Chapter II

Role of English in Diversified Communication
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English is one of the largest spoken languages in the whole world but it is not included in the Constitution, there are special safeguards to protect education and cultural rights of Indians speaking English language and all other languages not recognized so far. It is just like a window through which one can see the complete scenario of scientific, technological, agricultural and literary developments taking place in the whole world. English is the only medium which takes the individual to the corridors of the world and makes him comfortable by making him understand the international aspects of his related field.

Role of English in inter-state communication

Inter-state communication is the binding agent for any country to make progress as well as it is essential for national unity. Usually the people speaking the same language, have a cordial relationship among them.

After independence English continued to be used for official purposes of the Union. It is so well adopted to Indian environment that it has become a part and parcel of the conversation of common people in different states. Besides all these facts, English is the language of Supreme Court, High Courts and the authoritative texts of Acts Bills etc. of the legislature. In the year 1963 the Parliament in India passed an Act for making English an ‘Associate Official Language of the Union’. This shows that for the purpose of Inter-State and Union Communication, English has continued to hold its position in Indian society.
One more very important reason for which English holds this high position in the society is that it is the only common language for the intellectual people all over the country. It is a well-known fact that it is the intellectual class which takes the country on the path of growth and progress.

In certain regions, uneducated masses use Indianized version of English in routine communication while educated Indians including the intellectuals use it as the linking language.

With the passage of time one more idea took root among educated Indians i.e. English should be taught principally as a language of comprehension rather than as a literary language. English is known as a linking language, people are suggested to learn English and any other foreign language to keep links with the whole world.

Role of English in the study of science and technology

Advancement in the communication technology is altering the way people communicate in the different organizations. To survive in the business world of today and in future, students need to master new machines and become comfortable with new channels such as internet, the global electronic network etc.

According to Radhakrishnan Commission, “... English is the only means of preventing our isolation from the world and we will act wisely if we do not allow ourselves to be enveloped in the folds of a dark curtain of ignorance.” (Radha Krishnan Commission p.32)
Role of English in the study of Science and Technology

Technology gives business communicators more options, but it also requires more decisions and more skills. General guidelines for choosing communication technology include considering:

- **Audience Expectations**
  
  Business audience or general audience both have certain expectations from the Speaker. With the advancement in the technology, the listener and the speaker both expect the use technology so the communication process should make the complete use of technology.

- **Nature of the Message to be delivered**
  
  The matter which is to be delivered also helps in deciding the usage of technology. Like the business messages sometimes require the pictorial or graphical representation so the different type of the messages are expressed accordingly.

- **Time-limit and Cost of the technological gazette**
  
  Sometimes the time is short to present the ideas or the number of speakers is many. In such situation, there is need to use technology for effective communication. Time is often the biggest factor in the choice of using technology.

Most of the technologies are costly, so there is always the consideration of cost by the users. For example, the companies are able to pay much more than any individual on the use of technology for communication.
The richness of English lies in its vast literature on science, arts and technology. It has its importance in the fact that there are no equivalent words in so many other languages that can significantly replace the English words, phrases and terms used in science and technology. So it is always good to learn this language to get access to modern scientific and technological treasures of knowledge. This is widely accepted by the people that only on the chariot of English language the individuals can travel in the whole world of unlimited knowledge.

The ability to know technology and technological gazettes is regarded as a very important quality of any individual. The increasing speed of communication and the growing amount of information are apparent which can very easily be seen in any organization. In order to be successful the business people try to understand, use and adapt themselves to the technological tools of communication in the present era.

In the companies the communication process goes on so fast that the employees are connected with the office work with the help of the computers even when they are at homes. Both the employees as well as the employers are 24 hrs connected to each other through fax, car phone, cell phone, electronic mail, voice mail and satellite communication. For the completion of all these requirements in the large part of the world English is extremely useful and no official work is possible in its absence.

The modern trend in the whole world is to attain knowledge through any means. To accomplish this task the students go for technical help also. For example, the maximum use of E-
Lessons, E- quizzes, E-labs, E-lectures etc. are all frequently used by them and all these are available in English only so this way also the utilization of English is really very important at national and International levels.

Communication skills for Engineers and for other Technical professionals

Technical Communication is the correct word which can be used for the communication skills meant for the engineers and other professionals. It is the part of that emerging society where the professionals have to face so many challenges with regard to the communication. The concept of this term can be defined as a transmission of scientific and technical information from one person to another.

There is the requirement of three types of competence for the fulfillment of technical communication among people:

- subject expertise
- language and expertise
- organizational competence

Among all these competencies the first one is the subject expertise which means that an individual must have the knowledge, experience and abilities. It includes not only the technical knowledge of the subject matter but also the possession of professional skills.
The language expertise means possession of the language skills and abilities to present them perfectly and objectively as these abilities are judged in the professional world, these require the competence in understanding as well as presenting or re-presenting the subject in the most effective manner.

The organizational expertise includes many things for official purposes like organizing information in a proper sequence or (logical sequence) and then providing thematic value to it followed by composing the matter having unity and direction.

The functional aspect of technical communication is very important for any technical person in the sense that the general and the technical communication are different from each other in the sense that the one is general in nature, informal in style, sometimes objective or subjective, meant for general or specific audience etc. on the other hand the technical communication is highly formal, specific in nature, meant for specific audience, always structured, with fixed objectives etc.

Technical communication is the oxygen of the organizational life and is mandatory for effective management. Communication helps all professionals, technocrats, and others to make progress in their respective fields. It stimulates the persons to achieve not only personal but social and organizational goals and objectives in the same spirit and zeal. The important aspect of technical communication, is to develop free exchange of ideas and information and promote the scientific temper and maintenance of professional relationship.
With the change in the present scenario of professional world, the whole world has become a global market and the technology transfer has become a key to the economic growth. Its importance is really high in the sense that for this transformation the persons not only require mastery over communication skills but also the abilities to analyze, organize and present information effectively.

The revolution in Information Technology requires new types of techniques and skills to cope up with the new technical environment. These skills are the latest up-date of high-tech communication skills, abilities to present and explain the technical ideas in a very simple and familiar style including skills to analyze the ideas, to explain data, cultural awareness and to prioritize information.

The latest changes in the technical and professional world at national and international levels reflect several developments in the society. In reality, is has brought the change in the human psychology. For example, the skills like good writing and speaking are very essential and the highly sophisticated technical personnel and technical skills are useless if one does not accurately and efficiently communicate the ideas and insights in the way it is required.

Communication system is evolving at a very rapid pace with the introduction of new technology based on collaborative techniques. These technologies and language development tools are improving the employees productivity and creativity and deliver tremendous outcomes for the employers. Because of the global competition and reconstruction of professional trends of
growth, the people are witnessing drastic changes in the work environments. The different types of information are exchanged via e-mail and voice-mail; meetings are conducted through teleconferencing; business presentations are made with the use of latest sophisticated presentation software; shopping is offered online and customer information is collected and products are promoted using internet.

The ever-increasing quantum of information to be communicated and the speed of communication are two explicit and visible results of the ever-changing technology for which the technocrats should always be updated. They have to ensure that they not only develop their abilities to understand, and make use of these technologies but also motivate their subordinates to adapt to the technological advancements in communication.

Today, the business world operates so fast that the technical people are left with no options but to master the technological tools and processes necessary to compete with the people of their own category. Technology is also helping companies communicate easily and effectively. There is no doubt that the technology is becoming evermore useful. Technology can be a kind of invisible collaborator, which helps professionals to perform tasks necessary to succeed in their business world. As long as it is considered a boon and not a bane, technology can improve the effectiveness of business communication.

For the technical professionals, there is always a requirement of specific communication skills which enhance their professional skills. It becomes easy for them to be a competent technical professional.
Skills for developing good communication for technical professionals

Some of the corollary skills for evolving communication skills may be listed here:

- to think independently

- to develop insight

- to explore thoughts underlying feelings

- to explore feelings underlying words

- to read between the lines

- to hear between the lines

- to develop intellectual humility to avoid being judgemental

- to develop technical and intellectual integrity and courage

- to develop intellectual perseverance and confidence in reason
Without insight, the thinking process can not be expressed with perfection and the lack of insight also develops a baffled perception. To get rid of all these things, one needs consistency, clarity and consciousness in thinking.

People believe that there is no relationship between thoughts and emotions and they are totally different aspects of personality. But they are related, and the path to self understanding and insight combines together the reason and emotions. So the people generally choose only one option out of the two options. It is important to understand that those who prefer a response only based upon reasoning and logic are not correct because any response is instigated usually with combined force of emotion and logic both.

Every one knows about the limit of one’s knowledge. Every individual understands that he or she has a limited sphere of presumptions and conclusions which are based on his or her experiences gained by their limited resources.

To think scientifically, logically and technically, it is important to think independently and consistently. For this purpose one may have the unconventional ideas, unpopular beliefs and viewpoints. Having them is a kind of skill which makes a person true and trustworthy to his own thinking. For technical development, the person needs integrity and courage to resist habit of agreeing with what has been already said.

Developing technical efficiency requires time and efforts. The persons in this field know it well how to develop insights and pursue facts in spite of difficulties. They know that
significant changes and significant problems require patience, hard work, and struggle along with acceptance of extended and different thoughts even from others. The communication skills here help them in understanding the need to remain open to new information and ideas, to think at a deliberate pace and to give the analytic process an opportunity to work.

The power of reasoning and the value of disciplined thinking, is well recognized. In fact, the progress made in science and technology comes out only because of those who have worked a lot on those problems, with great faith in their ability to think critically, analytically and logically. For technical professionals, these skills are immensely helpful.

Technology affects communication in numerous ways. Some of the impacts are positive while some others are negative too. On one side technology, is increasing the flow of information, bringing change in the organizational structures and many other things but on the other hand, technology breeds individuals only, totally un-connected from others and depending on the technological gazettes. So in the situation when the things are changing so rapidly, it is important to note down that the language which is now working as a support for the technological persons, it should remain as it is in future also then only they can make progress.

There are three basic elements of technical communication without which the technical aspect of communication will be lost. These are accuracy, brevity and clarity.

Accuracy is a salient feature of the technical communication, which includes accuracy of information as well as expression. Accuracy in communication means saying, narrating,
explaining or describing something, some persons, some objects, some places, some processes, some intentions, some reactions or some ideas exactly and accurately.

Brevity is the second thing to be taken care of. Brevity does not mean abruptness of incomplete expression. It is an art where the person should try to express his own ideas in minimum possible words. Brevity brings in compactness which prompts impact of expression.

The third quality required for effective technical communication is clarity that means the quality of being easily understood. It can very well be achieved through the use of direct language, direct and concrete words and clear expression. It also emphasizes to avoid the use of artificiality and unnecessary ornamentation in language.

One very important role of language in communication is objectivity. This is a very important trait of any communication that is technical in nature not a general one. As it is believed that technical communication is highly systematic, full of interpretation of facts totally without emotions and feelings so it requires a systematic and organized language. Objectivity in any language is brought with impersonal language, by avoiding personal pronouns and by using factual words. There are some more ways to bring in objectivity in technical language like: avoiding the language of generalizations, irrelevant differences, informal language etc.

Role of English in International Relations

English is considered as the commonest spoken language in the whole world. Technological advances in communication, travel and transportation have made the whole world
a global village. This trend is expected to continue in the foreseeable future. Thus, the chances are good that one has to communicate with people from other cultures. In such situation, English proves to be a great support.

Then technological advancement in communication, travel, and transportation have made business a global activity. The problems related to language are the great source of obstructions for the people going for business in diverse cultures.

Probably English proves to be the most helpful weapon in the hands of the professionals working at different cultural patterns, whether in India or abroad. This is the main reason that the professionals from India are working the best at the world level in any corner of the world.

Role of English in International Communication

It is very important if one interacts with people from a variety of cultures or subcultures nationally or internationally. One may or may not have sufficient interest to learn a lot about every culture but the communication will be very effective if one develops certain skills that help in adapting any culture.

These skills are given here under:

- Withhold judgement

It is basic human nature to pass judgements on people regarding their personality, thinking, way of talking but for a good communication, it is necessary to go beyond that nature and accept differences in others without judging them.
- **Show respect**

  It is a golden rule that treat the persons as you want to be treated. It means, gaining respect is always reciprocal. So always learn, how respect is communicated-through gestures, eye contact and so on in various cultures.

- **Have Empathy with others**

  Keeping yourself at the place of others, is called empathy. Empathy makes the feelings and point of view of others totally clear in the mind of the person and it is always for the betterment of inter-personal relationships.

- **Look beyond the superficial**

  There is always a vast difference between the superficial and the real so one should always go for the depth not the superficial may it be dress, appearance or environmental discomforts.

- **Increase your cultural sensitivity**

  One must recognize one’s own cultural biases but here it is good to learn to identify when one’s assumptions are different from other person’s. Learn about variations in customs and practices so that one may be more aware of potential areas for miscommunication.

- **Directly deal with the individual**
Try to communicate with each person as an individual, not as a stereotype representative of any group. Investigate and understand various cultures so that it will be easy to send message in a straight forward and direct manner.

The rules governing business areas are different at different places in the whole world. The factors which affect these are given here under:

- attitude and approach towards work and objectives

- behavioural aspects

- status /positions of the individuals

- concept about Time and Time-management

- future Plans and Orientation

- degrees of Openness towards Outsiders

Besides these there maybe some non-verbal differences also which come in between any relationship. Some of these are given here under:

- facial Expressions

- way of greeting people
- personal Space

- postures

- formality

- tactilics (sense of touch)

Whenever a person goes for international business relations, he should be aware of certain aspects about his culture as well as the partner’s culture.

Here are some points which the person should take care of:

- beware of one’s own cultural bias

- have patience, flexibility and respect for others

- avoid the golden rule that treat the people the way you want to be treated

- be tolerable and maintain a good sense of humour

- overcome ethnocentrism
- recognize cultural variations

- enhance sensitivity to cultural diversity

- always give respect to gain respect

- improve intercultural communication skills

- write and speak the messages clearly

- study other cultures thoroughly

- listen the things carefully

- use interpreters, translators and translation software, if required

- help others to understand and adapt into your culture

People from different cultures encode and decode messages differently, increasing the chances of misunderstanding. This is a common thing in human beings that they evaluate others comparing with their own assumptions. But they may be different in these aspects:

- contextual differences
The degree to which a culture relies on verbal or non-verbal actions which convey meanings to others.

- legal, moral and ethical differences
  The thinking about laws, morals and consideration about them.

- Social differences
  how do the people think about and value work and recognize status and time management.

- gender and religious differences
  The thinking of the members about men and women and their belief about workplace relationship.

- ability differences
  These abilities include strategies that enable the people to communicate more on the workplaces.

Being able to communicate with others, help the professionals to be more successful in understanding customer’s needs and winning their faith and business. If the individuals have a command over language and if they are able to work harmoniously with individuals from other cultures then they will be able to create more comfortable and convenient workplaces. Furthermore, if cultural barriers are eliminated, people will be able to hire good people from
other cultural backgrounds also. They can avoid problems arising alone out of misinterpretation. The language as well as the technical knowledge helps the professionals to develop business relations with foreigners, while living in their own country or outside. Most of them follow the cross-cultural communication skills which involve understanding cultural differences and overcoming language problems among the people.

In cross cultural communication, the language helps but culture is more dominating. Unfortunately, people tend to view the ways of their culture as normal and the ways of other cultures as bad, wrong, peculiar or such. It can be disastrous in developing effective cross cultural communication. One way to overcome this tendency is to become more aware of multi-culture environment by developing a higher level of cultural sensitivity to different dimensions of human culture.

British Rule established a special status for English language in India. A large segment of Indian population is English educated and therefore Indians often outshine as workers/scholars/and learners of other nationalities in many fields. English is a language of international horizon and has a very vast and varied literature. It proves to be a good vehicle for higher level scientific education and research. It is a flexible medium of expressing thoughts. So it is known as world’s very popular language. That’s why perfect and deep knowledge of English has become very essential for establishing intellectual, cultural, economic, commercial and political relations.

English can be used successfully for communication both in national and the international scenario with the growing cultural diversity. It always helps in solving the questions like how
can body language create understanding or misunderstanding. How can an individual use Audience Analysis to avoid misunderstanding? What can a person do if he feels himself weak in translating the thoughts expressed from English to the mother-tongue of the audience or vice-versa? Further can a successful meeting be organized with culturally diverse persons?

To develop an international understanding, it is essential to know the intercultural communication skills. To survive in the world of multicultural environment, an individual has to command not only communication skills but he has to overcome the language barriers also. Many countries in the whole world deal in trades and business using English Language but the accent and some local meanings given to the words actually break the flow. In such situation, it is better to avoid common mistakes in English that can lead to misunderstanding or miscommunication.

One major purpose for effective global communication is to accomplish trades and business communication that gets the desired response from the individuals. This simply refers to the capability to communicate comfortably and naturally with the people from a variety of cultural backgrounds. It actually emphasizes on being flexible, being open to the skills of listening and learning, and adapting oneself to different settings. To communicate at the international level, it requires understanding and respecting differences and recognizing and overcoming possible communication barriers which may detract the flow of communication between the people of two different countries. The main thing that comes in between the language of two individuals from different countries is lack of cultural understanding, behaviours, mutual expectations, and moreover the language which is the part of the context for communication.
Difficulties in Using English

Overcoming language problem is very difficult. The best way, of course, is to know more than one language but the competence required is beyond the reach of many people.

English is the primary language of international business. This is not to say that other languages are not used at international level. But when business executives from different countries talk to each other, most of the time, it is in English. However, when executives have no common language, it is most likely that they use English. The members of the European Free Trade Association conduct all their business in English even though not one of them is a native English speaker. In the words of one international authority, “English has emerged as the lingua franca of world commerce in much the same way that Greek did in the ancient world of the west and Chinese did in the east.” (Naoki 34)

Now the world is becoming smaller and smaller and the people deal with each other very frequently. Certainly much credit goes to the advancement in telecommunication and transportation. The companies easily think of expanding their horizon with respect to new customers, new sources of material and sources of money. Relaxation in the rules of trades and business is also the reason why the world is coming so close for business purposes. Wherever the persons work, they face the differences in language and cultural barriers as they communicate with the members of their group because very few countries which have totally homogeneous groups of workers so everywhere the situation is almost the same. Of course, the people differ in terms of gender, age, physical abilities and family status and educational background.
When one speaks in English to people who speak English as a second language, one must use these guidelines:

- Don’t interrupt others while talking because while interrupting one may miss something important and it also shows a lack of respect.

- Go for feedback because signs of confusion in listeners may spoil the whole interaction and realize the fact that nods and smiles do not always mean understanding.

- Always use objective and accurate language like avoid using the high sounding words like fantastic and fabulous, which people from other cultures may consider unreal and overly dramatic.

- Rephrase and Reframe the sentences whenever necessary. If the listeners are not understanding, then one must choose simpler words in place of repeating the same sentence in a louder voice.

- Learn foreign phrases

  In communication, even when English is used, foreign nationals appreciate it when they are greeted with the phrases in their own language. Practice the phrases phonetically so that it should not be spoken incorrectly.

- Observe the non-verbal messages also
Always try to read the body language of the persons concerned. Be alert to a glazed expressions or lost eyes - it may tell that they are not concentrating on you.

- **Accept blames**
  
  Even after many efforts, if misunderstanding takes place, gracefully accept the reality for not making the meaning clear to the listeners.

- **Deliberately speak slowly**
  
  Avoid fast speaking as well as don’t try to raise the voice. Make all the punctuations like pauses and full stops clear.

- **Remember to smile**
  
  It is believed that smile is the single most understood and most useful form of communication in either personal or business relations. Smile has its own language.

  The extensive use of English in international surroundings, is fortunate for English-speaking citizens but it is also important to know that most of the persons in the world know English as the second language. When English is not the receiver’s first language then the messages from the sender should be in accordance with the language understanding level of the receiver.

  Slow and clear speech is of great help. One has to stop to see the reaction of the listener so that the feedback may immediately be received. Lastly, to let the other person complete his
piece of conversation. This is how the communication with people from other cultures can easily be completed.

To achieve these goals one should try to practice certain things such as:

- the combination of words (like phrases) should be avoided which can be replaced by any other words. For example the use of ‘delay’ is preferable ‘to put off’ and ‘maintain’ in place of ‘keep up’.

- in place of using acronyms, using the term for eg. avoiding the use of ASAP meaning as soon as possible.

- to avoid using slangs, jargons and pretentious high language.

- before talking to the persons from different countries one should try to avoid those words which are used differently in other cultures for example ‘Napkin’ in England means ‘diaper’ not the table linen.

Language plays a very important role in developing personal and professional relationship among people. A language helps in developing international relations by improving the communication of the individuals.

In the development of international relationship, the most important aspect is meeting of cultures because it may work as a barrier or a support between the individuals from different
countries. Complete and successful communication is the understanding of the hidden ideas and thoughts. These hidden and symbolic elements embedded in the culture give meaning to the visible communication process.

In the recent times, more and more universities across the world, have been adapting themselves to an industry-oriented curriculum. As the idea is to bridge the skill-gap and produce employable graduates, it has given birth to the importance of English language study. These students aspire for professional and academic goals.

There are certain ways which help in enhancing the international relations. Some ways are, appropriate use of verbal and non-verbal communication skills.

Effective communication requires right perception and thought, precision, credibility, control and congeniality. These are the five traits which enable the communicator in procuring the best results.

The language is a very important factor in verbal communication skill, because it is the language which forms words to convey our thinking to others. The language should reflect the knowledge of the culture, population and the mentality of the audience. Most of the time the language is the reflection of the status. There is a large variety of accent used by different users of English.
Speaking Efficiency in English always helps in developing international relationship. There are certain measures which should be taken for verbal communication skills. Verbal messages should be clear and understandable. High level of intelligibility of speech is always helpful.

According to McLaunchlin. J. E. : The following guidelines help to construct clear messages. (p.56)

One of the points noted in the above guidelines is -
- use of formal English, slangs, idiomatic expressions and beautification and metaphors specific to the American culture can not be translated well and could give wrong impression. Even interpreters and translators may have difficulty appropriately and exactly expressing what you feel.

The second part is -
- use simple words and phrases that are more likely to be understood. Try rephrase your thoughts or ideas to give a more accurate description. Ask for and give feedback for explanations and clarification. Some cultures do not admit to misunderstand a message, so ask for clarification to ensure that the parties agree on what is being said .If the message is not clear then one must go for clarification.

It further says that -
the names are the identification of any individual and one wants others to get it right. So finding out how to pronounce the names of the counterparts and rehearse them until they become automatic. The same advice holds names of the companies also.

It is never unuseful to write a summary or recap of what is said or written in a different style, in a little different manner because there are two versions of your message or intention.

Clarity is the basic requirement of effectiveness so one should take care of the pronunciation and speak clearly and distinctly focusing attention on the message. Besides this one should be cautious about voice quality, accent and intonation.

It is believed that politeness or rashness are the basic nature of any individual. The rashness in nature can be removed by politeness only. One should always go for polite expressions and phrases during conversation. The other trait which should be followed by any professional, is the use of friendly behaviour because the trend now is highly changed in the sense that even the high authorities in the organizations do not behave in rude manner with their subordinates. The reason is very simple that they keep a very friendly environment in the organization creating better working culture for the employees.

During a conversation, it is essential to be flexible in attitude and style. It is better to give a thought or pause before speaking then to speak abruptly. One should always follow the different approaches in dealing with different topics so that it should always go in positive direction.
This is a very well known fact that without non verbal communication there is no possibility of verbal communication because it always goes with the verbal communication. Non verbal clues, in fact, can speak louder than words. Eye contact, facial expressions, space, time, body movements, distance, appearance - all these nonverbal aspects influence the way the message is interpreted or decoded by the receivers.

Non verbal expressions change from culture to culture. Though here the language is very important but language is always coloured with the nonverbal clues. Some gestures in our culture mean entirely different in other cultures. Like eye contact is common during conversation in the United States, but can signal disrespect in Eastern cultures. So it is advisable to improve nonverbal communication skills in a global environment.

If both the speaker and the listener are interested in the conversation then definitely it will affect their future relationship. In such situation one should not argue for the sake of argument or to make show of their knowledge because the show of knowledge always brings negativity in the conversation and no further business relationship is possible. Finally one has to ensure what is communicated is concise, clear, courteous, complete and accurate.

Language and nourishments are two simple but very effective examples of shared - culture building. This is how shared culture parties develop mutual understanding amongst them and international relations are developed.
The companies of different calibers find themselves competing in the world rather than the local market. Numerous reasons responsible for this are improved system of telecommunication, advanced form of transportation and saturated local market. All these factors encourage the companies to go beyond the boundaries of the country and reach the global scenario.

In this regard, the successful communication requires developing new skills like cultural knowledge and sensitivity, flexibility, patience, tolerance etc. in addition to the already existing perfect command over the language. With the help of these special traits, most of the people need to polish their already existing traits after which they will be able to receive special communication traits with International Business transactions.

Role of English for Communication in Trade and Commerce

There are some prominent terms widely used by the people, they are ‘Multinational’, ‘Global’, ‘Global Industry’ etc. These terms are synonymous in nature. All these refer to the international business operations and show the concept of business activities across national boundaries with various economic systems.

Global business is a term which has a broader meaning with vision and strategies to serve a global market comprised of various countries. As the communication is also increasing by leaps and bound with the increase of multinational business effective global communication skills are required.
English has become a very important language for this purpose. A basic recommendation for communicating with people in other countries is to learn as much as one can, of their language. Although the accent of their language can not be fully learnt but the way of greeting, courtesy words and the positive and negative non-verbal response and expressions can easily be learnt before talking to any individual outside one’s country.

In short, phatic function of a language can easily be grasped and used. English also helps in the electronic media, in the sense that a person can easily and frequently use E-mails and net-connectivity etc. These messages may have a greater degree of informality than business letters, particularly between individuals who work in the same company located in different countries. Usually correspondence in the foreign location is likely to take place in English.

English dominates the world of business. This language is spread in the whole world for the purpose of business and trade. Even in India English is having a very prominent place. The preset situation shows that India is progressing very rapidly towards becoming a global economic power. So many new sectors are open to foreign investment. Different companies are coming to India for setting up business and employing the people from India only. The ambitious persons are expecting and looking for lucrative job offers in different business sectors.

Here English plays a very important role in the different walks of business. In the trade world people call it the ‘Commercial English’. In linguistics, one of many styles or varieties of language is determined by factors such as social occasions, purpose and target audience. It is also called stylistic variation. It is used to indicate the degrees of formality in language use. The
different registers or language styles that one uses are also called codes. English has evolved a
different register for the area of trades and commerce activities.

Along with the mastery over the language, there are a number of skills which should be
known to the persons in the business world or outside the business world. These skills are the
professional skills like healthy perception of praise and criticism, conflict management, making
presentations, negotiating deals, public relations etc. All these skills also require mastery over the
language used for the purpose of communication.

These points show that English for business requires both business skills and language
skills - that means how to do good business with the help of good command in English. To
maintain the atmosphere conducive to interpersonal relationship at the workplace to remove
relations with other companies, organizations etc., most of the business organizations and
companies have Public Relation Departments or H.R. Departments.

As Indian Business continues to rapidly march towards globalization, effective
communication is highly required in dealing with both national and international clients. In a
professional world, from a very junior employee to a person of high authority want to develop
good communication with the concerned people, for example a young graduate needs to prove
himself in an interview with communication skills, a corporate executive wants to develop a
strong inter-personal relationship with the clients, a CEO in a company gives a powerful
presentation in hope of winning an international deal. So in every walk of life, the language
command becomes the first and foremost element on the way to success.
Unfortunately, many students even from English medium academic institutes lack somewhere in grammatical aspects of English. To have either British or American accent is of course, not the sole objective but also to have the capability to express one’s thoughts coherently and using language properly. HR training managers are painfully aware of this fact. In addition to the grammar related problem, the youngsters have grave problems with listening, comprehending, assimilating, and responding activities. Today people from all walks of life are aware of that powerful communication is an important skill for every profession. If a person has command over technical aspects but is weak in the communication skills then it is not going to be very fruitful for him and may not help him in getting success in the professional world.

Now the question arises, What do these individuals lack? Why is there such a wide gulf between the actual and the desired performance? The answer is - it seems that the youngsters develop communication skills in two ways: exposure and education. Here in India, local exposure is easy but global exposure with formal training in communication seems to be lacking, the individual learns these skills while working in any company. That means learning and working go together but only the brilliant individuals are able to take advantage of it. Others have to struggle a lot for even after spending many years in their working places they do not reach to the desired level.

To remove this basic problem most of the graduate courses are now running the curriculum for English language which includes all the communication skills. So the trainees are taught systematically about the effective use of English for appearing in an interview, in
communicating one’s technical knowledge to others, in professional correspondence and professional environment in general.

Even the experts from HR are aware of the great difference between the students without knowing communication skills and the students with proper training. Vernacular and English medium students who have undergone industry-driven and interaction based communication training at the corporate level feel that their grammar, diction, intonation, conversation abilities and confidence level are highly improved with proper training in a short period.

It shows that English is a language which is taught in India from lower classes or even from Kindergarten stage in certain schools but often there is the need of polishing it for professional life with effective communication skills in view.

The information revolution ushered in, by the computer and the new information technology has a great impact on the communication systems employed by business organizations. In such conditions, the language influences the whole environment. As English plays a very important role in the professional world of trades and commerce, the employees are required to have good command on it.

In any business organization oral and written pieces of advice are given by superiors to subordinates and to build up better relationships and to increase efficiency. Through business and trade the government earns foreign currency. In the majority of the cases, the language used for any transactions with other countries and organizations like the World
Bank etc is English. So English continues to be the language of importance not only at national but also at international level. It can easily be understood from the fact that even in trade and commerce the popular products are labeled in attractive English names. Even the instructions are written on the covers in English. These things give indication to this fact that even in future the impact of English in the whole world is not going to disappear. This is a very important point because the prosperity and development of any nation depends on its trade and business.

Communication plays a very important role in any managerial process. Any individual can become a vital member of the group if he understands the productivity of the process of communication. In trade and commerce, the language in communication plays a very important role.

Communicating personally is something very different from business communication or the communication in the organizations. It is essential to discuss the impact of English on the internal and external communication of any organization.

In any company or organization, the internal functions include sharing of ideas and messages with the subordinates, co-workers and the superiors. This process may include the internal functions like clarifying procedures and policies, informing management of progress, coordinating activities and evaluating and rewarding employees. The external functions include answering inquiries about products or services, persuading customers to buy products, responding to the government agencies and promoting a good reputation of the organization. To
achieve all these functions and objectives, there is always the requirement of good communication skills and proper use of most commonly used language of trades and business that is English.

In various tasks in the organization the employees and the members use all the forms of communication skills: reading, writing, listening and speaking. So one needs to improve these skills to the proficiency level required for professional success. The most powerful communication required in the professional life is usually (1) to inform (2) to persuade, and (3) to promote goodwill.

The way in which communication used to take place earlier is now totally changed in the present scenario because of the development of sophisticated information technology. Now the companies are rather more concerned about learning the new ways to improve business. To convey the messages and information to various audiences, the organizations prefer more interactive techniques. Despite the range of interactive technologies, communication still continues in two forms: oral and written.

All business communication depends on written communication because it is the matter which requires legal validity which is absent in verbal communication. It is impersonal in nature as the communicators can not see each other and can not provide immediate response or feedback. Most forms of business communication fall under this category eg. email, announcements, memos, faxes, letters, newsletters, reports, proposals and manuals etc.
No matter how good one is in accounting, law, science, or any other professional activity, most companies expect the individuals to be competent in a wide range of communication tasks. Employers spend millions of dollars on communication training every year but they expect the candidates to come prepared with basic skills so that they can take full advantage of the learning opportunities offered to them.

In fact, employers start judging one’s ability to communicate even when they show up for the first interview on the campus or off the campus, and the process of evaluation never really stops. Fortunately, the specific skills that employers expect from management professionals are the skills which are definitely helpful for advancement.

The employers constantly evaluate the performance of the employees. They are generally required to find process and organize substantial amounts of raw data and random information so that others can easily grasp the factual information. Whenever these persons are called on to offer an opinion or recommendation, they are expected to back it up with authenticity.

In the company environment, they are often asked on to communicate with people of different gender, ethnic background, age, profession etc. In such conditions, they have to cope up with all types of people, keeping in mind the reputation of their organization.

Even when the pressure of maintaining good reputation of the company is on the top for the employees, they are expected to communicate with courtesy and respect in a manner that is appropriate to the situation.
The professionals may have the great theoretical ideas but they are not good to their company or their career if they cannot express themselves clearly and persuasively. As one project manager at NASA’s Marshall Space Flight Center puts it that knowledge may be power, but communication skills are the primary raw materials of good client relationships.

Every job description for a new position on the manager’s staff includes the following line: “Required - effective organization skills and mastery of English language in written and oral forms.” Most of the business professionals keep themselves roaming in a flood of data and information. Messages that clarify and summarize are more effective than those that do not.

The reason why even the management students do not get proper jobs, is very simple that they lack in proper attitude, have poor communication skills, lack proper grooming and minimal corporate exposure. It is believed that the training they get in their institutes fail to inculcate in them effective communication skills, domain knowledge and corporate awareness.

A lot of hard skills like finance, marketing and operations are easy to be taught but the soft skills are really difficult to be transmitted on papers. This is the main reason that the students with English and expertise in communication easily get better jobs. The prime objective of business schools should be training in soft skills and building capacity and confidence in the individuals. The language command should include the improvement of communication skills, build confidence, improve the personality of the students, increase faith in themselves to instill
team spirit. It is always suggested that these skills can be developed with the help of individual feedback and individual coaching.

Good communication skills are basic to the successful management. Presently, the reputation of an organization, an industry, or a nation depends on the quality and quantity of information they possess, transmit and exchange. The management institutes, which offer management programmes for students must inculcate the required managerial skills in their students, the aspiring managers. It is a well known fact that acquiring knowledge of various managerial functions is important but it is also equally important to realize that developing business communication skills is central to carry out all these functions effectively. This is the main reason that different institutes have included business communication in their post graduate programmes.

Business organizations use in two types of communication - internal and external. Internal communication comprises of such things as personal matters boosting up the morale of the company employees, motivating them and in general the control of the flow of information within the company.

External communication refers to a company’s public relations with the aim of creating a favourable public image, as well as the other business departments like advertising customer relations and sales. In short, it can be said that external communication includes all contacts an organization has with its clients and other departments and organizations.
Any statement which is clear but is inaccurate, or inapt or misleading. The level of accuracy develops a kind of reliability in the person and the concept he or she is presenting. In communication this quality is very important. There is always a need of using communication skills to make precision in different statements. Furthermore, if the statement is clear, accurate as well as precise but it is not relevant to the context or to the topic then also it shows lack of skills in any communicator.

Conflict management is also a part of communication. It means recognizing and dealing with conflict as it arises, rather than ignoring or avoiding it. It is believed that healthy conflicts always focus on the issues and are good for the growth of an organization. In the world of professionals the persons depend on each other for many reasons. The same is the case with the different groups working for different projects.

Any organization runs well if there is proper flow of information running into its veins. In such situation the group members learn only what the head of the group or project wants them to know or see. The group members act on the instructions given by the group leaders. So if there is proper understanding between the group members and the team managers the organization definitely and successfully complete different projects within stipulated time.

The business organizations depend on the vision of the high officials as well as hard work of the sub-ordinate groups. In the organizations the whole emphasis is on meeting the short term and long term goals. The group members are encouraged to discuss long–term implications and share thoughts about what the team may achieve as a working unit.
There is an old proverb, “There is no ‘I’ in team” or “No one among us is as smart as all of us.” The skills generally used in the business organizations work for the progress and growth of the organization. Only the higher authorities can not take a company to the desired heights, they need hard working of their subordinates to support their vision and experience. Through teamwork, quality decisions are made and participants work with greater commitment.

The business professionals are trained for business growth so the work in any organization is more closely aligned with the mission and goals of the company. This functional output helps them to establish in the world of professional growth. Whenever the goal or the output is fixed then it is easy to achieve it.

It is believed that better decisions are made when all participants in a meeting have already analyzed, tested and scrutinized all the available options so there is always scope for healthy suspicion, disagreement and logical discussion but a person must be well–equipped with communication skills to undergo all of this.

The business professionals have to think critically and divergently in order to maintain the heights to gain more and more success in their field. So one’s aim should be, to provide useful input, challenge other ideas, ask questions and become a vibrant contributor to the discussion for the growth of self and the growth of the organization. There are four major components of critical thinking which can mar or make the quality of one’s participation:

- analysis
- reasoning

- interpretation

- evaluation

Human Resource Communication for Management Professionals is the term which refers to the techniques and processes used by the organizations across the world when communicating with their employees about issues related to them with special concern about appointments, promotions, compensation packages, training, personalized counseling, retirement benefits and other employee benefit programmes run by the organizations.

The Human Resource Programme is much more than the technique of effectively imparting thoughts, ideas, information and views among the employees. It is also an important element to develop a good relationship between the employers and the employees by sharing their vision about the progress of their organization.

The different companies are spending a lot of money on recruitment and employees training for they can not afford to lose an employee who is strategically placed in the organization and is expert in company matters. The training keeps the employees informed, productive, focused and committed and simultaneously streamlines their communicative methods.
Understanding the importance of communication in most of the professional business organizations in human resource development departments have initiated various programmes and public related activities to reach out to their employees.

For the people of business world, there is one word for communication and that is ‘Corporate Communication’. This communication means the areas such as corporate reputation, corporate advertising and advocacy, employee’s communication, investors and government relations, media management and crisis communication.

The corporate communication is also known as a process a company uses to communicate all its messages to a combination of meetings, interviews, speeches, reports, image advertising and on line communication. All this result into good communication practices that permeate an organization and take it to the heights.
McLaychlin, J. E. *Communicating to a Diverse Europe*. Business Horizons 36 (1993) p.54-56
