

Importance of English in Modern Trade and Commerce

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Abstract

The gift of language gives all human beings a distinct status. It is a known fact that English is an official language of more than seventy countries in the world. It is providing opportunity to various countries who want to engage in the field of trade and commerce at international level and run their business activities. It is the language of computer, law, judiciary, diplomacy, tourism and international communication. With the process of globalization English has achieved a special status in the field of modern trade and commerce. However, the corporate world needs smart people and this smartness is nothing but an excellent command over English language. If you have efficiency and proficiency in English language your chances of getting job within country and abroad also increase. Interestingly enough, English is the universal language of communication all over the world.

Keywords: District, Computer, Judiciary, Diplomacy, Globalization, Trade, Commerce, Corporate, Efficiency, Communication, International.

Human beings have a different and distinct status due to the gift of language in this universe. Any language is a mode of communicating our feelings and thoughts to others. Though we can communicate without language i.e. through our body language, symbols and gestures still language remains a major tool to interact with each other. Language is one of the gifts of God given to human beings which fulfils multiple individual, familial and social purposes. Interestingly enough, in different communities and societies, people use different languages. Man feels unique and different, amongst the living species on this earth, due to the gift of language. Man can express various senses, feelings, ideas, thoughts and emotions through the gift of language. Every civilised society has its own system of language to communicate.

It is well known fact that English is globally used by corporate world through companies and representatives. English is also known as the world's 'lingua franca' language because it is a major language of many countries in the world. Moreover, it is the native language of a larger number of countries and consequently used as the language of modern trade and commerce. The reason of English becoming the world's lingua franca is that it is a

common mode of communication as also it enables the people to understand each other culturally, socially and politically. More than 350 million people use English as their language throughout the world. Thus, it is widely spoken and easy to learn. People usually take more interest to speak English because in most programmes and courses such as MBA, Medical Science, law and judiciary, it is used as a major language. It is the first and foremost demand of the companies and multinationals that the employee they select should be fluent in English.

English, for modern trade and commerce, is taken to be separate branch because it requires a typical vocabulary syntax and semantics to successfully make a carrier at international level. So, what is required, in this context, is that one should be efficient not only in general English but also be able to speak commercial English. For that all the skills of English language are required- speaking, writing, listening and reading. English is being used as an official language in more than 70 countries all over the world. If one wants to be successful in corporate world, fluency in written and spoken English is required. It has acquired the status of a global language. The following quote will illustrate the argument:

"In some countries such as the UK, the USA, Canada and Australia, English is the native or first language. In some other countries such as India, Pakistan, Sri Lanka, Bangladesh, etc., English is spoken as a non-native or second language. As there is such a wide range of variation in pronunciation and accent it is essential for us to follow a standard. One native regional accent that has gained social prestige is the Received Pronunciation of English (R.P. for short). It is the pronunciation of people of South East England which is used by educated English speakers. It is now equated with the correct pronunciation of English "¹

Over the past couple of decades, English has become the language which is frequently used all over the world especially in the modern trade and commerce. Consequent upon this, the knowledge of English for business has become essential for any employee's success. Moreover, the traces of English can be seen in the days of colonial expansion wherein it had become, by default, the language in all types of communications in most of the countries. To be affluent in English, makes one more confident in cross-cultural communication. It also inculcates leadership qualities as also the ability to relate with other employees. Wherever we go English becomes the only language for ultimate Communication. Communication and business cannot be separated from each other. It allows us to find out and visit more confidently and learn more about the countries and their social and educational background. If we are well-versed with business English, we can comfortably socialize with our colleagues while contributing to discussion and debates.

Interestingly enough, all communication relating to modern trade and Commerce such as emails, presentations and every kind of legal documents are done in English. With the help

of mutually understood English, traders can save a lot of time while sending and receiving messages. Moreover, our emotional and physical and spiritual well-being entirely depends on our communication skill. The following quote will add to the argument:

"Man is a social animal and our happiness largely depends on our relationship with others such as our parents and siblings, teachers and other significant people in our lives. As a member of the group we must be able to understand others' emotions and accept them as worthy individuals."²

To be more efficient in business communication it is necessary that grammatically correct and stylistically effective English be used. Proper rules of grammar be strictly followed and every word should be correctly pronounced. Sometimes wrong pronunciation can lead to communication gap. Rules concerning the use of nouns, pronouns, verbs, adjectives, prepositions, conjunctions and adverbs should properly be adhered to. The communicator must learn to use infinitive, gerund, participle, tenses, determiners, modals as also to know the rules of how to make direct and indirect and active and passive sentences. It would be appropriate to quote Williams Scott in this context: "Communication is the process that involves that transmission and accurate replication of ideas ensured by feedback for the purpose of eliciting action which will accomplish organisational goals."³

With the advancement of the process of globalisation, interdependence has speedily grown strong that no country, however powerful, can do everything alone. The large corporations are still around and are very powerful but with the process of democratization of communication and information technology, the growth in the use of internet and lowering of trade barriers have taken place across the world leading to cross cultural communication in modern trade and commerce. The following quote will sum up the argument:

"You will increasingly have to report to, work with, or manage culturally divergent people. Even if overseas travel and face to face interactions are not required, it will be difficult to avoid engaging foreigners altogether in the course of your work. You will have to communicate with them through electronic channels such as emails, videoconference, and teleconference. You may also need to communicate through online chat, instant messaging and other means that may be available in the future when virtual teams spanning different continents will be common"⁴

Some basic principles are the prerequisite of effective communication as these principles provide certain guidelines for effective messages. We must adhere to such principles as they are the basic parameters of better communication. Usually these parameters are called the seven C's which include Completeness, Conciseness, Consideration, Courtesy,

Clarity, Concreteness and Correctness. Perception means the sender must be able to apprehend how the messages will be received whereas precision relates to the contents of the message which should be precise. Moreover, the credibility means that the message of the sender be which can be believed. The reaction of the received must also be controllable. Congeniality includes harmonious relation of the sender and the receiver. The communication must nourish the goodwill of the receiver. The following quote will add to the argument:

“We may conclude that an effective business communication must satisfy all the seven C’s. Some authors have also suggested that beside above mentioned seven C’s, an effective communication should also satisfy four S’s- Shortness, Simplicity, Strength and Sincerity. However, it may be pointed out that seven C’s are all comprehensive and include the so-called four S’s also.”⁵

To sum up the whole argument it can be said that the corporate world needs smart people to work and this smartness is nothing but the skill to communicate effectively and efficiently. In the modern age, English language has prominently occupied the place in every field of modern trade and commerce. It has also become an international language of communication, science, business, law, entertainment and information technology. The use of English language in cross-border communication is important in many areas of trade, commerce and tourism. It is a known fact that English is the most frequently used language on the internet. Most of the information available on the internet is in English language. English is a dynamic and flexible and fastly growing language which has a connotative value also. With the help of English language tools, the countries like England and united states have attained high economic powers. The process of globalization and liberalisation have accelerated the process of achieving proficiency in English as more and more companies are reaching to audience through information technology. No country can progress, in any field, without communication skills in their people.

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