

Teaching Business Communication in The English Classroom

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ABSTRACT: This article gives information about business, business communication, teaching business communication in English class. The original meaning of this term has been revealed.

KEYWORDS: business communication, the teaching of business communication, international communication.

INTRODUCTION

English is an international business communication tool and it transcends cultures. The teaching of business English is different from that of General English in the sense that it is neither teaching just the four macro-skills nor enhancing mere business vocabulary. In fact, business English is taught on the assumption that general English language skills have already been acquired. Business English learners are prospective entrepreneurs, managers and leaders of industries at national and international levels and teachers face a huge challenge of helping them acquire an international communication skill-set through English as the medium. Most people who use business English are non-native users of English. They use it frequently not only among themselves, but use it occasionally with native speakers as well. Native speakers of English, of course, control world economy, science and technology, and trade and commerce. Moreover, business English is fast moving from the planet Earth to other planets since it is the only communication tool for international space research that involves billions of dollars from across the globe in its competition to explore other planets. Thus business English is used in different cultural environments and does not represent one culture that is often tied to it nationally or internationally. It transcends cultures and at the same time it respects them all. Hence, business English teachers need to recognize the paradigm shift in its cultural metamorphosis, to design trans-cultural English language learning materials, to identify communication skill-set, and to

adopt appropriate teaching-learning methods. This paper interrogates constituent parts of international communication skill-set and argues that a task-based approach of 'learning by doing' is the need of the hour since it exploits essential and result-oriented andragogy and heutagogy of self-directed and Self-determined learning processes lifelong.

MAIN PART

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The teaching of business communication has been characterized by stability and change. At present, we are going through a transition period in which we are adapting and learning how to communicate in this ever changing environment. Our challenge is to build on the fundamental principles that were established in the past and develop new teaching methodologies, approaches, and techniques that will enable us to communicate more effectively in the present and increasingly so in the future.

Our challenge is to teach students how to cope with and communicate in this increasingly complex and diverse global, multidisciplinary communication environment. The concurrent migration of workers and international relocation of production facilities have also created multilingual a multicultural workforces and the need to communicate more efficiently and effectively in multiple languages and in face-to-face communication. Our challenges to the future are to learn how to communicate in an information-overloaded environment, how to encode and decode messages within interact ants at varying competency levels, and how to use and choose among communication media and technologies. The framework of business communication that has been developed in the past and present periods should now be used as the platform from which to extend and enrich our discipline and our teaching. A key factor in the need to adapt to and embrace the future is the advancements made in technology. Current technologies are influencing not only the way businesses communicate globally but also the way in which teaching, learning, and research can be done collaboratively.

Communication is processed only by language. People use language as a tool and communicate with tradesmen to have business with them. Since business deals with money no wonder Business communication is celebrated only with English language. Communication and language are inseparable and inevitable. Their roles are essential in world market. Students are taught to work in any industry in future. Moreover nowadays learners must be guided accurately in

order to sustain their position in any company at least for five years. Without skill it is difficult for the survival of professionals to stick in one firm. Thus educational institutions are giving importance to English language due to communication skills.

Business discourse views language as contextually situated social action constructed by its social actors and aims to understand how people communicate strategically in an organizational context. The term Business English is used to cover the English taught to a wide range of professional people, and students in full-time education preparing for a business career.

Business English has attracted increasing interest and awareness in the last two or three decades. Business English course books and other teaching and learning materials are proliferating and almost all the undergraduates who study at business, trade, or commerce schools have to take some courses in Business English Communication.

Business Communication is a field of communication, which is clearly determinate by the professional areas of its applications in an economically performing environment. Historically it has its traditions in communications sciences. So rhetoric was its earliest representative field of these studies. Also philosophy served as an early discipline for the inquiry of economical processes. With the emerging approach of the natural sciences in the 19th century, economical processes were considered also from a scientific objective perspective as an independent scholarly field. Facing this historical perspective, business communication today in universities housed in departments of management, business, or the humanities taught as a scholarly branch of academic studies is an interdisciplinary field of studies of communication processes. Business communication under the paradigm of globalization in the 21st century has some specific features, which determinates its appearance; so the language of the globalized international business communication is the English language serving as the lingua franca of international trade. The activities of internationally operating companies and international trading make a common international language useful; also the history of the British Empire, which had established English as an administrative language, and the political and military activities and the educational model of the United States were adopted by many developing countries from the United States in the 20th and 21st century promoting the English language as an international language. The language employed in business communication can be classified as a variation of the Standard English language of a special social community of professionals. As a feature of business communication is emerging under the effects of globalization' since the end of the 20th century the establishment of the English language as world language and lingua franca was further promoted. Usually business communication is as a field of studies localized in the business and management departments of universities. But also the English departments, which offer English as a foreign language, teach business communication in English. Generally speaking, the English language here learned is a register of the written and spoken English language with idiomatic expressions and a terminology, which has derived from the special needs of the business world. Communication as a purely technical area of research can also be found as a subject of academic education in IT departments. Thus, all these three fields of studies contribute to the research field of business communication. So business communication is an interdisciplinary subject with a strong approach as an applied field of science in contrast to theoretical fields of research. The research situation for business communication reflects the ambivalence of this field shared between curricula for foreign language acquisition and business studies in the English language.

Business Communication is goal oriented. The rules, regulations and policies of a company have to be communicated to people within and outside the organization. Business Communication is regulated by certain rules and norms. In early times, business communication was limited to paper-work, telephone calls etc. But now with advent of technology, we have cell phones, video

conferencing, emails, and satellite communication to support business communication. Effective business communication helps in building goodwill of an organization.

CONCLUSION

Any “business communication” has the objective of gain profits directly or indirectly; for example the “business communication” in sales brings directly profits, while the “business communication” in a public relations department contributes indirectly to the gain of profits. The activity of communication is without doubt an abstract process and requires intellectual presence of the person performing it. The theoretical approach we can apply to all kinds of cases we study here is the economic aspect of the specific type of communication, which is called ‘business communication’. The economic perspective of “business communication” in the economic theory can be described with the use of the concept of the “intangible capital” as market value of the corporate world.

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