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SECRETARIA BILINGÜE EN SISTEMAS DE INFORMACIÓN**

**TEMA:**

THE IMPORTANCE OF ENGLISH IN INTERNATIONAL BUSINESS

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## **Abstract**

This project shows the importance of English in this globalized world. While English is not the most widely spoken language in the world when you look at it in terms of the number of native speakers, it is the world's most prominent language. But a larger number of people speak Chinese, that language is largely confined to China. English on the other hand, is spoken around the world. It has been estimated that out of the roughly six billion people that are alive today about 350 million speak English. When you look at the importance of English for International Business, you must look at more than just the number of people who speak it. You must also look at what the language is used for.

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## **Introduction**

I decided to choose this topic to inform and demonstrate the high importance of learning a second language such as English, because this is the most prominent language around the world. A high number of students finish their studies and they are excellent professionals but on the other hand they have a poor level of English and this close a lot of doors at the time they want to obtain a better job.

The English history is very interesting and helps us to understand how English became a Global Language. The world has been changed so drastically, and English is so rooted in educational systems around the world as a second language. It is important to mention the constant bombardment of Anglo-Saxon culture in the South America civilization. English language comes in all our commercial transactions throughout the globe. English is the language of the latest business management in the world. English is a means not only for international commerce; it has essential for inter-state commerce and communication.



### **Statement of the Problem**

Generally speaking, working people are always in contact with foreign languages speakers. When people do not have good English skills, they lose important opportunities to establish a negotiation.

Many English-speakers do not want to learn other languages because they believe that, most of the people they do business with, in foreign countries can speak English, and if they do not speak English, interpreters can be used. The lack of foreign language knowledge puts the English speakers at a disadvantage to make negotiations. When people do not learn English they lose themselves a lot of opportunities and not only in business also in studies, tourism, trips and employment opportunities.

### **Broad Objective**

Informing about the importance of English in International Business and how the lack of knowledge of this language affect negotiations. The principal objective of this topic is persuading the reader to learn or improve their level of English, because learning a global language open all business doors and other opportunities too.

### **Specific Objectives**

The objective of each unit is to provide you with the appropriate information to the reader about different items which involve the principal topics such as the Importance of English in International Business, I am going to inform about the following chapters:

The first chapter is about the History of English as a Business Language, I am going to explain the history of English, and the stages happened until that this becomes a global language.

The second and third chapters are about important concepts of English as a Lingua Franca and the meaning of International Business and how important it is in this globalized world.

The last chapter is an interview to a CELEX director where the reader is going to know what he thinks about the importance of English in Business.

The result of this thesis is to motivate the reader to study English and learn that it is an important aspect in life.

### **Study Place**

My project is going to be develop in Guayaquil, this city has the population to make a study about the importance of Business English, and the place that I choose to do this research is CELEX, an English Study Center, where I am going to find information about what the director thinks about the importance of English.

### **Statement of Hypothesis:**

I think that English is the global language for business. A person who wants to be globally competitive in business or any career needs to learn English. Communication problems, incompetence for global business, or the inability to conduct business in the international area is the result of do not getting very good English language knowledge. People who are finishing their careers consider English just such us a requirement to graduate from university but not as a Global Language that helps them to expand business.

English language provides opportunities to people who want to establish good business relationship with people all around the world.

I hope I can demonstrate how important English is in all aspects, but specifically in business, because we are living in a globalized world where all kinds of negotiation with foreign countries need to have effective English language skills.

#### **Theoretical Implication:**

Throughout history, many people have reflected on the importance of language. John Stuart Mill said that "Language is the light of the mind."

#### **Practical Implication:**

I agree with that, because humanity can interact ones with others using any language as communication. It means we can say our ideas, feelings, to share our knowledge and other things. Language shapes, thoughts and emotions, determines one's perception of reality.

#### **Theoretical Implication:**

According to Richards Et Al (1996:214) "the term lingua franca originated in the Mediterranean region in the Middle Ages among crusaders and traders of different language backgrounds".

#### **Practical Implication:**

A lingua franca is an old term which describes a phenomenon which is a part of the linguistic repertoire used on a large number of multilingual individuals in Europe at that time. In terms of frequency and reach of use, it is certainly now the most prevalent language for

intercultural communication and for that reasons it has attracted a good deal of attention recently from all areas of linguistic enquiry.

### **Literature Review**

English is a West Germanic language that arose in the Anglo-Saxon kingdoms of England and spread into South-East Scotland under the influence of the Anglian<sup>1</sup> medieval kingdom of Northumbria<sup>2</sup>. The stages through the English<sup>3</sup> language are: The Old Language that had place from the year 449 and 1100, the Middle English, which covers the period of time between the years 1100 to the 1500; and modern, with two stages, the classic, and the contemporary, from 1660 until today.

Following the economic, political, military, scientific, cultural, and colonial influence of Great Britain and the United Kingdom from the 18th century, and of the United States since the mid 20th century, it has been widely dispersed around the world, English became the leading language of international discourse, and has acquired use as lingua franca in many regions. It is widely learned as a second language and used as an official language of the European Union and many Commonwealth countries, as well as in many world organizations. It is the third most natively spoken language in the world, after Mandarin Chinese and Spanish.

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<sup>1</sup> <http://en.wikipedia.org/wiki/Angles>. Last Access August 5th 2010

<sup>2</sup> <http://en.wikipedia.org/wiki/Northumbria> Last Access August 5th 2010

<sup>3</sup> [http://en.wikipedia.org/wiki/History\\_of\\_the\\_English\\_language](http://en.wikipedia.org/wiki/History_of_the_English_language) Last Access August 5th 2010

## **Background**

The English Language is the Global Language in Business nowadays. People around the world use this language all the time. Students, managers, tourists, politicians of all countries need English for establish a good relationship with foreign people overall with business people.

In the past, English was not so important for business people, because all the time they established negotiations inside their own countries or with neighbor countries which spoke the same language.

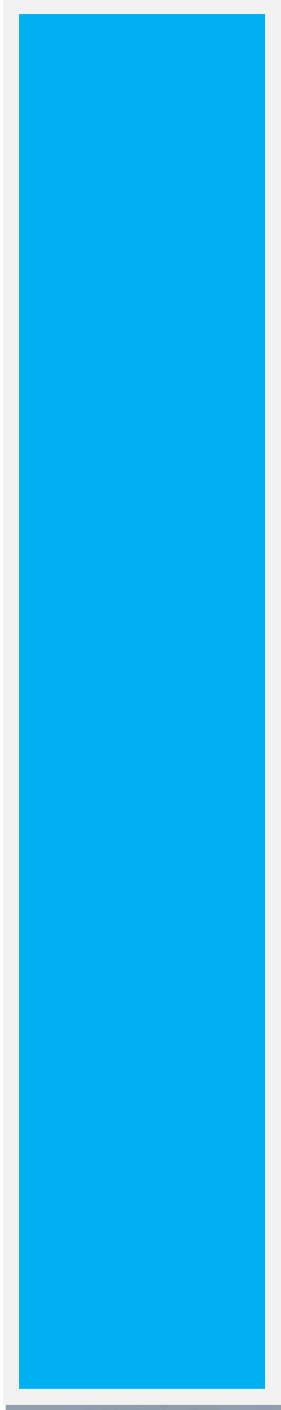
At the present time, we are living in a Globalized World where a lot of negotiations are established between countries of different continents, with different languages and cultures and they need English because it is the global language, all people use this and it is very important for us to learn this language too.

## **Methodology**

My research paper has the following methods of investigations:

Documentation: I use this technique because I can write about historical data. This technique let me show the information more precisely than other methods.

Interview and questionnaires: These two techniques are very important for the last chapter where I am going to show results of my investigation about the opinion of people who have relation to the topic.



## **CHAPTER I**

### **THE HISTORY OF ENGLISH AS A BUSINESS LANGUAGE**

## **1 The History of English as a Business Language**

English was spread throughout the world as a result of an English colonial rule and enabled many of the indigenous people from countries they governed to learn English. English became accepted as the standard for communication in many African and Asian countries which had different languages and dialects, and English soon became an accepted standard language for global trade and commerce. In the modern world, English is the key language in several major global industries countries.

Around the world, there is an estimated one billion people learning English. There are many reasons why learning English has been exponential growth in recent years, but it all boils down to the fact that English is the “global language” of business, politics, international relations, culture, and entertainment. Although English is not an official language in many countries, it is the language mostly taught often as a foreign or second language.

Now I will inform you about the English language history, how English become a Business Language and how important is in business world. Generally speaking, all people need to learn a second language and as I wrote in the previous lines, English is Business Language around the world.

### **1.1. Historical Context of English:**

In the evolution of English Language composed into three basic stages, after Jesus Christ, they were: Old English, also known as Anglo-Saxon<sup>4</sup>, dates from the year 449 and the 1100, the Middle English, which covers the period between the years 1100 to the 1500, and Modern, with two stages, the classic, from 1500 until 1660, and the contemporary, from 1660 until today.

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<sup>4</sup> <http://en.wikipedia.org/wiki/Anglo-Saxons> Last Access: August 8th 2010.

English is a West Germanic Language<sup>5</sup> that was originated from the Anglo-Frisian<sup>6</sup> and Old Saxon dialects brought to Britain by Germanic settlers from various parts of what are now northwest Germany, Denmark and the Netherlands in the 5th century. The Germanic languages are traditionally divided into three groups: West, East and North Germanic. Their exact relationship's difficult to determine from the sparse evidence of runic inscriptions, and they remained mutually intelligible throughout the Migration Period, so that some individual varieties are difficult to classify.

The Anglo-Frisian languages, sometimes known as Insular Germanic, was a group of Ingvaemonic West Germanic languages consisting of Old English, Old Frisian, and their descendants.

Old Saxon<sup>7</sup>, also known as Old Low German, is the earliest recorded form of Low German, documented from the 8th century until the 12th century, when it evolved into Middle Low German<sup>8</sup>. It was spoken on the north-west coast of Germany and in Denmark by Saxon people.

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<sup>5</sup> [http://en.wikipedia.org/wiki/West\\_Germanic\\_languages](http://en.wikipedia.org/wiki/West_Germanic_languages) Last Access: August 9th 2010.

<sup>6</sup> [http://en.wikipedia.org/wiki/Anglo-Frisian\\_languages](http://en.wikipedia.org/wiki/Anglo-Frisian_languages) Last Access: August 9th 2010.

<sup>7</sup> [http://en.wikipedia.org/wiki/Old\\_Saxon](http://en.wikipedia.org/wiki/Old_Saxon) Last Access: August 12th 2010.

<sup>8</sup> [http://en.wikipedia.org/wiki/Middle\\_Low\\_German](http://en.wikipedia.org/wiki/Middle_Low_German) Last Access: August 12th 2010.





Image 1-1 Anglo-Saxon kingdoms<sup>9</sup>



Image 1-2 West Anglo-Saxon Kingdoms<sup>10</sup>

### 1.1.1 Old English

Initially, Old English (500-1100 AD)<sup>11</sup> was a diverse group of dialects, reflecting the different origins of the Anglo-Saxon kingdoms of Great Britain but one of these dialects, Late

<sup>9</sup> Image from [http://mstecker.com/pages/ukpbm1\\_fp.htm](http://mstecker.com/pages/ukpbm1_fp.htm) Last Access June 17th 2011.

<sup>10</sup> Image from [http://mstecker.com/pages/ukpbm1\\_fp.htm](http://mstecker.com/pages/ukpbm1_fp.htm) Last Access June 17th 2011.

<sup>11</sup>A.D. (Anno Domini) From [http://en.wikipedia.org/wiki/Old\\_English](http://en.wikipedia.org/wiki/Old_English) Last Access August 13th 2010.

West Saxon, eventually came to dominate. Old English was later transformed by two waves of invasion. The first was by speakers of the North Germanic language branch when Halfdan Ragnarsson and Ivar the Boneless started the conquer and colonization of northern parts of the British Isles in the 8th and 9th centuries (see Danelaw<sup>12</sup>).

The second was by speakers of the Romance language Old Norman in the 11th century with Norman the Conquest of England. Norman developed into Anglo-Norman, and then Anglo-French - and introduced a layer of words especially via the courts and government. As well as extending the lexicon with Scandinavian and Norman words these two events also simplified the grammar and transformed English into a borrowing language more than normally open to accept new words from other languages.

The linguistic shifts in English following the Norman invasion, produced what is now referred to as Middle English, with Geoffrey Chaucer's *The Canterbury Tales* being the best known work. Throughout all this period Latin in some form was the lingua franca of European intellectual life, first the Medieval Latin of the Christian Church, but later the humanist Renaissance Latin, and those that wrote or copied texts in Latin commonly coined new terms from Latin to refer to things or concepts for which there was no existing native English word.

Old English was a language with a greater flexion than at present and therefore the order of words in the sentence was freer. It had a dual number for pronouns, four declines for the names and two adjectives, and gender variance. The verb conjugation had only two tenses: the present and the past. It was a flexible language for the composition of words because of the vocabulary which was limited and, together with the morphological procedure for the creation of neologisms, adopted and made numerous loans from the languages which they

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<sup>12</sup> Is a historical name given to the part of England in which the laws of the "Danes" From <http://en.wikipedia.org/wiki/Danelaw>. Last Access: July 19th, 2011.

lived with, and related to. It is therefore obvious Celtic substratum influence, although the investigation stands at 10% common names from this source.

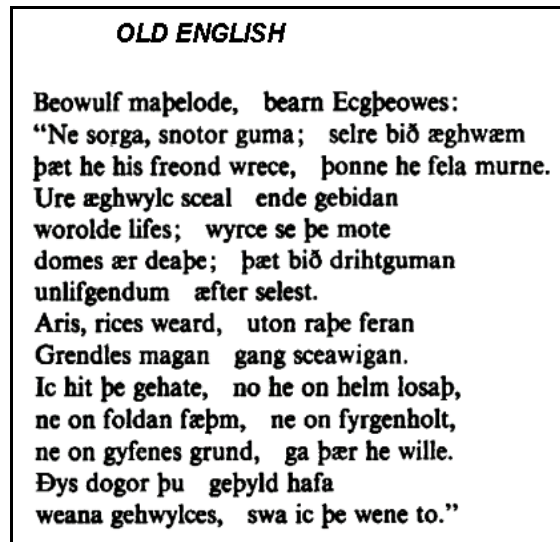


Image 1-3 Old English writing<sup>13</sup>

After that, the Middle English <sup>14</sup>(1100-1500) appears. For the 300 following years the Norman Conquest <sup>15</sup>uses going on 1066, the Norman kings and the high nobility spoke only a variety of French called Anglo-Norman. The Normans, whose educated classes spoke French, also brought about the Anglo-Saxon about nine hundred words, such as baron, noble, terms that the popular classes did not know and should use in dealing with the new masters. As an example of the Norman dialects that have survived since then I have to mention the Scots, the language of the Lowlands and Scottish Lowlands. Scots is a contraction of Scottis, the Older Scots and northern version of late Old English Scottisc ("Scottish<sup>16</sup>") in modern English, which replaced the earlier i-mutated version Scyttisc. Scots is the Germanic language variety traditionally spoken in Lowland Scotland and parts of Ulster. It is sometimes called Lowland

<sup>13</sup> Image from [www.worldlanguage.com/Languages/OldEnglish.htm](http://www.worldlanguage.com/Languages/OldEnglish.htm) Last Access June 17th 2011.

<sup>14</sup> From [http://en.wikipedia.org/wiki/Middle\\_English](http://en.wikipedia.org/wiki/Middle_English) Last Access August 13th 2010.

<sup>15</sup> From [http://en.wikipedia.org/wiki/Norman\\_conquest\\_of\\_England](http://en.wikipedia.org/wiki/Norman_conquest_of_England) Last Access August 13th 2010.

<sup>16</sup> From [http://en.wikipedia.org/wiki/Scottish\\_people](http://en.wikipedia.org/wiki/Scottish_people) Last Access August 13th 2010.

Scots to distinguish it from Scottish Gaelic, the Celtic language variety spoken in most of the western Highlands and in the Hebrides. After the union of Scotland and England in 1707, the use of Standard English was encouraged and the use of Scots discouraged. Due to the widespread use of Standard English in the media, some Scots now believe they are merely using slang, rather than Scots.

Although some nobles and clergy learned English, also introduced French words related to the government, church, military, courtly manners, and others related to the arts, education and medicine. English continued to be the language of the common people. While the Anglo-Saxon Chronicle <sup>17</sup>continued until AD 1154<sup>18</sup>, most other literature from this period was in Old French or Latin. A large number of Norman words were assimilated into Old English, with some words doubling for Old English words. The Norman influence reinforced the continual evolution of the language over the following centuries, resulting in what is now referred to as Middle English. Among the changes was a broadening in the use of a unique aspect of English grammar, the "continuous" tenses, with the suffix "-ing". During the 15th century<sup>19</sup>, Middle English was transformed by the Great Vowel Shift, the spread of a standardized London-based dialect in government and administration, and the standardizing effect of printing.

By the fourteenth century real prestige acquired the language of the Anglos, whose emerging cities and universities develop a thriving economic and courtesan. It is the area known as Midland; whose center is London, its influence extends south of the Thames in Kent and Surrey. Use is enshrined in the works of Geoffrey Chaucer, John Gower and John Lydgate, and the typographic work in this language made the printer William Caxton.

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<sup>17</sup> The Anglo-Saxon Chronicle is a collection of annals in Old English.

<sup>18</sup> From <http://www.englishlanguageguide.com/english/facts/history/> Last Access August 13th 2010.

<sup>19</sup> [http://en.wikipedia.org/wiki/15th\\_century](http://en.wikipedia.org/wiki/15th_century) Last Access August 13th 2010.

For concluding this point about Middle English is important to highlight that The Norman conquest of England in the 11th century<sup>20</sup> rose the heavy loanwords from Norman-French, and vocabulary, and spelling conventions began to give the superficial appearance of a close relationship with Romance languages which had now become Middle English.

*Our Fadir that art in hevenes: halo-  
wid be thy name: thy kingdom come to  
be thy will done as in heven, and in  
eryth to. Gis us yus day our breede our daily  
substance: and forgive to ous our debtis,  
as we forgiven to our debtours: and lead  
ous not into temptation: but deliver ous  
from yv.el. Amen.*

**Image 1-4 Middle English writing<sup>21</sup>**

### 1.1.2 Modern English

Finally, the transition from Middle to Modern English was established by a very demanding phonetic evolution in the pronunciation of the vowels. Modern English can be traced back to around the time of William Shakespeare. This occurred between the XV and XVI centuries<sup>22</sup>. As I mentioned, in the beginning the Modern English had two stages:

#### 1.1.2.1 The Classic

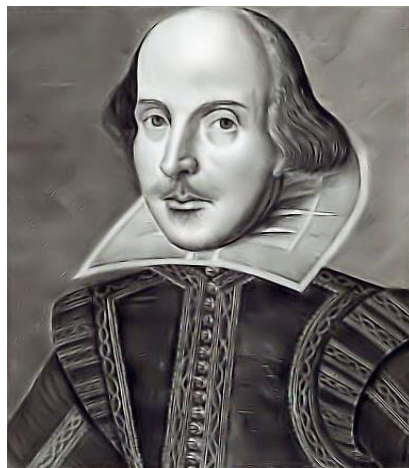
Which the oldest form of English today, as a variant of Anglo-Saxon and English language media in particular that was practiced up until then. English was mainly spoken in the Renaissance, and more commonly associated with literary language of William

<sup>20</sup> [http://en.wikipedia.org/wiki/Category:11th\\_century\\_in\\_England](http://en.wikipedia.org/wiki/Category:11th_century_in_England) Last Access August 13th 2010.

<sup>21</sup> Image from [http://www.uni-due.de/SHE/HE\\_ME\\_Writings.htm](http://www.uni-due.de/SHE/HE_ME_Writings.htm) Last Access August 13th 2010.

<sup>22</sup> [http://en.wikipedia.org/wiki/16th\\_century](http://en.wikipedia.org/wiki/16th_century) Last Access August 13th 2010.

Shakespeare<sup>23</sup>. Chronologically situated between the sixteenth and eighteenth centuries in the areas populated by Anglo-Norman (years 1450-1700 approx.). Two other major factors influenced the language and served to separate Middle and Modern English. The first was the Great Vowel Shift<sup>24</sup>. This was a change in pronunciation that began around 1400<sup>25</sup>. While modern English speakers can read Chaucer<sup>26</sup> with some difficulty, Chaucer's pronunciation would have been completely unintelligible to the modern age. Shakespeare, on the other hand, would be accented, but understandable. Vowel sounds began to be made further to the front of the mouth and the letter "e" at the end of words became silent. Chaucer's Lyf (pronounced "leef") became the modern life. In Middle English name was pronounced "nam-a," five was pronounced "feef," and down was pronounced "doon." In linguistic terms, the shift was rather sudden, the major changes occurring within a century. The shift is still not over, however, vowel sounds are still shortening although the change has become considerably more gradual.



**Image 1-5 William Shakespeare<sup>27</sup>**

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<sup>23</sup> He was a playwright, poet and English actor. From [http://es.wikipedia.org/wiki/William\\_Shakespeare](http://es.wikipedia.org/wiki/William_Shakespeare) Last Access August 13th 2010.

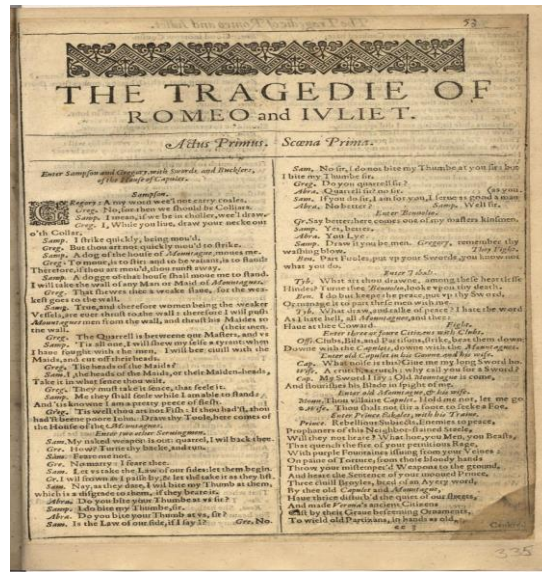
<sup>24</sup> The Great Vowel Shift is responsible for many of the peculiarities of English spelling. From [http://en.wikipedia.org/wiki/Great\\_Vowel\\_Shift](http://en.wikipedia.org/wiki/Great_Vowel_Shift) Last Access August 20th 2010.

<sup>25</sup> From <http://en.wikipedia.org/wiki/1400> Last Access August 20th 2010.

<sup>26</sup> Geoffrey Chaucer was a writer, philosopher, diplomat and poet from England. [http://es.wikipedia.org/wiki/Geoffrey\\_Chaucer](http://es.wikipedia.org/wiki/Geoffrey_Chaucer) Last Access August 20th 2010.

<sup>27</sup> Image from <http://www.absolutmadrid.com/shakespeare-su-vida-su-obra-y-su-tiempo/>



Image 1-6 Romeo & Juliet facsimile<sup>28</sup>

The last major factor in the development of Modern English was the advent of the printing press. William Caxton<sup>29</sup> brought the printing press to England in 1476<sup>30</sup>. Books became cheaper and as a result, literacy became more common. Publishing for the masses became a profitable enterprise, and works in English, as opposed to Latin, became more common. Finally, the printing press brought standardization to English. The dialect of London, where most publishing houses were located, became the standard. Spelling and grammar became fixed, and the first English dictionary was published in 1604<sup>31</sup>.

I consider the evolutionary stage and close to English today, and consolidated largely due to the rise of British letters in that historical period and the contribution they gave other foreign languages.

<sup>28</sup> Image from [http://en.wikisource.org/wiki/The\\_Tragedy\\_of\\_Romeo\\_and\\_Juliet](http://en.wikisource.org/wiki/The_Tragedy_of_Romeo_and_Juliet)

<sup>29</sup> He was a merchant, diplomat, printer and English writer. From [http://es.wikipedia.org/wiki/William\\_Caxton](http://es.wikipedia.org/wiki/William_Caxton) Last Access August 20th 2010.

<sup>30</sup> <http://www.writework.com/tag/william-caxton> Last Access August 20th 2010.

<sup>31</sup> <http://www.press.uchicago.edu/ucp/books/book/distributed/F/bo5456677.html> Last Access: August 20th 2010.

### 1.1.2.2 The contemporary

The main difference between Classic Modern English and Contemporary Modern English is vocabulary. Pronunciation, grammar, and spelling are largely the same, but Classic has many more words, arising from two main factors: firstly, the Industrial Revolution and technology created a need for new words, secondly, the British Empire height Covered one quarter of the earth's surface, English language adopted foreign words from many countries.

The industrial and scientific revolutions created a need for neologisms to describe the new creations and discoveries. For this, English relied heavily on Latin and Greek. Words like oxygen, protein, nuclear, and vaccine did not exist in the classical languages, but they were created from Latin and Greek roots. Such neologisms were not exclusively created from classical roots though; English roots were used for such terms as horsepower, airplane, and typewriter. This burst of neologisms continues today, perhaps most visible in the field of electronics and computers. Byte, cyber-, bios, hard-drive, and microchip are good examples. Also, the rise of the British Empire and the growth of global trade served not only to introduce English to the world, but to introduce words into English. Hindi, and the other languages of the Indian subcontinent, provided many words, such as pundit, shampoo, pajamas, and juggernaut. Virtually every language on Earth has contributed to the development of English, from Finnish (sauna) and Japanese (tycoon) to the vast contributions of French and Latin.

The British Empire was a maritime empire, and the influence of nautical terms on the English language has been great. Phrases like three sheets to the wind have their origins onboard ships.

Finally, the military influence on the language during the latter half of twentieth century was significant. Before the Great War, military service for English-speaking persons



was rare; both Britain and the United States maintained small, volunteer militaries. Military slang existed, but with the exception of nautical terms, rarely influenced standard English. During the mid-20th century, however, a large number of British and American men served in the military. And consequently military slang entered the language like never before. Blockbuster, nose dive, camouflage, radar, roadblock, spearhead, and landing strip are all military terms that made their way into Standard English.

The English Language History started when three Germanic tribes who invaded Britain in the V century AD. These tribes, the Angles, Saxons and Jutes crossed the North Sea from what is now Denmark and northern Germany. Today, American English is particularly influential because of U.S. domination film, television, popular music, trade and technology. But there are many other varieties of English around the world, including for example Australian English, New Zealand English, Canadian English, South African English, Indian English and Caribbean English.

International English is referred as Global English, World English, Common English, Continental English or General English. Sometimes these terms refer to the varieties of English spoken throughout the world.

In the same way the Anglo-Saxon and Norman settlers of centuries past, the languages spoken by today's ethnic communities have begun to have an impact on the everyday spoken English of other communities. This feature has been variously ascribed to the British Caribbean community or the British Asian community, although it is also part of a more native British tradition in dialects in the West Country and Wales, for instance which might explain why it appears to have spread so rapidly among young speakers everywhere.

Since then it has been played with, altered and transported around the world in many different forms. The language we now recognize as English first became the dominant

language in Great Britain during the Middle Ages and in Ireland during the eighteenth and nineteenth centuries. From there it has been exported in the mouths of colonists and settlers to all four corners of the globe. International English that has over the course of the twentieth century, become a worldwide means of communication.

For more than half a century, immigrants from the Indian subcontinent and the West Indies have added variety and diversity to the rich patchwork of accents and dialects spoken in the UK. British colonizers originally exported the language to all four corners of the globe and migration in the 1950s brought altered forms of English back to these shores. Since that time, especially in urban areas, speakers of Asian and Caribbean descent have blended their mother tongue speech patterns with existing local dialects producing wonderful new varieties of English, such as London Jamaican or Bradford Asian English.

We can hear speakers whose speech is heavily influenced by their racial background, alongside those whose speech reveals nothing of their family background and some who are ranged somewhere in between.

The first permanent English-speaking colony was established in North America in the early 1600s. The Americans soon developed a form of English that differed in a number of ways from the language spoken back in The British Isles. In some cases older forms were retained — the way most Americans pronounce the <r> sound after a vowel in words “like start, north, nurse and letter” is probably very similar to pronunciation in 17th century England. Similarly, the distinction between past tense got and past participle gotten still exists in American English but has been lost in most dialects of the UK.<sup>32</sup>

But the Americans also invented many new words to describe landscapes, wildlife, vegetation, food and lifestyles. Different pronunciations of existing words emerged as new settlers arrived from various parts of the UK and established settlements scattered along the

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<sup>32</sup> UK: United Kingdom

East Coast and further inland. After the USA<sup>33</sup> achieved independence from Great Britain in 1776<sup>34</sup> any sense of who ‘owned’ and set the ‘correct rules’ for the English Language became increasingly blurred. Different forces operating in the UK and in the USA influenced the emerging concept of a Standard English.

### **Business English**

Meanwhile, elsewhere, the British Empire was expanding dramatically, and during the 1700s<sup>35</sup> British English established footholds in parts of Africa, in India, Australia and New Zealand. The colonization process in these countries varied. In Australia and New Zealand, European settlers quickly outnumbered the indigenous population and so English was established as the dominant language. In India and Africa, however, centuries of colonial rule saw English imposed as an administrative language, spoken as a mother tongue by colonial settlers from the UK, but in most cases as a second language by the local population. Like American English, English in Australia, New Zealand and South Africa has evolved such that they are distinct from British English. However, cultural and political ties have meant that until relatively recently British English has acted as the benchmark for representing “standardized English” spelling tends to adhere to British English conventions, for instance. Elsewhere in Africa and on the Indian subcontinent, English is still used as an official language in several countries, even though these countries are independent of British rule. However, English remains very much a second language for most people, used in administration, education and government and as a means of communicating between speakers of diverse languages. As with most of the Commonwealth, British English is the

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<sup>33</sup> United States of America

<sup>34</sup> Independence Day United States. From [http://en.wikipedia.org/wiki/Independence\\_Day\\_\(United\\_States\)](http://en.wikipedia.org/wiki/Independence_Day_(United_States))  
Last Access : August 20th 2010.

<sup>35</sup> From <http://www.bl.uk/learning/langlit/sounds/case-studies/minority-ethnic/> Last Access : August 20th 2010.

model on which, for instance, Indian English or Nigerian English is based. In the Caribbean and especially in Canada, however, historical links with the UK compete with geographical, cultural and economic ties with the USA, so that some aspects of the local varieties of English follow British norms and others reflect US usage.

English is also hugely important as an international language and plays an important part even in countries where the UK has historically had little influence. It is learnt as the principal foreign language in most schools in Western Europe. It is also an essential part of the curriculum in far-flung places like Japan and South Korea, and is increasingly seen as desirable by millions of speakers in China. Most teaching of English as a foreign language used British English as its model, and textbooks and other educational resources were produced here in the UK for use overseas. This reflected the UK's cultural dominance and its perceived 'ownership' of the English Language. Since 1945<sup>36</sup>, however, the increasing economic power of the USA and its unrivalled influence in popular culture has meant that American English has become the reference point for learners of English in places like Japan and even to a certain extent in some European countries. British English remains the model in most Commonwealth countries where English is learnt as a second language. However, as the history of English has shown, this situation may not last indefinitely. The increasing commercial and economic power of countries like India, for instance, might mean that Indian English will one day begin to have an impact beyond its own borders.

According to research by the British Council<sup>37</sup>, English has official or special status in at least seventy-five countries with a total population of over two billion. English is spoken as a native language by around 375 million and as a second language by around 375 million<sup>38</sup>

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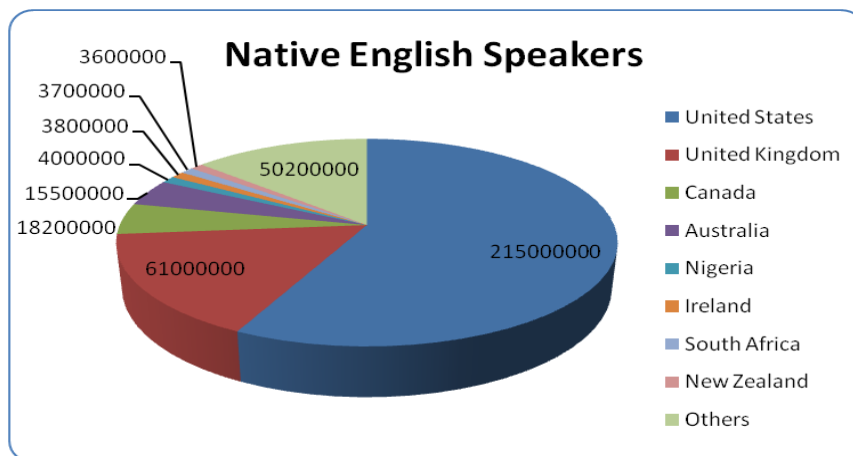
<sup>36</sup> [http://en.wikipedia.org/wiki/Economic\\_history\\_of\\_the\\_United\\_States](http://en.wikipedia.org/wiki/Economic_history_of_the_United_States) Last Access : July 13th 2011.

<sup>37</sup> From <http://www.britishcouncil.org/english/engfaqs.htm> Last Access : August 22th 2010.

<sup>38</sup> From [http://the\\_english\\_dept.tripod.com/esc.html](http://the_english_dept.tripod.com/esc.html) Last Access : August 22th 2010.

speakers in the world. Speakers of English as a second language will soon outnumber those who speak it as a first language. Around 750 million people are believed to speak English as a foreign language. One out of four of the world's population speaks English to some level of competence. Demand from the other three-quarters is increasing."

The following pie chart shows the relative numbers of Native English Speakers in countries all around the world.



**Graphic 1-1 Native English Speakers**

This pie chart shows the principal countries with native English speakers, being United States the principal of that. It's also important to know that the result of the others countries refer is to where English is not the most spoken language, but it is an official language; these countries include: Botswana, Cameroon, Dominica, the Federated States of Micronesia, Fiji, Gambia, Ghana, India, Kenya, Kiribati, Lesotho, Liberia, Madagascar, Malta, the Marshall Islands, Mauritius, Namibia, Nigeria, Pakistan, Palau, Papua New Guinea, the Philippines, Rwanda, Saint Lucia, Samoa, Seychelles, Sierra Leone, the Solomon Islands, Sri Lanka, the Sudan, Swaziland, Tanzania, Uganda, Zambia, and Zimbabwe.

English is also the official language in current dependent territories of Australia for example: Norfolk Island, Christmas Island and Cocos Island. Of the United States: American Samoa, Guam, Northern Mariana Islands, Puerto Rico, and the U.S. Virgin Islands, and the former British colony of Hong Kong.

English is not an official language in either the United States or the United Kingdom. Although the United States federal government has no official languages, English has been given official status by thirty of the fifty states of United State government. Although falling short of official status, English is also an important language in several former colonies and protectorates of the United Kingdom, such as Bahrain, Bangladesh, Brunei, Malaysia, and the United Arab Emirates. English is not an official language of Israel, but it is taken as a required second language at all Jewish and Arab schools and therefore widely spoken. It is also spreading as a second language for commerce and tourism in Corsica, Sardinia, Sicily and the Balearic Islands.

It is important to learn Business English if you want to be successful in another country where English is the primary language, such as Australia, United Kingdom and the United States. In business we will have to learn things such as taking messages, answering the phones with proper etiquette and communicating with the fellow co-workers. We may have to learn how to set appointments and to make travel arrangements. Business English is very different from speaking regular English, the structure is the same but we have to learn things like properly expressing yourself in a professional manner or maybe making a presentation in the office. Most businesses offer training sessions and companies that employ foreigners they offer classes on how to perform the job with the proper business English.

International English is the concept of the English language as a global mean of communication in numerous dialects, and also the movement towards an international standard for the language. Approximately 375 million people speak English as their first language. English today is probably the third largest language by number of native speakers, after Mandarin Chinese and Spanish. However, when combining native and non-native speakers it is probably the most commonly spoken language in the world, though possibly second to a combination of the Chinese languages.

English language helps us in our commercial transactions throughout the globe. English is the language of the latest business management in the world and proficiency in English has brought laurels to many Indian business managers. English is a means not only for international commerce; it has become increasingly essential for inter-state commerce and communication. Now I am going to focus about the importance of the Global English in Business around the world.

### **Importance of English in International Business**

If I have to define what the meaning of Business English is, the most precise concept refers to “The English language used in International Trade or Business”. It is a specialized area of the English language learning and teaching because it is largely attributed to non-native English speakers who study the subject to enhance their chances of doing business with companies from English speaking countries.

Mainly depending of the intention in which learning is intended, Business English can refer to the study of business English vocabulary used in the fields of trade, business, finance, or international relations. If the study focuses on techniques on business presentations, negotiations, correspondence, writing and other skills needed for business communications, then it can be classified as the study of Business English communication skills in the workplace.

There is really not much difference between the two classifications, as vocabulary and communication skills work together to achieve a common goal - to develop or enhance both written and verbal English skills for business or career advancement purposes.

While English is not the most widely spoken language in the world when you look at it in terms of the number of native speakers, it is the world's most prominent language. While a larger number of people speak Chinese, that language is largely confined to China. English on

the other hand, is spoken around the world. It has been estimated that out of the roughly 6 billion people that are alive today about 375 million speak English.

When you look at the importance of English for International Business, you must look at more than just the number of people who speak it. You must also look at what the language is used for. English is the ideal language for many governments around the world, and it is also prominent in education, world news, communication and business. For example, when we talk about governments, there are more than two thousands languages in the world, the United Organization (UN) chosen six of that like official languages: Arabic, Spanish, Chinese, French, Russian and English. In this ones are translating all United Nations documents.

Representatives of many countries must also be expressed in one of these six languages. However, the working languages of the Organization are English and French being English the most used. In education, an essential requirement for foreign people is obtain a level of English certificate and then they can enter to British and Americans Universities. Cambridge exams have been internationally recognized for many years to prepare their students. Cambridge has been offering five exams for a career background in learning English:

- KET: Key English Test (Elemental)
- PET: Preliminary English Test (Intermediate)
- CFC: Cambridge First Certificate (Upper Intermediate)
- CAE: Cambridge Advanced Examination (Fairly Advanced)
- CP: Cambridge Proficiency (Advanced)<sup>39</sup>

These certifications open a lot of doors around the Anglo world. In addition to this, American culture is also carried to foreign countries in the form of music or movies. In the

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<sup>39</sup> From <http://www.cambridgeesol.org/exams/general-english> Last Access : July 13th 2010.



early twentieth century, American influence became most dominant popular music, with young artists who produced their own versions of American music, including rock n 'roll from the late 1950s<sup>40</sup> and the development of a scene musical parallel. The United Kingdom and England have been influential in the development of cinema, with Ealing Studios <sup>41</sup>claiming to be the oldest studios in the world.

It is clear that English language has become the dominant one around the world. In addition, there are many reasons, which contributed to rising of English spreading. For example, it is used for daily communication between people around the world. It is also used as the language of science and technology. Nowadays we can say it is the language of the modern era. People can use it in a variety of fields such as economy, e-commerce, medicine and business.

These reasons have encouraged people to learn more English. Ecuadorian syllabus in public school and high school have assigned only five hours weekly to learn this language during the scholastic year, according to this educational law university and high-level institutions have included in the career innovations in their syllabus. English as a mandatory subject could at least use the passive English Language skills and do different activities where students could express their ability on doing presentations on projects.

It is quite clear that English has become a necessity today. We need it in different fields of life. The English language has become easier to learn more than ever before. There are many sources to help people learn it such as the Internet, books and educational institutes which are spread around the world.

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<sup>40</sup> <http://www.directessays.com/viewpaper/64285.html> Last Access : July 13th 2010.

<sup>41</sup> Ealing Studios is the oldest working film studio in the world <http://www.ealingstudios.co.uk/> Last Access : July 13th 2010.

If we wish to be successful in International Business, learning English is incredibly important. In many places such as Asia, Africa, and South America, the ability to learn English will determine who will increase their living standards, and who will remain in poverty.

Many companies have discovered early in the 21st century that they can cut their costs of production by sending their jobs overseas<sup>42</sup>. The proper term for this is outsourcing, or offshoring. Some companies have also found that they can reduce costs by taking immigrants into the country on working visas. The employees will work for the company for a given period of time, and once their visa has expired, they can return home. Someone who is living in a country where English is not the native language, will need to master this language if he wish to travel to the United States to find a well-paid job.

While many people in English speaking countries complain about the impact of outsourcing, it presents lucrative opportunities for people who are living in foreign countries. Learning how to speak English can allow people to travel to a Western country<sup>43</sup>, working there for a few months, make more money than someone who would make it at home, and then taking the money back home to their family. This is a practice that many people use, and it is a factor such as outsourcing which have allowed them to do it. As you can see, learning how to speak English opened up a large number of doors that would normally be closed.

Often the failure primarily lies on one of the most basic foundations of making business relations - the language spoken. Undoubtedly, the English language is the global language for business and having a good command of English will definitely give one who is watching globally competitive business or career a clear edge. Any communication problem,

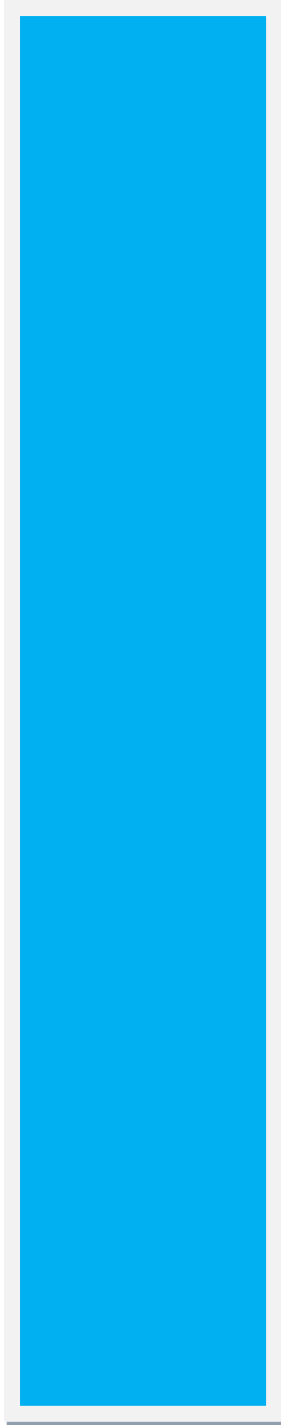
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<sup>42</sup> From <http://www.exforsys.com/career-center/english-vocabulary/importance-of-english-in-international-business.html> Last Access : August 22th 2010.

<sup>43</sup> The **West Country** is an informal term for the area of south western England.

whether personal or business, translates to, zero result in negotiations, incompetence for global business, or will just simply leave you ill-equipped to carry out international business.

Going down on a more personal level of career success, having the right Business English communication skills will surely equip you with a liberating confidence and ability to express yourself in the English language. It will surely be an advantage in interviews, thus giving you more opportunities to widen your career prospects. Or if you are not looking for a new job, having the confidence and ability to speak Business English is one way of show you are potential for earning by making you stand out for career advancement or promotions. Studies show a steady growth in the number of companies worldwide requiring employees who have bilingual skills.



## **CHAPTER II**

### **ENGLISH AS A LINGUA FRANCA IN BUSINESS**

## 2 English as a Lingua Franca in Business

This chapter will provide an overview of the use of English as a *Lingua Franca* in International Business<sup>44</sup>. I am going to explain the meaning of Lingua Franca and also the role of communication in English and the work that has been done on specific text genres used by the international business community, such as letters, calls, negotiations, meetings, e-mail and advertising. The use of English as a means of communication within the business world will be discussed with specific references and there is also an argument of the implications of these and other research findings for the teaching of English for Specific Business Purposes.

### Concept and Etymology:

A Lingua Franca, originally Italian for "Frankish language" is a language systematically used to communicate between people who are not sharing the same mother tongue, particularly when it is a third language, distinct from both people's mother tongues.

ESL (English as a second language), ESOL (English for speakers of other languages), and EFL (English as a foreign language)<sup>45</sup> all refer to the use or study of English by speakers with a different native language. These terms are most commonly used in relation to teaching and learning English, but they may also be used in relation to demographic information.

Writing about the Etymology I can add that it is important to know the original Lingua Franca was a mixed language composed mostly 80% of Italian with a broad vocabulary drawn from Turkish, French, Spanish, Greek and Arabic. It was used

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<sup>44</sup> From [http://en.wikipedia.org/wiki/Lingua\\_franca](http://en.wikipedia.org/wiki/Lingua_franca) Last Access : August 22th 2010.

<sup>45</sup> From <http://tesol1.net/EFL-ESL-ESOL-TEFL-ESOL-and-the-rest> Last Access : August 22th 2010.

throughout the eastern Mediterranean as the language of commerce and diplomacy in and around the Renaissance era.

At that time, Italian speakers dominated seaborne commerce in the port cities of the Ottoman Empire. *Franca* was the Italian word for *Frankish*. Its usage in the term Lingua Franca originated from its meaning in Arabic, dating from before the Crusades<sup>46</sup>, whereby all Europeans were called "Franks"<sup>47</sup> or *Faranji* in Arabic. The term *lingua franca* is first recorded in English in 1678.

### **Specific English Communications in Business**

English is a language with great reach and influence; it is taught all over the world under many different circumstances. In the case of business, English is the most important tongue for communication in different ways: e-mail; letters; telephone; negotiations, meetings, advertising and conferences. Now I am going to write about of each one:

Communication with people around the world by e-mails and letters is an important way in negotiations, as we already know how important are letters and emails as speaking good English in an international working environment. If we work for a company which does business abroad, we probably read and write a lot of English, too. Writing, just like speaking, is communication. In our letters and emails we need to express many things: authority, gratitude, dissatisfaction, etc. Expressing ourselves well and with the correct level of formality is an important skill.

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<sup>46</sup> The **Crusades** were a series of religiously sanctioned military campaigns.

<sup>47</sup> From <http://en.wikipedia.org/wiki/Franks> Last Access : August 22th 2010.

### 2.2.1 Letters and e-mails

The most important things that we have to write carefully in letters or e-mails are the Openings and Closings Lines. These two things help our recipient to understand the purpose and the feeling of our letters or emails. Other important reasons we need an opening line in a business letter or formal email are to make reference to previous correspondence, to say how you found the recipient's name or address and to say why you are writing to the recipient. And we need a good closing line because we require making a reference to a future event, to repeat an apology or to offer help. Good examples of Openings and Closings Lines are:

#### 2.2.1.1 Opening Lines

- **I am writing to enquire about...**
- After having seen your advertisement in ... , I would like ...
- After having received your address from ... , I ...

#### 2.2.1.2 Closing Lines:

- **If you require any further information, feel free to contact me.**
- **Please advise as necessary improve.**
- **We look forward to a successful working relationship in the future.**



**Image 2-1 Letters and e-mails<sup>48</sup>**

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<sup>48</sup> Image from <http://meaningbeyondwords.blogspot.com/2010/06/standard-phrases-for-opening-and.html> Last Access : August 22th 2010.

Have good communication skills in letter and email help a lot of negotiations to establish excellent relationships. For that reason, it is important to know Business Correspondences and to have good writing skills.

### 2.2.2 Telephone

The second point is Communication with people around the world by telephone. Telephone skills are the most important aspect of being successful in a call center job. When people work on the phone all day as a customer service representative, the telephone is the one and only tool that will make or break your success.

Great telephone skills do many good things to maintain an excellent relationship with customers which in turn benefits every person involved from the owner of the company to the call center employee, to the customer.



**Image 2-2 Telephone calls<sup>49</sup>**

Some people will find that they have ability for these skills, and it will be easy to learn and implement the skills a company offers in training. Others may have to work a little harder. It is really an important skill that we have to improve in business.

To use the telephone effectively, we need to manage its use. External calls should be scheduled to suit your timetable and that of your respondent. Private calls should be filtered, if possible, so that you are not interrupted in the middle of other work. Once

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<sup>49</sup> Image from <http://www.artaksolutions.com/artak/telephone-invention&page=4> Last Access : August 22th 2010.



you are using the telephone you need to develop some procedures that ensure you get the most out of each call and that you do not waste time.

Appropriate greetings and endings to calls help build a good rapport and avoid misunderstandings and wasting time. The three elements of an appropriate greeting are:

- Identifying your company
- Giving your name and job title/department
- Asking how you can help the caller.

When you close the call you should:

- Make sure that the caller has no more queries.
- Thank the caller
- Let the caller put down the receiver first so they don't feel you have cut them off.

A telephone call is a purposeful activity. Your caller will have some objective in mind and you will need to elicit this objective as quickly and as clearly as possible. In a simple information-seeking call, all you need to do is ask for the caller's name, address, telephone and fax numbers. However, in more complex situations, you need to develop your questioning techniques so that you obtain the best facts.

Another skill in receiving telephone calls is the ability to listen properly. Passive listening is simply allowing the caller to talk and not taking any action to ensure we have the right message.

### 2.2.3 Negotiations

The third point is Negotiations Skills. Most of us frequently negotiate with one another. We can have a good negotiation go after the following points:

- **Attitude:** Attitude is critical. Novice negotiators do not understand that everything is negotiable all of the time. They give up too easily. If you slam

your briefcase and walk out of a negotiation session, they do not understand that this is a tactic; they interpret it as the end of the negotiation.

- **Communications Skills:** Without lines of communication there can be no negotiation. Therefore, this rule is essential. Master Negotiators understand this; novices do not. Novice Negotiators often focus on static elements of the problem, believe that they are "playing a winning hand", and throw down the gauntlet, only to learn later that the dynamic elements of the situation have changed, their leverage has withered, and they have burned their bridges.
- **Planning:** A good negotiator have to know planning. Having goals help us to elaborate a good plan, when we make a good plan we can establish a good compromise because we know what we want obtain in our negotiation.

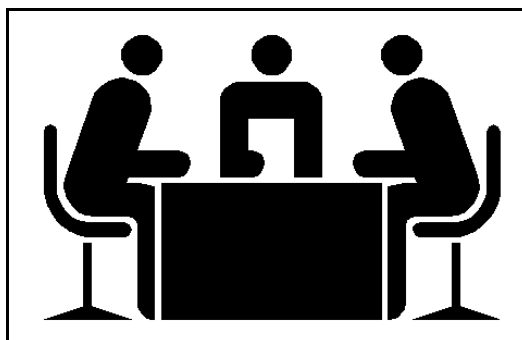


Image 2-3 Negotiations<sup>50</sup>

#### 2.2.4 Advertising

Other important skills in Business English are advertising. Advertising is a form of communication intended to persuade an audience to purchase or take some action upon products, ideals, or services. It includes the name of a product or service and how that product or service could benefit the consumer, to persuade a target market to purchase or to consume that particular brand. The Marketing also is globalized; because we can

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<sup>50</sup> Image from <http://www.psychologytoday.com/blog/ulterior-motives/201006/the-value-being-multicultural-warrior-improved-negotiation-skill> Last Access : July 13th 2010.

sell our products in wherever place around the world although of the Internet. When business invests money in good advertising can reach high profits because more people of different cultures can buy our product.

Advertising has gone through five major stages of development: domestic, export, international, multi-national, and global. For global advertisers, there are four, potentially competing, business objectives that must be balanced when developing worldwide advertising: building a brand while speaking with one voice, developing economies of scale in the creative process, maximizing local effectiveness of ads, and increasing the company's speed of implementation.

Advertising research is the key to determining the success of an ad in any country or region. The ability to identify which elements and moments of an ad that contributes to its success. This is the way how economies of scale are maximized. Once one knows what works in an advertising, that idea or ideas can be imported by any other market.

A clear example about this is Coca-Cola<sup>51</sup>. It is advertising has significantly affected American culture, and it is frequently credited with inventing the modern image of Santa Claus as an old man in a red-and-white suit. Although the company started using the red-and-white Santa image in the 1930s<sup>52</sup>, with its winter advertising campaigns illustrated by Haddon Sundblom, the reason was already common. In the present time Coca Cola is a brand recognize all around the world.

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<sup>51</sup> A global leader in the beverage industry, the Coca-Cola company offers hundreds of brands, including soft drinks, fruit juices, sports drinks and other. <http://www.thecoca-colacompany.com/ourcompany/> Last Access : July 13th 2010.

<sup>52</sup> From [http://www.thecoca-colacompany.com/heritage/cokelore\\_santa.html](http://www.thecoca-colacompany.com/heritage/cokelore_santa.html) Last Access : July 13th 2011.



**Image 2-4 Coca Cola Santa Claus Advertising<sup>53</sup>**

VicePresident of global advertising and creative excellence, Jonathan Mildenhall, said that his company was behind when it comes to social media but plans on making up that ground in the next few years.

Mildenhall nervously admitted that his brand had been embracing the new media and has been more reserved than other brands. Now he says they are in the position of playing catch-up. He mentioned that the Facebook page for Coca-Cola that was started by users, and now grown to millions of fans, helped the company understand the market position.



**Image 2-5 Coca-Cola's Advertising**

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<sup>53</sup> At the international advertising festival Cannes Lions 2009 Coca-Cola's.

### **2.2.5 Papers for conferences**

Fifth point is to know write papers for conferences. Business conferences give leaders of industry a chance to get together and discuss the changes that are going on in their field. These conferences are often wide ranging, with a number of speakers and a great number of topics that are covered. Secretaries have the job of writing the conference report; we should write it from the perspective of covering all the highlights and make sure everyone knows the key points that were addressed.

The following steps could help to the reader to prepare a good Write Paper for Conference<sup>54</sup>:

#### **2.2.5.1 Make a list:**

With all people who are at the conference and write a line or two on what they will speak about at the event. Provide their current position and the background that gives them the authority to speak on their chosen subjects.

#### **2.2.5.2 Write down the original goal of the conference.**

Your business may be going through a technological revolution and it is important to keep everyone informed of the latest changes. For example, your industry has undergone a major change in leadership and this conference will outline it is new direction. That would be the theme statement of the report.

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<sup>54</sup> From [http://www.ehow.com/how\\_5845293\\_write-conference-report.html](http://www.ehow.com/how_5845293_write-conference-report.html) Last Access : July 13th 2011.

### **2.2.5.3 Write down the highlights from the speaker**

Who has talked about the legal changes in your business. While it is a good idea to note new trends, it is essential that everyone is informed when the law has changed and how it impacts your business.

### **2.2.5.4 Talk to other key people at the conference and get their opinion on the most important subjects discussed.**

You do not want to waste time and space on issues that are not that important and you do not want to short-shrift any other issues that are vitally important.

### **2.2.5.5 Write your report and finish it within 72 hours of the conference.**

It is important to get the information out to those who were in attendance and to those who were unable to make it. Read over your report at least twice before you send it out to your audience if you don't have an editor to check your grammar, spelling and key facts. It's always better to let other person check your work before sending it to the target audience.

## **2.2.6 Ideas to make successfully business conference**

After we have prepared our paper for a conference the next stage is present the Conference. The conference in business is going through a time of massive change. Here are ten ideas to respect your audience and make the next business conference successfully:

### **2.2.6.1 Know your audience**

Understand who you are talking to. When we know the audience we are more relievable because we know the expectations of what they want or need to improve in the business.

### **2.2.6.2 Get relevant speakers**

The biggest turn off for a conference are speakers who have nothing new to say or aren't relevant to the topic or the industry. Take some time to choose the right presenters. If we have problem finding appropriate speakers for a session, it's better not to do the session rather than put in a participant who adds little or nothing to the topic.

### **2.2.6.3 Appropriate descriptions of speakers**

A short paragraph biography, highlighting the skills, experiences and achievements is enough. Present photos or personal details are not necessary.

### **2.2.6.4 Wireless networking is essential**

Audiences need wireless networks and even high cost events often fail to provide them. If you are charging serious money for an event then buy some routers or, better still, choose a venue that's realized the 1980s are over. Also, do not disorder people around with complex logins.

### **2.2.6.5 Post your presentations**

Internet is an excellent tool because people around the world can watch this and know about the company also if the event was interesting, having the videos free to the public is going to help your conference in future years.

### **2.2.6.6 Allow discussion**

Giving the audience ample microphone and time to comment or question the speakers you add a great value to the event and maybe even find intelligent people for next conference.

### **English for specific business purposes**

The last point is English for specific business purposes. English for Specific Purposes-Business is a dynamic, growing field in the world of English for speakers of other Languages. With the globalization of trade, companies, universities, and individuals are working very hard for establish good relationships with foreign countries and they need learn Business English to develop and provide high quality learning opportunities in language and communication skills.

At the same time, the need for technological competence in business is expanding. Far-reaching innovations in technology and telecommunications have rendered the global marketplace of today's "Information Age"<sup>55</sup> an ever-expanding world of networked businesses, reserve market ups and downs, news agencies, trade associations, and country/regional information. Knowing how to hit the wealth of information resources on the Internet and how to analyze and communicate that information effectively are critical skills in today's competitive world of international business.

English for Specific Purposes (ESP) is a sphere of teaching English language including technical English, scientific English, English for medical professionals, English for waiters, and English for tourism. For example, Aviation English as ESP is taught to pilots, air traffic controllers and civil aviation cadets who are going to use it in radio communications. ESP can be also considered as an avatar of language for specific purposes. If we are working in a specific area, we have to lean the technical language of this area, because this is the best way to make an effective negotiation.

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<sup>55</sup> Computer age or information era. From [http://en.wikipedia.org/wiki/Information\\_Age](http://en.wikipedia.org/wiki/Information_Age) Last Access : July 13th 2011.



Business English means different things to different people. For some of them, it focuses on vocabulary and topics used in the worlds of business, trade, finance, and international relations. For others, it refers to the communication skills used in the workplace, and focuses on the language and skills needed for typical business communication such as presentations, negotiations, meetings, small talk, socializing, correspondence, report writing, and so on. I think that Business English involves all of them, in both of these cases, be prepared in every this topics help us.

According to a survey made by the Chamber of Commerce and Industry Navarra<sup>56</sup>, English will continue its role as a lingua franca in the business world, which can provide a competitive advantage is additional language skills in conjunction with the relevant intercultural skills.

This research shows that lack of language skills leads to lose business. Companies that have a strategic approach to multilingual communication proved to be able to increase their export sales in more than 40% compared to their competitors without formal language strategies. The same study showed that English is in first position as a lingua franca for international business. Although about a quarter of the companies surveyed felt that they should continue improving their English, a similar proportion felt the need to expand into German or French, with Spanish and Russian also occupied a highlighted in the ranking.

Many companies, particularly large ones, also stressed their need for non-European languages such as Chinese, Arabic and Urdu, as they seek to enter markets outside Europe.

According to a recent UK study, the number of English learners around the world

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<sup>56</sup> From <http://dp.chinagate.cn/en/idd/company/40288014160e4fa1011612b6cd8400ad.html> Last Access : July 13th 2011.

will come to two billion over the next ten or fifteen years. Learning languages had to be one of the goals of business as this will improve their trade relations.

To conclude this point, in this chapter the reader can understand the big importance of English as a Lingua Franca in business. Business English is especially related to international trade. A part of English for Specific Purposes can be considered a specialism within English language learning and teaching.

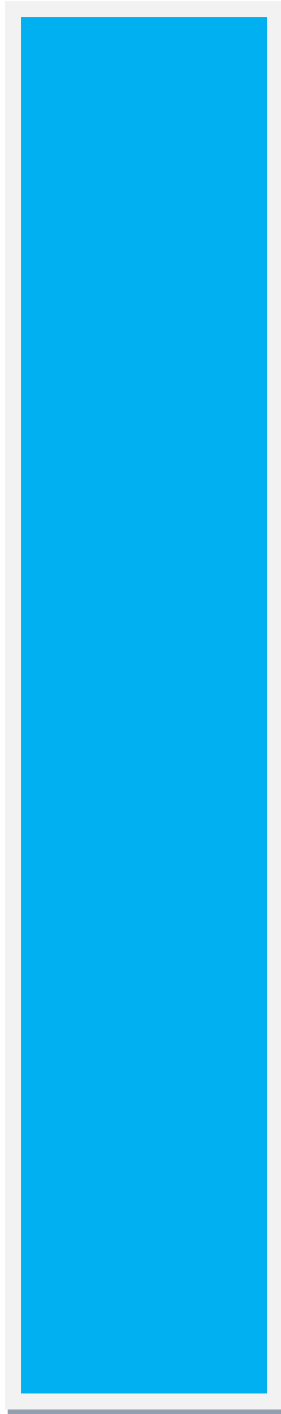
In this time we are living in a Globalized World, all kind of trades and negotiation have a big level reach around the world. For that reason, I am going to analyze the International Business in the next chapter.



**Image 2-6 English in a globalized world<sup>57</sup>**

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<sup>57</sup> Image from <http://www.premierglobalfinancial.com/countries.html> Last Access : July 13th 2011.



### **CHAPTER III**

### **INTERNATIONAL BUSINESSES**

### 3 International Businesses

An international business is a term used to collectively describe all business transactions that take place between two or more countries. It refers to all those business activities which involves cross border transactions of goods, services, resources between two or more nations.

Transaction of economic resources include capital, skills, people etc. for international production of physical goods and services such as finance, banking, insurance, construction etc. In this chapter, I am going to write about the Globalization in the International Business Environment, the Global Perspective that we have to have and Enterprise Issues in the Global Economy. At the end of this chapter, the reader will be familiar with the role of English in International Business:

International business is a term used to collectively describe all commercial transactions that take place between two or more nations. The principals, International business could be private companies, governmental, sales, investments, and transportation.

Usually, private companies start such transactions for profit; governments undertake them for profit and for political reasons, Sales business goals are established in the market around the world, Investments companies also want to establish strong companies around the globe, Transportation companies such as airplane lines or travels agencies have offices all over the world.

The International Business include principally to Multinational Enterprises. It refers to all those business activities which involve transactions of goods, services, resources between two or more nations. A multinational enterprise (MNE)<sup>58</sup> is a company that has a worldwide approach to markets and production or one with operations in more than a

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<sup>58</sup> From [http://en.wikipedia.org/wiki/Multinational\\_corporation](http://en.wikipedia.org/wiki/Multinational_corporation) Last Access : July 13th 2011.

country. An MNE is often called multinational corporation (MNC)<sup>59</sup> or transnational company (TNC). Well known MNCs include fast food companies such as McDonald's<sup>60</sup> or Pizza Hut<sup>61</sup>, vehicle manufacturers such as General Motors<sup>62</sup>, Ford Motor Company<sup>63</sup> and Toyota<sup>64</sup>, consumer electronics companies like Samsung, LG<sup>65</sup> and Sony, and energy companies such as ExxonMobil<sup>66</sup>, Shell and BP<sup>67</sup>. Most of the largest corporations operate in multiple national markets.

There has been growth in globalization in recent decades due to the following eight factors:<sup>68</sup>

1. Technology is expanding, especially in transportation and communications.
2. Governments are removing international business restrictions.
3. Institutions provide services to simplify the conduct of international business.
4. Consumers know about and want foreign goods and services.
5. Competition has become more global.
6. Political relationships have improved among some major economic powers.
7. Countries cooperate more on transnational issues.
8. National cooperation and agreements.

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<sup>59</sup> From [http://en.wikipedia.org/wiki/Multinational\\_corporation](http://en.wikipedia.org/wiki/Multinational_corporation) Last Access : July 13th 2011.

<sup>60</sup> From <http://en.wikipedia.org/wiki/McDonald%27s> Last Access: July 13th 2011.

<sup>61</sup> From <http://www.pizzahut.com/> Last Access: July 13th 2011.

<sup>62</sup> From <http://www.gm.com/> Last Access: July 13th 2011.

<sup>63</sup> From <http://www.ford.com/> Last Access: July 13th 2011.

<sup>64</sup> From <http://www.toyota.com.ec/> Last Access: July 13th 2011.

<sup>65</sup> From <http://www.lg.com/us/index.jsp> Last Access: July 13th 2011.

<sup>66</sup> From <http://www.exxonmobil.com/Corporate/> Last Access: July 13th 2011.

<sup>67</sup> Beyond Petroleum. From <http://www.bp.com/bodycopyarticle.do?categoryId=1&contentId=7052055> Last Access: July 13th 2011.

<sup>68</sup> From [http://en.wikipedia.org/wiki/International\\_business](http://en.wikipedia.org/wiki/International_business) Last Access: July 13th 2011.

Managers in international business must understand social science disciplines and how they affect all functional business fields.

### **Globalization**

Globalization is not a new concept. It has evolved over the centuries to reflect the priorities and ambitions of different generations. The global outreach of nations for geopolitical, economic, military, and trade benefits has trespassed the centuries and joint almost every country in the world. From time immemorial the process of globalization has taken different forms and proceeded in different directions. For example: The Babylonian Empire that stretched over Mesopotamia in western Asia between the rivers Tigris and Euphrates from 1894 BC to 1595 BC<sup>69</sup>, and again from 625 BC to 539 BC<sup>70</sup> when its grasp reached as far as Palestine. Other big example is the conquests of Alexander the Great (356 BC to 323 BC)<sup>71</sup> who forged an empire that included parts of Europe, Africa, and the Asian continent as far as India. In the late 3rd century BC, the Romans began their conquest of the Balkan Peninsula in search of iron, copper, precious metals, crops, and slaves. This marked the beginning of the Roman Empire, which lasted from 27 BC until 476 AD<sup>72</sup>, and blended unity and diversity across Sicily, Spain, Macedonia, Greece, Egypt, North Africa, Syria, parts of Asia Minor, Gaul, and Britain. The Byzantine Empire lasted from 395 AD to 1453 AD<sup>73</sup> and spanned the Middle East, North Africa, and Spain. The British Empire from 1583 AD to

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<sup>69</sup> From [http://www.truth-it.net/BUSINESS\\_GLOBALIZATION.HTML](http://www.truth-it.net/BUSINESS_GLOBALIZATION.HTML) Last Access : Sep. 15th 2010.

<sup>70</sup> From <http://www.robotwisdom.com/science/chaldeans.html> Last Access : Sep. 15th 2010.

<sup>71</sup> From [http://www.bbc.co.uk/history/historic\\_figures/alexander\\_the\\_great.shtml](http://www.bbc.co.uk/history/historic_figures/alexander_the_great.shtml) Last Access: Sep. 15th 2010.

<sup>72</sup> From [http://en.wikipedia.org/wiki/Roman\\_Empire](http://en.wikipedia.org/wiki/Roman_Empire) Last Access: Sep. 15th 2010.

<sup>73</sup> From [http://en.wikipedia.org/wiki/Byzantine\\_Empire](http://en.wikipedia.org/wiki/Byzantine_Empire) Last Access: Sep. 15th 2010.

1931 AD<sup>74</sup> included such a large collection of countries around the world that it coined the familiar phrase "the sun never sets on the British Empire".

This short and selective geographical examination of the history of globalization teaching to us the permanence of human's globalization ambitions. Through the discovery and exploitation of new found lands, through the military conquest and annexation of adjacent territories, and through the signing of contemporary multilateral free trade agreements, the process of globalization has been an uninterrupted variety in the evolving history of man. The stable progression of globalization has found expression in the geopolitical and economic ambitions of military, economic, and political superpowers by means of wars, mercantilism, colonization, political and economic supremacy, and more recently, through international economic liaisons and multilateral trade agreements.

A working definition of economic globalization is the global integration of economies through trade and investment flows, as well as the production of goods and services in order to enhance international competitiveness.

In other words, to become more specifically, the economic profile of globalization includes the following summary:

The development of global corporations and global networks; the general internationalization of all forms of economic activity in production, marketing, consumption, capital, standards and tastes; a rapid growth in intra-firm and intra-network trade of components and sub-assemblies and finished products leading to a much higher level of specialization.

The development and wide diffusion of lean production methods and a much greater disaggregation of production, the migration of labor-intensive, standard-technology production to low remuneration economies. The migration of highly educated and skilled

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<sup>74</sup> From [http://en.wikipedia.org/wiki/History\\_of\\_the\\_British\\_Isles](http://en.wikipedia.org/wiki/History_of_the_British_Isles) Last Access: Sep. 15th 2010.

citizens to countries of advanced information technology, the successful integration of a multinational and multicultural workforce in order to strategically deploy the economic and social benefits of diversity.

The re-orientation of large-scale production in high wage economies from economies of scale to economies of possibility; the shortening of product cycles; the integration of outside financial and other services into the production cycle; and the rapid growth and diffusion of service and knowledge-intensive activities particularly in advanced industrial economies. For all of these reasons in this moment we are living in a globalized world.

### **The Global Perspective in Business**

The global business environment can be defined as the environment in different sovereign countries, with factors influencing decision making on resource use and capabilities. This includes the social, political, economic, regulatory, tax, cultural, legal, and technological environments.

The political environment in a country influences the legislations and government rules and regulations under which a foreign firm operates. The economic environment relates to all the factors that contribute to country attractiveness for foreign businesses.

Every country in the world follows its own system of law. A foreign company operating in that particular country has to abide with its system of law as long as it is operating in that country. The technological environment comprises factors related to the materials and machines used in manufacturing goods and services. Receptivity of organizations to new technology and adoption of new technology by consumers influence decisions made in an organization.

As firms have no control over the external environment, their success depends upon how well they adapt to the external environment. A firm's ability to design and adjust its



internal variables to take advantage of opportunities offered by the external environment, and its ability to control threats posed by the same environment, determine its success.

The International Business Environment concentration provides a “macro” view of markets and institutions in the global economy.

For example the fast food sector is possessed in the market worldwide, where each company is looking for a gap in the market and McDonald's have yours all over the world.



**Image 3-1 McDonald's advertising<sup>75</sup>**

Interestingly, the product Mc Donald's sells you is basically the same all over the planet, without adjustment of supply to the tastes of each country; it seems that we are not so different in culture or taste. Today, the "Big Mac" burger company's most famous triumphs on five continents and becomes a common point on the planet.

We have to learn a lot from Mc Donald's, an American company, that has made the increase and came out of their original market (USA) to overcome the world with its quality. Obviously, the secret of success is to offer a good price and quality percentage. Look at some important facts that make this hamburger chain leader in the world. Some interesting facts are:

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<sup>75</sup> Image from <http://wigs43.com/2009/05/04/mcdonalds-advertising-agency/> Last Access: 13th July 2011.

- 1.- 26 000 locations around the world.
- 2.- 14 000 million meals sold per year
- 3.- "Five new stores are opened each day
- 4.- Sale of 145 burgers per second
- 5.- "A million and a half of employees
- 6.- "The development of the product is subjected to rigorous checks
- 7.- Prime client Coca-Cola
- 8.- "Employees always smiling customer
- 9.- "The customer is served in a maximum of 90 seconds
- 10.- Quality monitoring by the parent company, inspecting local
- 11.- "A research center of the burger itself.<sup>76</sup>

The latest surveys<sup>77</sup> on brand image and perception of independent media published by McDonald's placed in the top 10 companies in the local market and the absolute leader in its category. In the ranking of "200 most admired brands" made by the CEOP<sup>78</sup> and published by the newspaper Clarín<sup>79</sup> on 12/12/1999, McDonald's appears in the 7th place and first among the brands in the category of service Fast food. With this example we can see the importance to have a global perspective of consumer's needs and wants.

Now, not all business has the same success as Mc Donald's. Globalization also brings some problems to business. The biggest problem is competition; as it exists in the market, opening domestic firms have to compete with foreigners in terms of: quality, price and market.

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<sup>76</sup> From [http://wiki.answers.com/Q/What are some interesting facts about McDonald's](http://wiki.answers.com/Q/What_are_some_interesting_facts_about_McDonald's) Last Access: 13th July 2011.

<sup>77</sup> From <http://www.centrorisorse.org/mc-donalds-a-great-effort.html> Last Access: 13th July 2011.

<sup>78</sup> Community Economic Opportunities Program

<sup>79</sup> From <http://asbeingthebestemployer.blogspot.com/2010/05/mc-donald-s.html> Last Access: 13th July 2011.

Many times the products of foreign companies are the same that exist inside the country and for that reason are lost markets. I believe that competitiveness is good, however when no preventive strategies you run the risk of losing. We can avoid these problems making the following:

One of the first steps is to identify which markets you would like to run the business, strategic decision of great implication while highly complex, as decision should be made taking into account the resources and capabilities company, limiting its danger exposure see international. In addition, companies must develop assumptions about factors such variables as costs and future prices, competitor reactions and technology. Now how can we identify the market?

Identifying how you could move your product in international markets will be critical at the time of initiating a process of export. Checking what destinations are doing and lead the domestic supply and which are not and what good or poor performance is. According to experts it is a mandatory task. It is advisable to start exporting to destinations less complex in that in addition to a good demand for your product, there is also a cultural similarity with our own country on issues such as language, religion and customs. That first practice will move to more demanding markets like the U.S. or Europe.

The costs of production, international distribution, promotion and marketing are the main variables that must be taken into account when establishing the export price of a product.

However, to set the final sale price is important to take into account other factors such as the need that the customer has the product, market size, timing, place of delivery and frequency. It also influences whether there are trade agreements the country to be exported or if you can use the ex-regime.

We can not ignore the competition, having reference a price is important to fix itself. Also key is not overestimate the value of a product because it will sell in Dollars or Euros. Remember there are more companies willing to sell at competitive prices in order to enter new markets.

The branch gives businesses the identity and individuality required to promote and position your products or services. Hence, it is the most valuable intangible asset you can count on a company.

Despite this series of difficulties, it is clear that any decision must take into account the following elements:

Market size. Sales potential is perhaps more than a factor that will have greater weight in making the decision. Many times, it is difficult to project what could be the sales volume for our products. Some data that can help to predict this variable are: gross domestic product, per capita income, growth rates, socio-economic segments, standard of living, level of industrialization, etc.

Ease and compatibility of operations: in general, companies are directed first to those countries that are perceived easier to operate. This perception is based on factors such as similar market conditions, like language or geographical proximity.

However, we noted that one company can not stay alone with this category of markets, but to do a profounder analysis of whether the market really is what suits the company.

Costs of resources also is important, the company needs to examine the costs of labor, raw material inputs, capital, taxes, transportation costs, tariffs in order to determine which is the most suitable country.

Now speaking about our country, foreign trade has played an important role in our country economy. Increases in exports and crises have determined times of boom or recession in our economy. Four of the ten largest export agricultural products in the country are:

bananas, cocoa, coffee, oil and shrimp. Of this total exports, primary products still represent the main field. In Ecuador, we can find many International businesses which export our principal resources.

### **Main Exporters:**

#### **3.3.1 Bananas**

Exports of bananas, three companies: Banana Noboa<sup>80</sup>, Reybanpac<sup>81</sup>, UBESA<sup>82</sup>. Concentrate the highest export amounts, reaching 67% of total exports. Banana Noboa export has been the most important and has taken the place for over 30 years.

According to projections made by FAO<sup>83</sup>, the world demand for bananas grows by 3%, the global supply will be about 13 million tones, resulting in an oversupply because the demand is slightly more than 12 million.

#### **3.3.2 Coffee**

It occurs mainly in the provinces of Costa contributing with the 65% of the national total. The most important producing province is Manabi, with the 39% of the national total, followed by Los Rios, and finally the hot zones of Tungurahua and Sucumbios. The export of coffee beans is done mainly the following companies: Ultramares Corporation<sup>84</sup>, Exp e Imp Gonzalez<sup>85</sup>, Freddy Bustamante<sup>86</sup>, Exp-Ayuta<sup>87</sup>, Concafe, Mercafe, and Cafedor<sup>88</sup>.

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<sup>80</sup> [http://es.wikipedia.org/wiki/%C3%81lvaro\\_Noboa](http://es.wikipedia.org/wiki/%C3%81lvaro_Noboa) Last Access: 13th July 2011.

<sup>81</sup> <http://www.reybanpac.com/> Last Access: 13th July 2011.

<sup>82</sup> Unión de Bananeros Ecuatorianos S.A. [http://www.ubesa.com.ec/Portal/DolePortal/default\\_nodo5.asp](http://www.ubesa.com.ec/Portal/DolePortal/default_nodo5.asp)

<sup>83</sup> Food and Agriculture Organization

<sup>84</sup> [http://en.wikipedia.org/wiki/Ultramares\\_Corporation\\_v.\\_Touche](http://en.wikipedia.org/wiki/Ultramares_Corporation_v._Touche) Last Access: 13th July 2011.

<sup>85</sup> <http://es.panjiva.com/Exp-E-Imp-Gonzalez-Cia-Ltda/1449291> Last Access: 13th July 2011.

### 3.3.3 Cocoa

The largest producer of cocoa is Los Rios with 30%, followed Guayas and Manabí with 22% and 20% respectively while the rest have minimum income. There is a monopoly control of exports of cocoa. The main exporters of this product are: Incacao<sup>89</sup>, Novolli SA<sup>90</sup>, Triari SA, Nestlé Ecuador<sup>91</sup>, Guayaquil Industrial Factory, Ferrero Ecuador<sup>92</sup>, La Universal<sup>93</sup>.

### 3.3.4 Oil

Nonmetallic mineral is the largest in the country. It is a strategic asset and a major national asset, as it constitutes an indispensable basis for the socio - economic development of the country. The Ecuador with an area of 255 970 km<sup>2</sup>, has some provinces producing oil: Napo, Pastaza and Sucumbíos, Guayas, Santa Elena, Manabí and Esmeraldas.

### 3.3.5 Shrimp

The shrimp industry in Ecuador began in the late sixties, when a group of capitalists began to exploit the salt plains and salt marshes. Because it became a very profitable business, were taking agricultural lands and mangroves. Ecuador disputes with China first in the World in shrimp production. The shrimp has become the second largest export product of Ecuador. USA is our first customer. There are hundreds of shrimp pools established in the country.

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<sup>86</sup> <http://www.anecafe.org.ec/cafes-cafetaderos-exportadores-ecuador.php?id=17>

<sup>87</sup> <http://ayuta.galeon.com/> Last Access: 13th July 2011.

<sup>88</sup> <http://library.thinkquest.org/C005501F/cafe.htm> Last Access: 13th July 2011.

<sup>89</sup> <http://www.soyecuadoriano.com/web/140DC9/incacao> Last Access: 13th July 2011.

<sup>90</sup> <http://latinoamerica.perfeto.com/novolli-sa/07200853894631965216/info/> Last Access: 13th July 2011.

<sup>91</sup> <http://www.nestle.com.ec/institucional/home.html> Last Access: 13th July 2011.

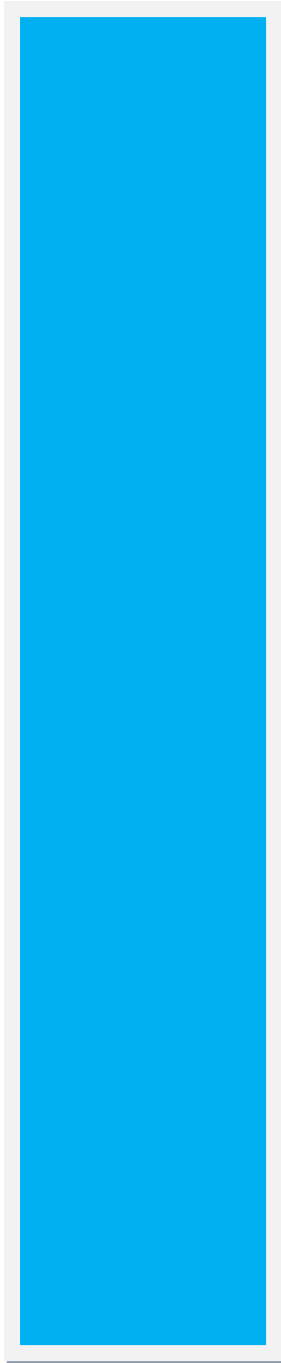
<sup>92</sup> <http://www.ferreroandes.com> Last Access: 13th July 2011.

<sup>93</sup> [www.launiversal.com.ec](http://www.launiversal.com.ec) Last Access: 13th July 2011.

Now we can see that Ecuador has established a big quantity of International Business. It is very important for business people in our country the English language to establish good business with foreign customers.

The conversion of a collection of national businesses in a single global business with an integrated global strategy is one of the most serious challenges for managers today. An industry is global in extent of the connections between countries. Increasing foreign competition is in itself a reason for businesses to go global, to acquire size and skills to enable them to compete more effectively. But an even greater motivation for globalization is the advent of new global competitors who manage to compete on a global integrated.

In this chapter, the reader can discover the big importance of the International English around the world including Ecuador. People need to improve skills to become competitors in this globalize world.



**CHAPTER IV**  
**RESEARCH REPORT**



## **4 Research Report: Interview CELEX Directive**

### **Introduction**

While English is not the most widely spoken language in the world when you look at it in terms of the number of native speakers, it is the world's most prominent language. For Ecuadorian students learn this language is very important for the future in their professional life, because this globalized world are involved in all type of International Business and we need the English Language because this is the global language.

International businesses describe all commercial transactions that take place between two or more nations. It refers to all those business activities. Transactions of economic resources include capital, skills, people etc.

For elaborated my research report I choose the CELEX<sup>94</sup> institution because this was the principal place where I studied the English language. Also CELEX give the opportunity to students for continue study in a foreign language with a strong knowledge of the English.

### **CELEX History**

CELEX are the initials of Centro de Estudios de Lenguas Extranjeras. The Centro de Estudios de Lenguas Extranjeras is a unit of the ESPOL that takes charge of imparting English teaching as foreign language besides that it is a requirement that the student of the ESPOL approves English's modules to be able to graduate. CELEX has modern laboratories for a better teaching, where the students can practice the language.

CELEX has a team of highly qualified professors of different nationalities. Most of the professors have demonstrated their superior level of English through international

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<sup>94</sup> Centro de Estudios de Lenguas Extranjeras

certificates such as FCE<sup>95</sup>, CAE<sup>96</sup>, IELTS<sup>97</sup> and TOEFL<sup>98</sup>. Many professors are also in process of completing a master in English's teaching as foreign language.

In the year of 1971 the Escuela Superior Politécnica del Litoral (ESPOL)<sup>99</sup> it conformed English's department where they carried out four modules that were optional to take them. In that year they did not have calculation laboratories and the space was small. But in November, 1988 ESPOL created the Center of Studies of Foreign Languages (CELEX) in charge of the Manager Dennis Maloney. In the year of 1997 the modules extended at eight.

The Audio Laboratory was equipped with modern audiovisual help (TV, recording radio and VHS) for the projection of the videos of the modules and movies. At the moment the Director of the CELEX is the Manager Emma Pedley. Now CELEX has a program with six modules that are dictated one each semester and they are included as subjects in the different careers that the ESPOL offers to its students. These modules are classified in three levels: Basic, Intermediate and Advanced.

Nowadays, CELEX include in its programs the opportunity for ESPOL's students to obtain international certificates with the Cambridge University guarantee, these certifications are recognizes to international level. A student could choose the following certifications: PET<sup>100</sup>, FCE, TOEFL IBT<sup>101</sup> o IELTS. All of them are very important, but CELEX recommends the PET and FCE because these are cheaper than the others and also these are

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<sup>95</sup> First Certificate in English.

<sup>96</sup> Certificate in Advanced English.

<sup>97</sup> International English Language Testing System.

<sup>98</sup> Test Of English as a Foreign Language.

<sup>99</sup> Escuela Superior Politécnica del Litoral.

<sup>100</sup> Preliminary English Test.

<sup>101</sup> Internet Based-Test.

recognized in more countries than TOELF for example. And the same time, PET and FCE are certifications that do not have to renovate because this ones are value all the life.

Non alone CELEX offers the opportunity to learn an important language such as it is English, but also of back up your curriculum with English certificates recognized at international level with the guarantee of the University of Cambridge, England - one of the most prominent universities in the world. These certificates are of great help to study in another country.

### **Objective**

The objective of this research paper was established how important English is for Ecuadorian students, what are doing Ecuadorian English Institutes for preparing students and how affect the knowledge of this language in the international business.

### **Statement of the problem**

Speaking in general, Ecuadorian universities prepare students in English as a second language. However universities do not have a program for prepare students in English for specific purpose such us International Business. For that reason is necessary to establish what are doing universities for prepare students in this globalized world.

### **Theoretical framework**

The Dr. G. Manivannan said: "Present-day English is an immensely varied language, having absorbed material from many other tongues. It is spoken by more than 300 million native speakers, and between 400 and 800 million foreign users. It is the official language of air transport and shipping; the leading language of science, technology, computers, and commerce; and a major medium of education, publishing, and international negotiation. For

this reason, scholars frequently refer to its latest phase as World English”. (Copyright © 2006 Dr. G. Manivannan. Permission to print on-line has been granted to UsingEnglish.com.)

It is very interesting analyze how English language has influence in all aspects. Language therefore remains potentially a communicative medium able of expressing ideas and concepts as well as moods, feelings and attitudes. In this globalized world is very important to know English Language because this is a Global Language in all place, situation or business with foreign people.

### **Methods**

My research report was based in an interview. I used the exploratory and qualitative method, because the both of two let me established and analyze the CELEX Director’s opinion about the topic.

### **Hypothesis**

People who are finishing their careers consider English just such us a requirement to graduate from university but not as a Global Language that helps us to expand business. A lot of students finish their universities studies without a good English level and for that reason they lost opportunities for work in a foreign country or establish international negotiations.

### **Design**

I used just a method to get the necessary information. I collected data by an interview. I had the great opportunity to talk with the CELEX Director, MSc. Emma Pedley. She is from England and has been many years of experiences teaching Latin American students.

### **Samples**

This essay includes investigations from Internet pages, internet books and an interview to an English Institution Director who has experience in how important is the English Language.

## **Data Collection**

### **4.10.1 Qualitative Finding**

MSc. Emma Pedley is the CELEX General Director, she gave me the opportunity to interview her and established how important she consider the English language in the international business.

CELEX has lots students, last semester this institution had about 4000 students. This semester is about the same. This places has between 35 and 40 teachers at the moment, it varies. She said that their vision is that everybody gets to beat three levels in English (*basic, intermediate and advanced*). The three levels that students need to get to university in a foreign country. At the moment not everybody graduate with that level because they have very big classes, there are about 25 students each.

Also, they have special English programs for students which have a high level and they need the English to graduate and we have to give them a fast course. She said that it is difficult get people with that level, because not everybody wants to study, not everybody has the ability, most people are very intelligent in mathematics or sciences, but in languages they face some learning problems.

She said CELEX has been successful in giving the opportunity to students to get a very high level if they want, but if they don't want to, is very difficult. Without motivation students don't get that level for universities. Maybe they get the one level or two levels, which is a very basic communication.

She thinks one of the reasons their standard has gone up or that we have achieved a high level recently is that they have a lot of top training at the last five years, a lot teachers have international qualifications and they are working to international standards. All the teachers are either native speakers or they have English language certificate like the SPE, CIE, The Cambridge examinations, IELTS ,The Michigan sufficiency exam, so a lot of their teachers have studied abroad, so the level of English is very good. They have qualifications like the TKT (*Teaching Knowledge Test*), and we have a lot of people working on the master or they have a master in the teaching English. The training has been a really important and for the standard of teachers rising.

MSc. Emma Pedley has been working six and a half years. She said that she loves teaching English, however it is a great responsibility because it is very useful for the students they do not realize how useful it is to learn English. And it is a challenge making the classes interesting but also understandable to the students. It is about breaking down the language so the students can understand each part clearly, and at the same time make it interactive and interesting so they do not get bored.

She has had many different experiences, she has worked in a high school with teenagers and it is difficult to control discipline. Sometimes teenager they do not want to learn, they refuse and it is not about English; the problems are about just discipline. Its better in privates institutes when you have a small classes, you have committed students.

She said that she prefers teaching in CELEX because it is a challenge; it is not like working with young people. Also she said that in CELEX you can still impact on a life, a lot, and make a difference.

Her Globalizations concept is the spreading of an idea, product, or technology around the world, social, economic, industrial. She considers English and Globalization are related in all aspects: business, trips, communications, etc. English is a language used around the world and the primary means of communication between citizens of different mother tongues.

About the importance of English in International Business, she said that is important know a general English, because when you are traveling you need to be able to communicate in general, on accommodation, on giving directions, giving personal information about yourself or general things. Whether you are traveling for business or on holiday, you need the same language.

She agrees with it the best is to get everybody to general English level and then they can learn to specialize in their degree or in their areas. Obviously when you are on business, you will need specific words related to your company or your products or services, the areas that you work in. Those are things you can pick up, just by reading or in your meetings, reading the newspapers, the letters from your clients, you can learn that way, but a lot of people.

She said the last director at CELEX decided he didn't want any technical English courses, because there have been people asking why isn't there any English for chemistry, English for engineering, English for economics, but the last director said – and she agree with it – best is to get everybody to general English level and then they can learn to specialize in their degree or in their areas. If CELEX offer specific classes for everyone, it's complicated, and really they're going to be teaching more or less the same.

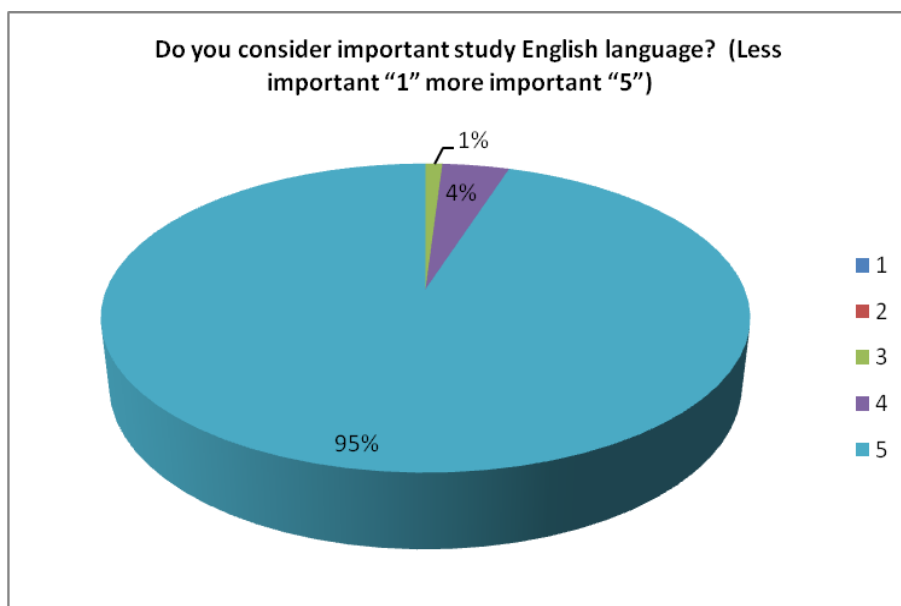
About if she consider to CELEX students would be able to make business outside our country, she thinks that this depend of the student. Many students have a high level of English and they would be successful in a foreign country in all aspect.

#### 4.10.2 Quantitative findings

I think learning a new language can help tremendously with your career prospects, your college education and experiences, travel, and personal enjoyment of the arts and culture.

For my investigation I chose to survey CELEX students from the Intermediate B to Advanced B level. The objective is to determine what they are saying about the importance of English as well as if they are qualified to do business in a foreign country.

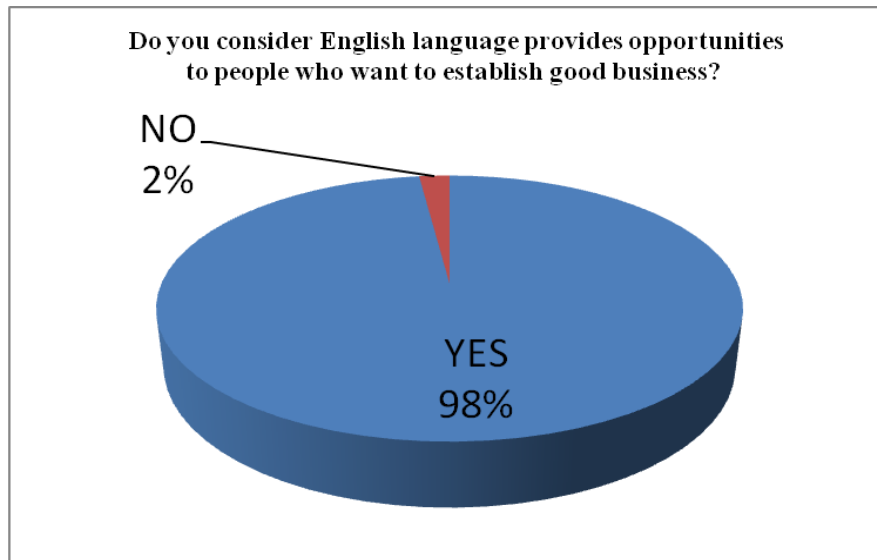
Now, we will see five different questions with their statistics results, where we can prove if English is important or not for interviewed and what are the skills they have for to do foreign negotiations.



**Graphic 4-1 Do you consider important study English language?**

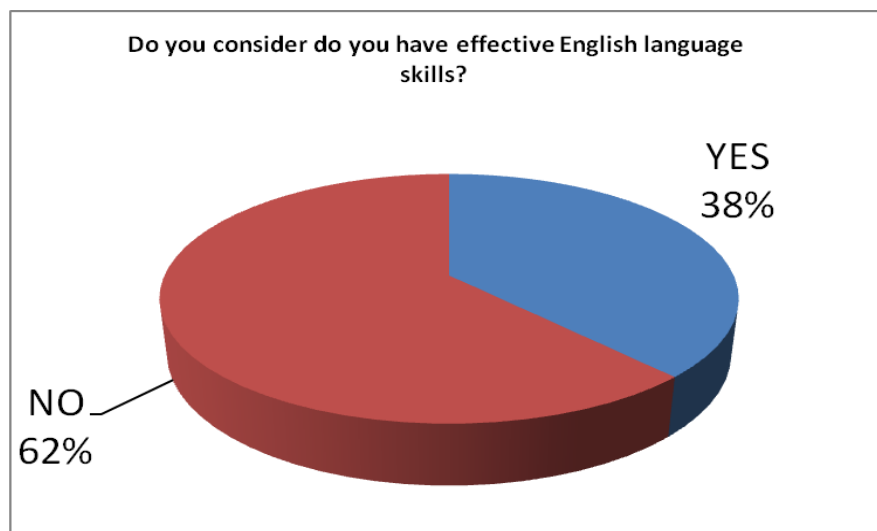


As we can see in Graphic 4.1 the 95% of CELEX’s students consider very important study English language because it is necessary now a days.



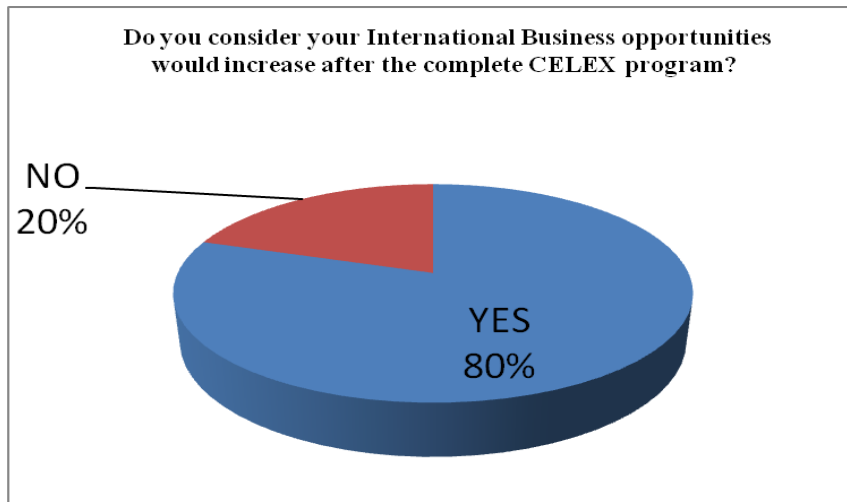
**Graphic 4-2 Do you consider English language provides opportunities to people who want to establish good business?**

On Graphic 4.2, we appreciate that 98% of students consider English language provides opportunities to people who want to establish good business. In the other hand we have that 2% who do not consider necessary English language provides opportunities to people who want to establish good business.



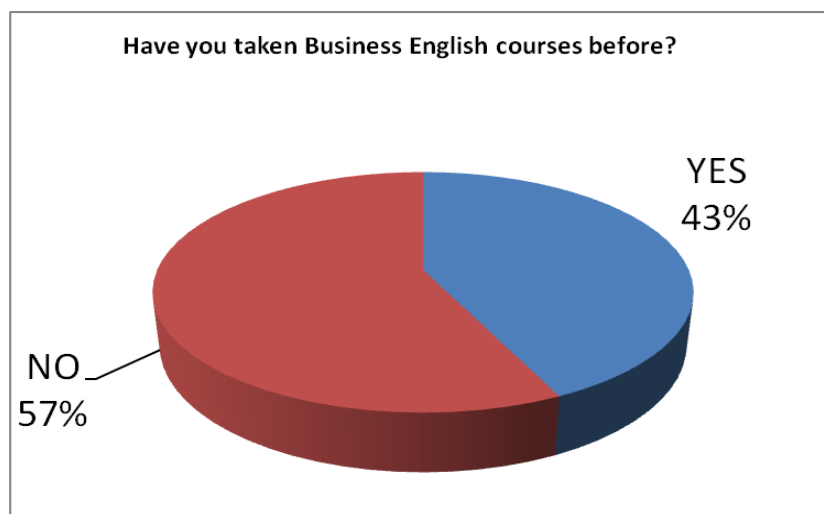
**Graphic 4-3 Do you consider do you have effective English language skills?**

As we can see in Graphic 4.3 just 38% of CELEX’s students consider they have effective English language skills, the other 38% do not consider they have effective English language skills.



**Graphic 4-4 Do you consider your International Business opportunities would increase after the complete CELEX program?**

As we can see in Graphic 4.4 the 80% of CELEX’s students consider their International Business opportunities would increase after the complete CELEX program, the other 20% do not consider their International Business opportunities would increase after the complete CELEX program.



**Graphic 4-5 Have you taken Business English courses before?**

On Graphic 4.5, we appreciate that 57% of CELEX'S students taken Business English courses before. In the other hand the 43% do not taken Business English courses before.

### **Conclusion**

At the beginning of this Research Project, I established my hypothesis which can prove with the Research Report is that I think that English is the global language for business. A person who wants to be globally competitive in business or any career needs to learn the English Language. Communication problems, incompetence for global business, or the inability to conduct business in the international area is the result of do not getting good English language knowledge.

People who are finishing their careers consider that language as a requirement to graduate from university but not as a Global Language that helps them to expand business. This global language provides opportunities to people who want to establish good business relationships with people all around the world.

In my Research paper I demonstrated how important English is in all aspects: historical aspect, social aspect, technical aspect, but specifically in business, because we are living in a globalized world where all kinds of negotiation with foreign countries need to have effective English language skills.

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6 APPENDIX A



4.1 Norman Conquest of England

## 7 APPENDIX B

### INTERVIEW

**Cindy: How many students are studying in CELEX?**

**Mae. Pedley:** Well, a lot. Last semester we had about 4000 students. This semester is about the same.

**Cindy: How many teachers work here?**

**Mae. Pedley:** Between 35 and 40, it varies.

**Cindy: Why do you think CELEX is successful nowadays?**

**Mae. Pedley:** Well, we have a lot of students because they have to study for graduate. Our vision is that everybody gets to beat three levels in English (*basic, intermediate and advanced*). The three levels that you need to get to university in a foreign country. At the moment not everybody graduate with that level because we have very big classes, about 25 students.

We have special English programs for students which have a high level and they need the English to graduate and we have to give them a fast course.

It's difficult get people with that level, very difficult, not everybody wants to study, not everybody has the ability, most people are very intelligent with mathematics or sciences, but in languages they have problems.

I think we have been successful in giving the opportunity to students to get a very high level if they want, but if they don't want to, is very difficult. Without motivation students don't get that level for universities. Maybe they get the one level or two levels, which is a very basic communication.

So it's difficult to say how successful we are in the moment, we are just trying to deal with the demand. I think one of the reasons our standard has gone up or that we have achieved a high level recently is that we have a lot of top training at the last five years, a lot teachers have international qualifications and we are working to international standards.

All the teachers are either native speakers or they have English language certificate like the SPE, CIE, The Cambridge's exam, IELTS ,The Michigan sufficiency exam, so a lot of our teachers have studied abroad, so the level of English in very good.

They have qualifications like the TKT (*Teaching Knowledge Test*), and we have a lot of people working on the master or they have a master in the teaching English. The training has been a really important and for the standard of teachers rising.

**Cindy: How long have you be the English file?**

**Mae. Pedley:** Six and a half years.

**Cindy: How was your experience as a teacher?**

**Mae. Pedley:** I love teaching English. I find it fascinating. It's a great responsibility because it's very; very useful for the students they don't realize how useful it is to learn English. And it's a challenge making the classes interesting but also understandable to the students. It's about breaking down the language so the students can understand each part clearly, and at the same time make it interactive and interesting so they don't get bored.

So I love teaching, I've had many different experiences, I've worked in a high school with teenagers and it's difficult to control discipline. Sometimes teenager they don't want to learn, they refuse and it's not about English; the problems are about just discipline. Its better in privates institutes when you have a small classes, you have committed students.

I prefer teaching in CELEX because I think it's a challenge, it's not like working with young people like I said before, here you can still impact on a life, a lot, and make a difference.

**Cindy: How do you think English and Globalization concept are related?**



**Mae. Pedley:** Globalization is the spreading of an idea, product, or technology around the world, social, economic, industrial. Right, English is ... globalization. But is important knowing general English, General ... I don't think the same in English I don't know already because...

**Cindy:** So you consider more important English in general?

**Mae. Pedley:** Yes, English in general, because... I think I'm not an expert on it really; I'm not an expert on business English and I'm not an expert on the difference between business English and English in general.

When you're traveling you need to be able to communicate in general, on accommodation, on giving directions, giving personal information about yourself or general things. Whether you're traveling for business or on holiday, you need the same language. Obviously when you're on business, you will need specific words related to your company or your products or services, the areas that you work in.

Those are things you can pick up, just by reading or in your meetings, reading the newspapers, the letters from your clients, you can learn that way, but a lot of people, like in business, if we were thinking what difference an English class on business would be ESPAE MBA students, so I'm not saying it's not valid, like I said the last director at CELEX decided he didn't want any technical English courses, because there have been people asking why isn't there any English for chemistry, English for engineering, English for economics, but the last director said – and I agree with it – best is to get everybody to general English level and then they can learn to specialize in their degree or in their areas.

If we offer specific classes for everyone, it's complicated, and really we're going to be teaching more or less the same.

**Cindy:** After all these levels do you considered the students would be able to make business outside our country?

**Mae. Pedley:** Do you refer import or export? It would be foreign business outside....

**Cindy:** Yes, I refer export...

**Mae. Pedley:** I think this depend of the student. This really depends of the students. We have a lot of student who graduates with a high level. They have the ability to function abroad. And not necessary just business, they can function in any area. But this depends of the students.

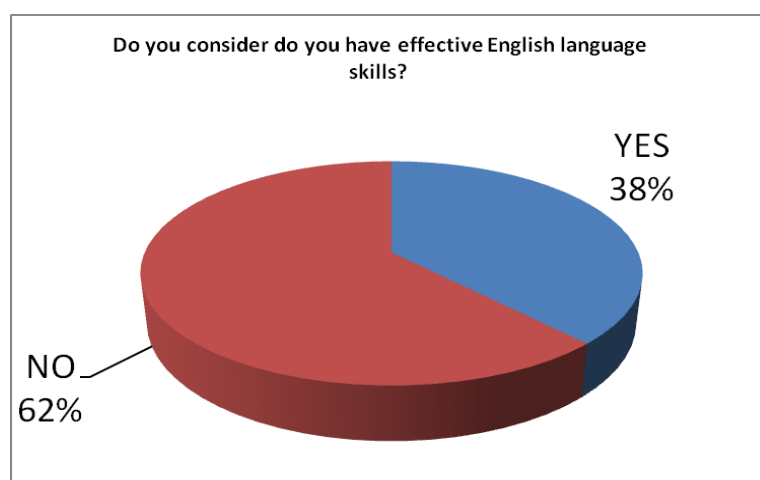
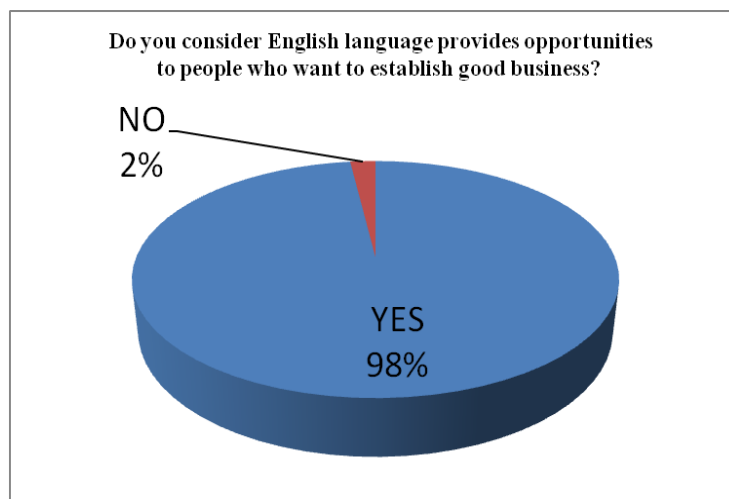
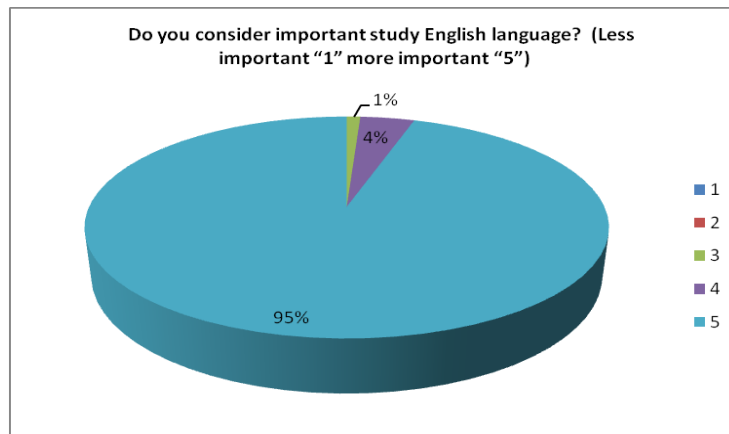
**Cindy:** that is all questions. Thank you very much for your cooperation Master Pedley.

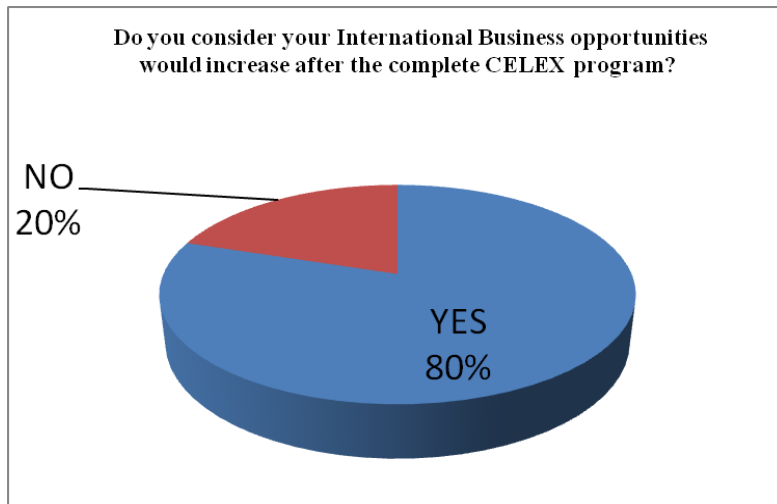
**Mae. Pedley:** Oh right, it's a pleasure. Thank you too.



### 9 APPENDIX D

#### Result Quantitative findings





**10 APPENDIX E**



**4.2 Mae. Emma Pedley CELEX Director's**