front

Sources: table 04 compiled from Helpsheet Giblin Eunson Library (n.d.)

Verbs (Table 05):

Usage of specific verbs instead of using be, do or have.

Look at these sentences below:

You should have good verbal skills. (general)

You should communicate effectively. (more specific)

Can you do advertisement? (general)

Can you advertise? (more specific)

Table 05. Specific Verbs

Advertise	Develop	Invest	Recruit
Allocate	Distribute	Invoice	Refund
Authorize	Diversify	Maintain	Report
Calculate	Employ	Manage	Respond
Compete	Establish	Negotiate	Run
Control	Estimate	Produce	Streamline
Delegate	Fund	Promote	Supply
Deliver	Improve	Purchase	Target

Sources: compiled from Helpsheet Giblin Eunson Library (n.d.)

Adjective and adverb (Table 06):

Adjective and adverb provide more details, so it is always recommended to use adjective and adverbs to justify your facts, opinion and so on.

Adjective (opinion) + adjective (fact) + noun

Look at this sentence:

I have effective collaborating strategies.

Verb + adverb (opinion)

Look at this sentence:

The CEO leads effectively.

Adverb (opinion) + adjective (opinion)

Tata motor is economically strong.

Table 06. Useful adjective and some can be turned into adverb (*)

Affordable*	Efficient*	Offshore	Regional*
Annual*	Financial*	Operating	Regulatory*
Commercial*	Fiscal	Primary*	Retail
Core	Fixed	Productive*	Secondary
Competitive*	Holistic*	Profitable*	Solvent
Depreciable*	International*	Prosperous*	Strategic*
Domestic*	Logistical*	Publicly*	Underperforming
Economic*	Niche	Quarterly*	Volatile

Sources: compiled from Helpsheets Giblin Eunson Library (n.d.)

Some business word phrases:

To get someone's attention:

- Excuse me.
- May I have a word with you?
- May I have your attention, please?

To give opinions and to ask for opinion:

- I feel that ...
- In my opinion...
- I strongly believe that...
- I'm certain that...

To agree or disagree:

- I agree with you.
- I fully agree.
- Exactly right. / Exactly!
- Right!/ Absolutely!
- I feel the same way.
- I have to agree with ...
- Unfortunately, I see it differently.
- I don't agree.
- I have to disagree.
- I'm afraid,
- I can't agree

To make suggestions or advice:

- I would suggest ...
- I would recommend...
- It's my suggestion ...
- It's my advice ...
- The best solution
- Let's...

To make or ask for clarifications:

- Let me spell it out...
- Is it true that ...?
- Have I made that clear?
- Do you mean that ...?
- What exactly do you mean?
- Could you explain how it....? (Helpsheet Giblin Eunson Library, n.d.)

Professional Etiquette in business

A professional businessman should follow professional business etiquette in business meeting, conferences, and dealing. Professional etiquette gives us confidence, ability to attract client's attention, ties strongly relationship between client and businessman, which helps our business to get success and growth. Business etiquette has certain protocols, manner and guideline which we follow according to society and surroundings. Etiquette is not only present in business but also in politics, university, workplace, as well as at home. It means we have etiquette everywhere, in every country and every society, but sometimes it is different depending upon country, profession, and society. Besides, business etiquette is quite common around the world.

Here some business etiquette rules:

- Be punctual
- Greetings
- Degree of Formality
- Eye Contact
- Style and proper language
- Emotions and Body language

7. Conclusion

English is a global language which gives us the chance to interact with foreigners for different purposes and also is widely used in business, politics, international relations, etc. Business English opens doors to a professional and dynamic range of the international market and also serves as a vital source of developing business. We use Business English in business conferences, meeting, maintaining public and private relations, making an effective presentation, and analyzing reports. By enriching your business vocabulary and phrases you may get more attention and respect from your clients. Students having wonderful skills in Business English and communication would be always in demand. You can explore your business nationally and internationally. Our main motto is to become professional in our field. That is why we need to be more attentive and continuously enhance our skills and be up to date with new vocabularies.

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