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## **English as a business language: An empirical study in Indian context**

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### **Abstract**

English is certainly the international language of business since we live in the world of business changing as rapid because it has never had before, we discover ourselves with new and always increasing problems, when it is about to learn English as Business Language. In India, English isn't used just for the utilitarian purpose but also because the Business Language and linguistic communication. It's emerged as a necessary skill for multinational and multilingual environment, which is common in India from past few decades. In the corporate world correct usage of English language, is more important, which contribute to the identity of a successful business professional. Learning the art of business communication is important for the professionals to grow and prosper all told the spheres of business life. It are often said that a decent command over English Language may be an asset for knowledgeable to entrée and just win in the world of excellence and prosperity. This deep and systematic study throws light on the journey of English Language from its history to its origin in India, its global spread, and its usage in business communication skills. To increase knowledge and insight derived from these previous studies, this study attempts to explore the importance of Business English Language in India and wish of learning business English for Indian Business professional by including the opinion of pros of few Indian MNCs.

**Keywords:** communication, excellence, professional, business, multilingual, essential, environment

### **Introduction**

English is the language of business, industries and organizations in India and abroad. Thus multinational companies require their employees to own adequate language competencies. The world of business is changing and growing so rapidly that new challenges precede the professionals to learning business English, which could be a mandate to survive in highly competitive world of business. In the corporate world only speaking in English Language isn't sufficient but correct usage of English in an exceedingly specific manner is more important, which contribute to the identity of a successful business professional. Indian Business Professionals required business English skills to grow and prosper altogether the spheres of life. It helps to mark their presence in the global world similarly. Acquaintance with the art of business communication is the key to success in professional environment. Business English language skill is crucial to hold out the business successfully and also to speak with people of various cultures. All in all, a decent command over English may be one's passport to the globe of excellence and prosperity. Therefore the impact of learning business English for professionals working in India has been studied during this article.

### **Global language**

A global language may be a language spoken internationally, which is learned by many persons as a second language. A world language isn't only characterized by the amount of its speakers, but also by its geographical distribution, international organizations and in diplomatic relations. A language reaches global position when it develops a singular position that's recognized and accepted in every country, such an edge are going to be most evident in countries where variety of people speaks the English as their basic language. Historically, the crucial factor for the establishment of a worldwide language is that's spoken by those that handle power. Latin was the linguistic communication of its time, though it absolutely was only ever a marginal language in the empire as a full.

Significantly, though, it had been the language of the controlling leaders and officers and of the Roman military and later of the religious power of the Roman Christian church. For this it got global language status. To urge such a grip, a language has got to be spoken by other countries round the world. They have to attempt to provide it a special place in their communities, while they'll have just some mother-tongue speakers. Firstly, a language will be made the official language of a nation, to be used as a source of communication in such field as government, the academic system, the law courts and media. Such a language is usually explained as a 'second language', because it's seen as a complement to an individual's first language. As such we do not have any definition of Global Language, but somehow it refers to a kind of language which is used at international level. Which is also features by the its native and second language speakers, similarly as its use in diplomatic relations and international organizations.

A language are often a main concern during a country's foreign-language teaching, although this language has no official status. It develops into the language which children are to be taught after they enter at school, and also the one mainly available to adults who - for whatever reason - neaver had understanding of it, in their learning years. Russian, as an example, held honored status for several years among the countries of the previous Soviet Union. Mandarin Chinese continues to require part during a significant role in South-east Asia. English is now the language most extensively taught as a remote language - in over 100 countries, like China, Germany, Russia, Spain, Brazil and Egypt.

### **English as a global business language**

Globalization could be a comparatively new occurrence of multi-dimensional nature that causes many complex trends in the social, cultural and economic framework. When people of dissimilar environment meet, they require communicating by a selected language as mean of communication, and English is now a worldwide language. English is employed by people in precisely about every a part of the globe. English is that the most extensively spoken communication in many various contexts in the world. It will be said that English language isn't only a language, but also a world language. One report David Graddol wrote for Brits Council in 1997 called the long run of English. In which he mentioned that the link between English and globalization was a fancy one: 'economic globalization encouraged the spread of English but the spread of English also encouraged globalization'.

English has inarguably achieved now a world status. Whenever we activate the news to seek out out what's happening in Africa, or South America, East Asia, or the Balkans, or simply about anywhere, local people are being interviewed and telling us about it, in English. English is employed in such a large amount of countries as a politician or semi-official language. One amongst the more amazing aspects of the reach of English round the world has been the amount to which Europeans are using it as their internal inter language. English is spreading from geographical area to the south and is unquestionably well-established as a second language now in countries like Norway, Sweden, Denmark and Netherlands. Though not a political candidate language in any of those countries, it seems that

just about everyone there can communicate in English with ease.

### **ELF- the basics**

ELF (English as a lingua franca) is largely a 'contact language' between persons who share neither a typical native tongue nor a standard (national) culture, and for whom English is the chosen foreign language of communication. "Lingua franca" could be a Latinized Italian expression meaning "Frankish language", the language of the Franks. Pierre Frath also mentioned about it, that the language was mainly Italian in, pronunciation, lexicon and structure, and vocabulary taken from French, Hebrew, Turkish Arabic, Portuguese, Greek, Spanish etc. Today English is taken into account the world's language and ELF is usually seen as a worldwide development. To exemplify this fact it's worth mentioning that about 80% of English conversations occur between native speakers of other languages. Experts estimate that the quantity of non-native English speakers is already quite that of the native English speakers. Calculations show that for each one verbalizer, there are three non-native speakers of English, or a ratio of 1 to a few. In transcontinental meet where both parties speak different, many persons address English first. "The status of English is such it's been adopted because the worlds inter language for communication in Olympic sport, international trade, and air-traffic control. Unlike the other language, past or present, English has spread to any or all five continents and has become a really global language. A inter language may be a language that one should be learnt, due to its need. The maternal language has not been learnt; it's automatically spoken, because it has been taken from the environment naturally. The explanation of spreading English round the world is, it's utility as a inter language. A spread of aspects has contributed to the present constant process of change takes place in the spread of English across continents among people of various languages. The foremost important contribution occurs in communication and data technology progression. Due to Globalisation many companies in several countries have adopted English because the language of communication and as a worldwide marketing tool. English provide them a worldwide perspective, that now not is related to a specific culture or nation, it belongs instead to the world; modernity is linked with English. English is the linguistic communication of commerce too, variety of non-English companies adopt English as their company language like transnational companies and firms with international brands. The amount of English speakers in the world keeps on growing, but the massive majority belongs to non-native speakers using English to speak with one another, instead of with native speakers. This great use and recognition of English that has rewarded with the status of a inter language isn't sudden, there are many reasons behind it, like English language is dominant in many countries and non-sovereign areas round the globe. It's developed as a really important a part of communication. It is must, to own Knowledge of English, as without communication it's just impossible to run profession or occupations. English is the first and leading essential international language for communication. a large resource of knowledge is the Internet, and every one the data regarding business, science and technology, education, research, entertainment, aviation,

mass and media may be received through internet and it may be called because the top communication tool ever produced. There's no disagreement to the very fact that English is already the worldwide linguistic communication.

### **English as a business language in India**

English in India is employed not only as another foreign language but it's become a main language especially in field of business. English has are available India from the colonial times with the sole reason of helping British people Administration; it absolutely was generally used because the language of the government, but now, English has extended into many domains, like Education, judiciary, politics, industry, and business. Economic fundamentals stand strong, and global interest is on a gentle upswing, In India English is anticipated to become one in all the most important economies by 2050, projected by Price Waterhouse Coopers, and one in every of the key profits that Indians have, is the knowledge of English. English acquired new functions, including the self-expressive or inventive function. It's now recognized as an associate official language, with Hindi the official language. It's referred to as the official language in four states (Manipur, Meghalaya, Nagaland, and Tripura) and in eight Union territories. It's passport to social mobility, teaching, and better job opportunities. English serves up two purposes, First it provides a linguistic tool for the executive cohesiveness of a nation, and secondly it is a language of wider communication. English is taught as a second language of education altogether states of India. Importance of English and its use has been increasing in the socio-cultural setting of India for over 200 years. It's been a robust tool to clarify Indian philosophy and culture. India is now embarking on a large up skilling program, expanding both higher and education. Government reports have identified improving English competence as a key ingredient the least bit levels.

Business holds a novel place in the global English lexicon; this word is alone a beautiful charm for several who explore for opportunities on a world level, instead of a neighborhood one. It's an unwritten sign for guarantee of success and achievement. Business is the basis to be alive for a few people and English is crucial means in business and trade. English Language plays a significant part in accomplishing economic success. Person with better English Language skills don't bump into communication problems with their business partners, which provides a higher business consequences like high earnings or better deals. As a result, the power to talk English may remedy to come up with the sensation for mounting economic relations with overseas partners. There's a awfully close relation between English proficiency and a country's gross value. English plays mainly a big role in economies based chiefly on their exports. It develops communication with dealers and clients and puts forth an optimistic influence on modernism, both of which generate a higher export setting. Not only Indian companies are adopting English as their chosen language of communication; with Business English's ability to attach the world community, but also many Indian citizens are taking up English as their chosen language. English includes a status of assistant language officially, but in point of fact it's the foremost important language of India. It's the foremost commonly speech after Hindi, perhaps the foremost read and communication in India. India at the

present encompasses a special place in the English language record books - because the country with the most important English speaking population in the world. English represent better education, better culture and better intellect. Indians while conversation often mingles English with Indian languages. It's also common among Indians to maneuver suddenly to speak fluently in English in the middle of their conversations. English also cater because the communicator among Indians who speak different languages. English is extremely important in the Indian educational, legal financial systems and particularly for business. India is understood as a nation where Business English learning is emerging, as its citizens looked to boost the country's economy. Nearly all Indians now feel understanding Business English as vital to their professional development, because it allows them to unite with the globe and added progress in their careers. India is about to become another country with high Business English proficiency. English proficiency enhances employees' professional development and improves communication with each other, it remains important for Indian companies to adopt the language. Business English proficiency could be a key, for both employees, and Indian businesses.

### **Conclusion**

As a consequence of globalization big international companies increasingly use English as a corporate language, and today English seems to be perceived as a necessary a part of employees' competencies. It's a incontrovertible fact that English is the principal global language wont to facilitate communication in a very multinational and multilingual environment. In India the bulk of business professionals feel that English Language skills are required to figure efficiently all told the nice companies. English indeed is the mother tongue for several educated Indians, and for several, who speak quite one language, English is the second. There are prominent findings derived out of this research which suggests that learning Business English is an asset for working professionals. Speaking in English has become a trend, which is being judged by young generation as a standing symbol. Those that join MNCs are fresh graduate and/or post graduates who are keen on maintaining their image among the generation. Surprisingly the very fact is, people with magnificent communication skills and spoken efficiency in English are preferred at entry level too. The efficiency of learning Business English is reflected in their growth patterns clearly, which depicts the importance of correct usage of English for communication. It's been found that Indian business professionals want companies to make encouraging environment for practicing business English Language skills, as Business English and communication skills are the foremost important route to fulfill the stress of current Business world.

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