

English for Specific Purposes (ESP) : What is Business English?

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English is called an International Language (EIL) or World Language (EWL) because English is the language most frequently used in international trade, business, economy, diplomacy and tourism and that it is studied by more people than any other language.²¹ That's why there is worldwide growing interest in Business English rather than general English.

Business English is English especially related to international trade. It is specialize within English language learning and teaching. English speakers study the subject with the goal of doing business with English speaking countries or with companies located outside but which use English as a global language. Most of the communication that takes place within the business circles the world over occurs between non-native speakers. The native speakers have serious problems in understanding English spoken internationally. It thus recommends that native speakers of English need training in the use of their own language in the international settings. Non-native speakers of English also need training in the use of English not just with native speakers but with non-native speakers as well.²²

Business English focuses on vocabulary and topics used in the worlds of business, trade, finance, international relations, business communication such as marketing, branding, customer relations, consumer behavior, advertising, public relations, interpersonal communication, employee engagement, online communication, event management, negotiations, meetings, face to face meetings, small talk, socializing, correspondence, report writing. Business is conducted through various channel of communication, including the Internet, publications, radio, television, word of mouth. In both of these cases it can be also taught to native speakers of English.²³

So we can say that improvements in communication have had an impact on trade business development and consequently the improvement of Business English.

The most important difference lies in the learners and their purposes for learning English. Business English students are usually adults who already know English

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²¹ Smith, L.E.1983. (ed.) Readings in English as an international language. Pergamon Press

²² Aliakbari Mohammed, Basic Assumptions in Teaching English as an International Language, www.diadiaeducacao.com

²³ http://en.wikipedia.org/wiki/Business_English

and who want to learn the language in order to get professional skills in communication and to perform particular job-related functions. Business English concentrates more on language in context than grammar and language structures. It covers subjects varying from accounting or computer science to tourism and business management. In fact, as a general rule, while in English for Specific Language all four language skills; listening, reading, speaking, and writing, are stressed equally, in ESP. The term "specific" in ESP refers to the specific purpose for learning English. Students approach the study of English through a field that is already known and relevant to them. This means that they are able to use what they learn in the ESP classroom right away in their work and studies. The ESP approach enhances the relevance of what the students are learning and enables them to use the English they know to learn even more English, since their interest in their field will motivate them to interact with speakers and texts. That's why there is a need to analyze which language skills are most needed by the students. And the syllabus is designed according to their needs whether it will be accounting, finance, marketing, business management, economics, computer science or tourism. According to their needs, the vocabulary and structures are taught, so they learn in a meaningful context.²⁴

For Teaching Business English, It is certainly helpful to have experience in business fields or it is necessary to be interested in the world of business or fairly well-developed curiosity about business and to understand how companies are structured and to be familiar with business terminology. Regular reading of the business pages of the daily press, journalistic interest in business can help them build awareness of the field and of the latest developments to find out how business works.

The business English teacher needs to have an international perspective. In dealing with many different nationalities, and with clients who have to operate in the increasingly globalize business field, the teacher needs to be aware of the implications of cross-cultural communications. Clients, who have to use English--which is not their native tongue, to do business with other non-native English speakers in another country--have several layers of cultural information to deal with. They need the confidence to play the role of instructor / trainer / facilitator with people who may occupy senior company positions. The prospects will only open out to the kind of teacher who can adapt from the world of pedagogy to the corporate world. That's why teaching business people is recognized as a specialist field and the teacher has to be a program planner and material developer as well.

²⁴ Fiorito Lorenzo, <http://www.usingenglish.com/articles/teaching-english-for-specific-purposes-esp.html>

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With this training skill, teacher find many opportunities to widen himself or herself in interpersonal communications, written communications, business communication as well.²⁵

I want to give few quotations which are sufficient to show the importance of the Business English in Worlds of Business from “The Handbook of Business English” by George Burton Hotchkiss. It is said that “Business English is a useful art rather than a fine art” because of these principle, it is different than other literary English or daily English. In literary English, writer is concerned with expressing his own ideas and feelings in a way that will inform, whereas in business English he is concerned with the ideas and feelings he can evoke in the reader, adapt the message to the reader. Therefore “good business English means not only good English, but also good business”²⁶

Резюме

Ағылшын тілі дүниенің дамыған мемлекеттерінде экономикада, саудада, туризмде, халықаралық дипломатиялық қатынастарда кеңінен қолданылуына байланысты халықаралық тілге айналууда. Ағылшын тілі дүние істерінде белсенділік танытуда. Ағылшын тілі не себептен белсенді екені осы мақалада кеңінен сөз болады.

Resume

İngilizce dünyanın bir çok yerinde ticarete, ekonomide, turizmde, iş dünyasında, uluslararası – diplomatik ilişkilerde kullanılmasından dolayı dünya dili haline gelmiştir. Bu yüzdendir ki ingilizce iş dünyasında önem kazanmıştır. Bu makalede iş ingilizcesinin ne olduğu, neden önemli olduğu ve bunlara bağlı olarak iş ingilizcesini öğreten eğitimcinin özellikleri anlatılmıştır.

Резюме

Англиский язык используется в развитых странах как в бизнесе, в туризме, в экономике, и международных отношений и.т.д. И этот язык в сегодняшнем дне используется очень активным в мировых работ и.т.д.

²⁵ Hall Townsend Breanda, To Teach Business English, <http://www.isnare.com/?aid=57012&ca=Career>

²⁶ The New Way of Teaching English, The New York Times, Published December 5, 1920
<http://query.nytimes.com/memarchieve-free>