

A Discussion on English as a business language In Indian Context

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Abstract

On both the public and international levels, English is a critical component of monetary success. Business English Communication mastery is a critical propensity to be studied and cultivated today in India for capable accomplishment. Better English capacities help in producing pay and making a more conducive environment for business coordination. It also aids in the identification of growth advancement opportunities in the real world. This study examines the meaning of Business English for Indian business professionals as well as the social skills required in the business world. Despite the lack of a formal description, the impact of the first Indo-European language should be obvious right now. This article focuses on how English is used in a business setting in India. First, we learn about the English Literature experiences and the beginnings of English in India.

Keywords: Business language, English as a Global Business Language, Origin of English in India

1. Introduction

1.1. History of English Language

English is a Germanic language that belongs to the Indo-European language family. It is the world's second most widely spoken language. This large family includes the majority of today's European languages. Many important branches make up Latin and modern Romance languages (for example, French); Germanic languages (for example, English, German, Swedish); Indo-Iranian languages (for example) (Hindi, Urdu, Sanskrit and so on.) "Northern Hindostan's languages are covered under this. Sanskrit is its extraordinary delegate. This dates back to roughly 2,000 years before the Christian era, and it ceased to exist as a verbally spoken tongue some three years before that period. It is the most widely spoken of the Indo-European languages and, in general, comes closest to unpolished speech "; Latvian and Lithuanian, both Baltic languages; Slavic languages (Russian, Clean, Czech, and so on.); Celtic languages (Welsh, Irish Gaelic, and so on.); Greek. Despite the fact that no formal account of the impact of the main Indo-European language exists, it may be seen now. For example, the Latin word for father is pater, while the German term is water, and the Sanskrit word is part. These terms are cognates, That is, they are comparable words with the same root in different languages. There were two more major influences that shaped the language and made it easier to tell the difference between Middle and Modern English. Great Vowel Shift was the first. Around the year 1400, there was a change in pronunciation. While modern English speakers can easily read Chaucer, the advanced age would have found Chaucer's pronunciation absolutely incomprehensible. On the other hand, Shakespeare would be emphasised, which is understandable. The front of the mouth was pushed closer to the vowel sounds, and the letter "e" at the end of words became

silent. In Middle English, name was "nam-a," down was "doon," and five was "feef," and the language shift was surprising, with Chaucer's Lyf (articulated as "leef") becoming the cutting edge life. Grammar, logic, arithmetic, algebra, astronomy, and music were all part of Early Modern English. Also stolen was the "tele-" prefix, which meant "distant" and was later used to promote phone and television.

1.2. American English and different assortments

Around 1600 AD, the English colonisation of North America and subsequent organisation of American English began. In a number of ways, American English is closer to Shakespeare's English than present Standard English. Antiquities (words that lost meaning in the United Kingdom but remained in the United States) and advances in jargon characterise the American English language (getting from the French and Spanish who were additionally getting comfortable North America).

The American language also served as a gateway into the English language for a large number of Native American words. These were mostly city names like Roanoke, Iowa, and Mississippi. Idaho and other Indian-sounding names were developed here and there with no native-American heritage. In any case, different items had distinct names. Tomato, raccoon, barbecue, canoe, hickory, and savanna all have Native American roots, but the original Indian terms have been mixed up to the point of oblivion.

2. Origin of English in India

English was spoken by slightly over two million people on a single, very small island during Chaucer's time, roughly six centuries ago, and the language included languages spoken by people who only spoke one language. Today, there are more non-native English speakers than native English speakers, and English has acquired the etymological key for opening edges: it is a medium that encompasses characters and messages that are close by. English has developed into a global language, with at least 750 million people speaking it. It has always been more commonly spoken and written than any other language, including Latin. It should, without a doubt, be the primary overarching language. More than 60 countries today speak English as their primary or official language.

Over the years, the English language has become deeply ingrained in Indian society, resulting in a variety of English dialects in India. Chronicled and societal elements are linked to the development of those new assortments. The new 'Englishes' have their own capacity and usage parameters, and they've influenced regional English variants as well.

The English trade became more successful than the Dutch trade, and the area was eventually ruled by the British. The British Empire of India replaced the British Empire in India. was established in 1818. The diplomatic agreement was in effect until India gained independence from British rule in 1947.

Ashutosh Ramashankar: Voting at 16: English should be learned and communicated in as an international language. We should avoid situations in which we become engrossed with the extension of our local or people's language. We must recognise that in order to grow our business and other elements of global life, we need a platform, a uniform, and a communication plan that everyone can comprehend.

3. English as a Global Business Language

"In the sense that it has produced exceptional work that is recognised in each nation, either as an official language or as a language that is required in the country's obscure dialect teaching (Crystal, 2003), English holds the status of an all-encompassing language."

According to one study (Fishman, 1983), one explanation for its widespread use is pragmatic: "English is less respected anyway more used [than French]." [It's] "more lavish, more precise, more rational, more detailed, and more wellness-related... The true 'powerhouse' remains English." Globalization has brought people from all socioeconomic classes and countries together to trade products and services, emphasising the relevance of English in driving general business and lessening the often-overlooked sense of nationalism. According to an Ipsos research, more than a quarter of representatives from 26 nations claimed that their employment need them to handle people from various countries, and that English is the most common language they use. 10

Experts from India, Singapore, and Saudi Arabia were found to be the most likely to indicate their professions needed them to communicate with people from diverse nations, with 59 percent, 55 percent, and 50 percent, respectively. "The most important part of this audit is how English has become the default language for business around the world," Darrell Bricker, Chief of Ipsos Global Public Affairs, which performed the research for Reuters, said.

The survey of 16,344 employed adults in 26 countries found that English was used regularly by 67 percent, or more than 66 percent, of labourers who manage people outside their borders, with Spanish coming in second at 5%, while more than 75 percent of working people in North America and 63 percent in China said they used English frequently to communicate with people from other countries.

For France, the situation was similar. English was also Many thirds of workers in the Asia-Pacific region, Africa, and the Middle East speak English as their first language. Only one-third of Latin Americans said English was the most basic language they used when dealing with people from different countries. Spanish was the option in Argentina and Mexico, while Portuguese was the option in Brazil.

4. English for Specific Purpose (ESP)

"ESP is a method of dealing with language instruction in which all decisions, both substantive and procedural, are made with the understudy's motivation for learning in mind" Hutchinson and Waters (Hutchinson and Waters, 1987). English is now necessary to find new work, gain acceptance, and succeed in the commercial sector. This requirement led to the creation of a new semantic branch within the field of English for Specific Purposes (ESP), English for Occupational Purposes (EOP), which is further divided into two sub branches, English for Professional Purposes (EPR) and English for Professional Purposes (EPP) (EPR).

At the time, there was a distinct division between "business English" and "English for competent reasons" (See the characterization of ESP by Dudley-Evens and St John 19986, ESP characterization by proficient domain). Business English is presently one of the areas of advancement in ESP, and it is a growing field of study (Ellis and Johnson, 1994).¹

Because it creates significant parts that are required to the whole basis in ESP, Business English should be placed in the general setting of depends ESP, such as wants research, determination, and improvement of instructing and learning resources, outline and course plan, and so on. English for Specific Purposes (ESP) is a subset of Business English (Pickett, 1989;Robin son, 1991; Johns and Dudley-Evans, 1991; St. John and Johnson, 1996; Wang, 1997; Dudley-Evans and St. John, 1998; Feng, 1999; Huang, 2000; Ellis and Johnson, 2002). 2 Business English, like other types of ESP, deals with a wide range of scenarios, necessitates and employs explicit language corpora, and places a premium on a clear range of correspondence, but understanding how ESP came to be is also crucial.

5. Rise of ESP

Hutchinson and Waters (1987) proposed three theories to explain the rise of ESP: The first is the demand for a "State-of-the-art presence," which he noted around two authentic periods restore ESP, one is the hour of massive and outstanding improvement in specialised, logical, and monetary advancement on an overall level, where the part of English language spread universally due to the financial intensity of the United States, and the other is the oil crises of the 1970s, where Western assets and information bending into oil-rich nations, and the language of English was spread universally due to the The most important result of this development was the imposition of demands on the language instructing calling to transport the required goods. In any case, English has recently chosen its own path; it has now evolved into a product of necessity, not only for instructors but also for individuals. The second significant cause had a substantial impact on the presence of ESP, and while traditional etymologists began to define the qualities of language, Moderate historical underpinnings trailblazers began to focus on the manner in which language is used in actual communications. One major discovery, according to Hutchinson and Waters (1987), was in the ways in which people communicated in English and produced English change, as a result of which they established the specific setting in which English is used. If language changes in different scenarios, then language training can be adjusted to fit the demands of understudy in certain situations. As a result, in the late 1960s and early 1970s, various attempts were undertaken to clarify English for Science and Technology (EST). According to Hutchinson and Waters, Ewer and Latorre, Swales, Selinker, and Trimble are among the clear EST pioneers (1987). 3

The development of Educational brain research, which focuses on understudies and their perspectives on learning, is the final argument cited by Hutchinson and Waters (1987) for the advent of ESP. Hutchinson and Waters (1987) claim that "Understudies, as everyone knows, have specific requirements and expenses that have a significant impact on their motivation to learn and, as a result, the viability of their learning. This helped to improve courses where 'attention' to the needs and interests of the understudy was important "... ESP is more concerned with brain research than with phonetics. People were more concerned with the means by which understudies gain language and qualifications than with the method by which language is delivered. Understudies appeared to be utilising exceptional learning approaches, attempting to apply a variety of talents, and being stimulated by a variety of interests and demands.

6. Business English: A presentation

'Business English' is a broad term that refers to the type of English spoken by coworkers. 'English for Corporate is based on the English language abilities needed to communicate in a global business world that is still developing.' Under the broad heading of 'Business English,' a large range of various disciplines of information are represented. Bookkeeping, commerce, e-business, financial elements, store, HR, security, IT, legal, producing, advertising, creation, property, the stock market, (global) exchange, and transportation are all covered by the Oxford Business English Dictionary. The qualities that many individuals require to function effectively in their work are often linked with a 'Business English' course; composing messages and reports, making introductions, and so on.

exchanges, phone calls, actually attending and engaging in meetings or phone calls, greeting visitors and so forth. As a result, the significant contrast is that Business English focuses on the agent's action, whereas General English focuses on all four aptitudes, regardless of language content. As a result, for this examination, business experts were chosen to provide their perspectives on business English from a few MNCs in India, where diverse non-local English speakers work and study the topic with the purpose of collaborating with English-speaking countries or organisations located abroad.]

Because business English classes are focused on the language, an understudy should be able to competently do professional tasks. As a result, these are an excellent option for anyone looking for a job, or who wants to improve their current or future working conditions. As the content of Business Understanding and producing messages, making introductions, organising, participating in, or running meetings, and calling and inviting people are all covered in English classes, the substance of Business English courses is comprehensive. Having good language abilities in any of these areas provides enormous benefits to organisations that engage with a variety of organisations located outside their country. 'As a business English instructor, I frequently encounter businesspeople who have recognised their huge proclivities for marketing and negotiating in their typical clientele' native language.,' a Business English coach said in a BBC report. Over the last two decades, business English has piqued people's interest and knowledge. Currently, just a few language institutions throughout the world provide Business English courses. Business English should be found in relation to English for specific purposes (ESP) because it adds to the essential components of requirements, examinations, and plans, among other things. The meaning of a particular linguistic corpus and the weight placed on a specific type of correspondence in a specific situation are both included in Business English. During the 1970s and 1980s, after the patterns, English, Business English instructing began to focus on an ever-increasing number of judicious areas equation-based language suggesting, offering viewpoints and contemplations, indicating arrangements, and so on., this assortment of instructing was maintained by 'once-over of stunt obtained from the Kellor Corpus from Canada'. ' Working in the field

'Business' by Knowles and Bailey (Longman, 1987) is an excellent example of a well-organized business English classroom book. Since the late 1980s, Business English training has incorporated elements from a variety of prior techniques while emphasising the necessity of established skills for utilising the language. Course books and other learning tools for business English are in high demand, and language schools are cropping up to fill the gap. A couple of advancements may have contributed to the growth of Business English, but from an educational standpoint, the demand for Business English most likely began with a

specific type of understudy, typically adults, who already had both syntactic knowledge of English and a specific reason for learning English. They were looking for an alternative technique along these lines, one that would allow them to use this information even more profitably (Slavicaepon 2005, "Business English in Practical Terms"). Along these lines, both formed and verbal English abilities must be developed or upgraded for business or professional success.

7. Conclusion

In business, language skills are critical for professional development, with 87 percent of Mastering English for business purposes is a requirement, according to Indian business professionals, with 79 percent believing that learning Corporate English is critical for effective management and implementation of business objectives. Unprofessional writing can harm a company's brand as well as an individual's perception, according to 93 percent of business experts, and 96 percent believe the company should give character development studios for its personnel. Indians now use English as a commercial language and/or a lingua franca, in addition to being a useful language. It has now been elevated to the rank of essential skills that must be adapted to a global and multilingual context.

In India and overseas, English is the language of business, adventure, and association. As a result, corporations as a whole expect their representatives to have adequate language skills. In today's world, English is unquestionably the global business language. The business world is altering and evolving at such a rapid pace that experts are faced with new challenges in acquiring business English, which is a requirement to get by in an incredibly genuine corporate world. Simply speaking English in the corporate world isn't enough; It is more vital to use good English in a certain way, as it contributes to the character of a productive business expert. According to Indian business specialists, business English skills will create and expand in all areas of life. It also assists them in determining their value in the greater world. The route to professional success is paved with collaboration and the skill of business correspondence. To do business effectively and speak with people from various socioeconomic backgrounds, business English language fluency is necessary. Overall, a strong command of the English language can open doors to a world of opportunity and fortune.

Large worldwide enterprises continue to use English as a corporate language as a result of globalisation, and English appears to be a crucial aspect of representatives' competencies today. In a global and multilingual environment, English is the most important overall language for encouraging correspondence. The majority of business people in India believe that English language abilities are necessary for success in all major businesses. English is the major language for a few educated Indians, and it is the second language for those who speak more than one. As a result, the focus of this hypothesis has been on the impact of learning business English for Indian specialists. It has gained knowledge of the English language's history and rise in India. The relevance of mastering Business English language and its capacity has been recognised in two states, Maharashtra and Delhi. The study research strategy was employed in this project. It was planned with the help of a device, which was a study. This is a well-defined investigation in which a representative working for a multinational corporation was chosen as the subject of investigation.

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