



Review On Importance Of English As Business Language In India

Beautiful Islam Research Scholar, Department of English, Dr. A.P.J. Abdul Kalam University, Indore, M.P., India.

Dr. Samir Khan Associate Professor, Department of English, Dr. A.P.J. Abdul Kalam University, Indore, M.P., India.

Abstract:

A professional with a solid command of the English language may find it easier to break into and flourish in the world of excellence and money. The history of the English language, its beginnings in India, global spread, and application in corporate communication are all explored in depth in this comprehensive study. Here, importance of English as business language in India has been discussed.

Keywords: English, Business, Language, India.

INTRODUCTION:

Since we live in a world of business that is evolving at a rate that has never been seen before, we are faced with new and ever-increasing difficulties when it comes to learning Business English. In India, English is used as a commercial and lingua franca as well as for practical uses. It has become a necessary ability in a global, multilingual setting that has existed in India for decades. As a professor of English language and communication skills, I've always been fascinated about the purpose and utility of English in business. In order to provide Indian students with better skills and information, it was important to look into the practical application of Business English.

REVIEW OF LITERATURE:

According to M.R. Ahmadi (2018), technology use has grown to be a crucial component of learning both inside and outside of the classroom. Most language classes use technology of some kind. Language learning has benefited from and been enhanced by the use of technology. Teachers can modify classroom activities thanks to technology, which improves language acquisition. Technology's significance as a tool to assist teachers in facilitating language learning for their students keeps growing. The use of modern technology in teaching English as a second or foreign language is the main topic of this study. It included

several viewpoints that encourage English language learners to improve their technological literacy. In this paper, the researcher defines the terms "technology" and "technology integration," discusses how technology is used in language classrooms, reviews prior research on the use of technologies to enhance language learning abilities, and makes some recommendations for how to use these technologies more effectively to help students develop their learning abilities. According to the literature study, efficient use of modern technologies enhances language learners' abilities to acquire new languages. [1]

According to N.K. Yusuf et al. (2018), the difficulties faced by the millennial workforce when they move from higher education to the workforce are widely known throughout the world. Higher education institutions (IHLs) are responsible for ensuring that graduates are ready to enter the workforce. Workplace writing, which is essential in workplace organizations, is one of the real-world skills that must be taught. This essay examines millennial workers' experiences learning to write in English for the job. In order to comprehend the lived experiences of the millennial workforce in workplace writing in depth, a descriptive-phenomenological study design was used. Based on a set of standards, seven of them were chosen. A two-tiered interviewing technique was used to set the context, transmit specifics of the participants' experiences, and reflect on the significance of those experiences. In order to triangulate the data, self-portrait descriptions were also used. The results showed that the millennials learned about and practised workplace writing in both IHLs and workplaces. They also discussed how useful the English and business writing classes they had completed at IHLs had been. Through participation in trainings, social contact, first-hand experiences, and intrinsic motivation, they have also learned at work. These results can be applied as a teaching strategy for IHLs' ESL workplace writing courses. The right guidelines and materials could make it easier not just to enhance teaching and learning but also to encourage a more meaningful learning experience for the students who graduate, which in turn produces a strong workforce that can meet today's workplace standards. [2]

According to A. Clement and T. Murugavel (2018), English is growing in significance as the global business language in both native and non-native English-speaking nations. This study tries to determine the value of English in the workplace by surveying employees of various Indian organizations. The findings demonstrate that the need for English language proficiency in the workplace has not altered, and participants confirmed that English played a significant role in influencing decisions made at work and during interviews. Additionally, it has been discovered that having trouble communicating in English can make it more difficult to land a good job. Participants also underlined the necessity for internal English training to strengthen the abilities necessary for them to carry out their tasks. Speaking was rated as the most crucial ability in the workplace out of all others, and the majority of participants agreed that they needed to develop their speaking abilities. The majority of participants preferred online training as their preferred delivery method. [3]

According to N.T. Raju (2018), Satyajit Ray, a famous international figure in Indian cinema, once said that there should always be a proper balance between the means and the ends. It holds true for all professionals, not just moviemakers. In recent years, English language teachers have demonstrated a renewed commitment to relying on their own knowledge, asserting their freedom of choice at the nexus of theory and practise, and finding workable solutions to pedagogical issues without constantly checking to see if the theories are in agreement. More and more teachers are abandoning their prior reliance on rigid theoretical techniques and are instead making their own, more flexible decisions about what should be done in the classroom by evaluating the articles in professional journals and the papers given at conferences. Teachers should be aware of the goals of teaching English, especially as a second language, before coming up with their own effective teaching strategies. English is now more crucial than ever for international communication. It is no longer merely a language of opportunities at the library. Students' employability is greatly increased by having a pretty high level of proficiency and outstanding communication abilities in English today. On the job market, the top graduates who are proficient in English compete successfully. However, due to inadequate English communication abilities, unemployment is a reality for many. Thus, the primary goal of this essay is to provide readers with a broad overview of English's status as a global language and its contribution to improving employability in a variety of industries. This overview will be useful for both teachers and students as they teach and learn English in an Indian context. [4]

According to R. Nishanthi (2018), because English is the most widely used language in the world today, its significance cannot be downplayed or disregarded. It takes perseverance and consistent practise to learn English. Students often have the mindset that it is impossible to become fluent in or proficient in the English language. Students who have this propensity are unable to learn English. Since the majority of students study English with exams in mind, they are unable to generate even a single sentence free of grammatical errors. Additionally, students do not receive enough practise in order to acquire a language. If one wishes to advance in life, they must be able to speak English. It is the principal window of the contemporary era. This is especially true in cases where developed nations have made it easier to hire people with technical skills. The only people awarded jobs are those who are fluent in English. [5]

According to K.A. Sundari (2018), this article explains how English spread and became a universal language. It looks at the state of English as a second language in India right now. This article defines language, outlines the stages of learning English, and lists the variables influencing the acquisition of a second language. Additionally, it says that a language teacher must comprehend what a student is trying to say or convey. This comprehension serves as the foundation for a teacher to choose the best strategy, approach, and methodology for his or her students. The various issues that English teachers and students in India must deal

with are also covered in this essay. It also clarifies the necessity for a teacher to be knowledgeable and resourceful in order to deal with a serious situation and encourage higher standards of achievement. [6]

According to S. Sidiqii (2017), this exploitation included the spread of English in India. In order to have "cheap clerks" and to preach their religion, the British imported the English to India. English was introduced to India as early as 1800 A.D., but the East India Company mainly taught English to the children of its European employees and to the relatively tiny number of Anglo Indians living there. As a result, English had a very small area of influence and was mostly spoken by the British. With the British learning the native languages for administrative, commercial, and communication purposes, this marginalized language position persisted for a very long time. [7]

According to M.S. Reddy (2016), communication is crucial since it is hard to accomplish anything without it. As social organisms, humans need to connect with one another. Language is the medium through which people communicate. Every era, from the prehistoric to the modern, has seen a development in language. Thanks to the development of languages worldwide, communication is more effective. The speech notion is the language concept, which includes grammar and parole. In today's global era, communication is one of the most important factors. People from different countries won't be able to understand one another without effective communication. English is one of the most significant and influential languages in the world. When individuals don't understand one another, there is a chance that misunderstandings may occur. The need to comprehend one another through effective communication encourages people to learn different languages. The goal of the study was to comprehend the significance of the English language in the modern world. [8]

According to S. Ammanni and U. Aparanjani (2016), language defines human life and serves as a mirror of it. Language is the voice of the individual. It serves as a cosmic medium for disseminating information in modern culture. ICT and English have evolved into indispensable tools for a wide range of non-datum and emotions encountered in daily life. Due to its many uses and popularity over many other languages around the world, English has evolved into a global language. The gateway to the globe is now English. A large number of nations, including Canada, the United States, New Zealand, and others, speak English as their native language. In many nations, like Ghana and Nigeria, it is also spoken as a second language. Among other things, English has evolved as a medium for business and interpersonal interactions. Every field, including law, music, engineering, medicine, and education, uses English extensively. Language learning must adapt to the way the world is evolving. But the confluence of globalization, the growth of English, and technological advancement has fundamentally changed how we study and teach English as a second language. Science, technology, and information play significant roles in every aspect of

human life. The advancement of technology has opened a new chapter in education as well. The learners are not being greatly impacted by traditional instructional methods. Technology has developed into a tool for encouraging innovation in students as well as a source of inspiration for learning. to compete with this English native speaker. [9]

According to S. Banerjee (2016), his thesis investigates the use of English in India as a second language. A language is a system of common vocal signs used by people to communicate. English is one of those languages that is widely used as a means of communication throughout the entire world. However, this language is not one that India already speaks. It is a language that was modified as a result of British colonial authority in India. British people speak English as their first language. They had helped propagate this language for their own gain. The only reason they came to India was to trade; they later established themselves as the nation's rulers, and as a result, some educated individuals were compelled to acquire English. From the other side of the coin, English is not an Indian language. It is a different tongue. Because it is the language of the British people, English is the only language spoken there. India is a country with a diverse culture, and thus the various regions—or, to be more precise, the various cities—have various languages. On this foundation, a different angle might be taken on the subject. The researcher has used this viewpoint in their endeavour. From a different perspective, all state-board schools have their native tongue as their primary language and English as a second language. For example, certain state schools in West Bengal are associated with the West Bengal Board, while others in Assam are affiliated with the Assam Board. They prioritize their native regional language higher. Thus, in certain locations, English is regarded as the second language and the local tongue as the first. However, according to recent news, English is now the recognized language. It genuinely facilitates communication with individuals from other cultures. Speaking in English is now commonplace. These days, it is in style, and those who did not attend an English-medium school are despised by those who identify as English-speakers. These days, being fluent in English is not only necessary to be educated but also to stand out from the crowd. The need to study an international language has arisen as a result of the globalization of all industries. The number of people who use English as a language of communication exceeds the number of people who speak it as their mother tongue by a significant margin, indicating that English has undoubtedly become a global language rather than just a language of English-speaking nations like the UK and the USA. Only English-language text materials are provided for areas like science, engineering, and technology, as well as medicine. Given the aforementioned information, learning English, the universal language, as a second language becomes an essential component of the Indian educational system and also cannot be avoided. [10]

The goal of this paper, according to I. Alfarhan (2016), is to analyse the ideas of English globalization as well as its consequences on cultural identity. This essay looks at how second-language English learners use English instead of their native tongues. It also looks at how

learning a second language affects one's sense of cultural identity. The globalization of English is harmful to the cultural identity of the given group, according to research from numerous studies cited in this study. One of the best methods to ascertain someone's ethnicity and cultural heritage is through their language. This means that establishing one's cultural identity can be challenging without language. Once again, a large number of people commonly use English when they communicate; yet, Ged (2013) notes that the acquisition of a second language may cause the loss of some features or knowledge of the original language. Learning a second language can have both beneficial and negative effects. English as a tool for cross-cultural communication, English as a passing phase or lingua franca of the past, and English as an instrument for economic success are only a few of the three key dimensions of English's globalization that will be examined in this paper, according to Johnson (2009). We will be able to establish the consequences of English globalization on cultural identity through the analysis of these three key characteristics. [11]

According to A.V. Rawat (2016), English is unquestionably the global language of business because we operate in a world of commerce that is evolving at a rate that has never been seen before, and as a result, we constantly run into new issues. English is used in India not just for practical purposes but also as a business language and for linguistic communication. As a result of the recent rise in multilingual and international environments in India, it has become clear that this talent is essential. The proper use of the English language in the workplace is more crucial and helps to define a successful business professional. Professionals must master the art of business communication if they are to advance and thrive across all business-related fields. It's often believed that having a good command of the English language can help a person succeed in the world of excellence and riches. This thorough research sheds light on the history of the English language, including its Indian origins, global adoption, and use in business communication that has never been seen before, and as a result, we constantly run into new issues. English is used in India not just for practical purposes but also as a business language and for linguistic communication. As a result of the recent rise in multilingual and international environments in India, it has become clear that this talent is essential. The proper use of the English language in the workplace is more crucial and helps to define a successful business professional. Professionals must master the art of business communication if they are to advance and thrive across all business-related fields. It's often believed that having a good command of the English language can help a person succeed in the world of excellence and riches. This thorough research sheds light on the history of the English language, including its Indian origins, global adoption, and use in business communication. With the help of experts from a few Indian MNCs, this study aims to analyse the significance of business English in India and the desire of Indian business professionals to learn the language in order to advance the information and understanding gained from these earlier studies. [12]

Language, according to C.L. Banga and J. Suri (2015), is an abstract system of symbols and meanings. We can speak with one another thanks to the grammar that links meaning. As a person's personality development depends greatly on language, learning more than one language is crucial for the social growth of a person as well as for personality development because it can improve cognitive abilities. Since language is an institution that has been worked on by innumerable individuals over the course of hundreds of generations, it is not the product of a single person or historical epoch. The goal of the current study is to explain the function of language in human life. The paper's main goals were to examine the meaning, definition, and nature of language, as well as its range. The function of language in intellectual, emotional, and social growth [13]

English is celebrated as a global language in the current context, according to L. M. Sowmiya (2015). The English language has established itself as the most popular and successful language in the world. Higher intelligence, better education, and a better future are all represented by English. Nowadays, getting the job done well is more vital than being the most knowledgeable. Numerous studies have demonstrated the link between excellent English ability and knowledge and higher-paid occupations, robust mobility, and significant social achievement. It is clear that mastering English will help you succeed in a variety of fields, including engineering, medicine, administration, and history. Oral communication skills have grown in importance over the last two to three decades. Success in this hostile environment requires not only the acquisition of knowledge and practical skills but also the development of strong communication abilities. Therefore, it is crucial that purposeful learning and instruction have become incredibly important. On the one hand, the English language has attained this prestige, and Indians have proven their worth throughout the world thanks to it. However, the majority of Indians who live in rural areas find it extremely difficult to deal with it. [14]

According to M. Vijayalakshmi and M.S. Babu (2014), English is a language that is used often today. It is frequently called "global language," the lingua franca of the contemporary world, and the language that is being taught as a second language the most frequently worldwide. India uses English for intrastate and interstate communication in addition to communication with the outside world. English serves as an essential "link" language in our country because of the enormous ethnic and linguistic variety that it contains. A new tool for written and oral communication in the English language has evolved as a result of the information technology revolution and the majority of software and operating systems being built in the English language. According to some, English is the most significant language in the world, having both educational and communicative significance. The use of English is widespread, not because it is imposed but rather because people are aware of its benefits. [15]

According to P.P. Gohil (2013), English is a universal language that is rapidly moving toward dominance in the world. Is this advantageous? Yes, in areas like science, where using a common language increases productivity. According to CEPR, however, the English language's global dominance is detrimental to world literature. Despite not being an official language in the majority of nations, English is currently the language that is taught as a foreign language the most frequently. This is due to the fact that English is so widely spoken and has frequently been referred to as a "world language" and the lingua franca of the modern era. By international agreement, it serves as the standard for all maritime and air communications. The International Olympic Committee, the United Nations, and many other international organizations all have English as an official language. 89% of schoolchildren in the European Union study English as a foreign language, compared to 32% who study French, and 68% of Europeans believe that learning a foreign language is valuable, compared to 25% who believe that learning a foreign language is useful. 85% of adults in Sweden, 83% of adults in Denmark, 79% of adults in the Netherlands, 66% of adults in Luxembourg, and over 50% of adults in Finland, Slovenia, Austria, Belgium, and Germany claim to be able to converse in English. English is the most widely used language in the sciences, with the Science Citation Index reporting as early as 1997 that 95% of its articles were written in English, even though only half of them came from authors in English-speaking countries. English-language books, magazines, and newspapers are widely available throughout the world. The widespread use of English has had a significant impact on a number of other languages, causing language shift and even language death, as well as accusations of linguistic imperialism. Due to the numerous regional variants that have influenced English as a whole, the language has become more adaptable to linguistic change. The purpose of this essay is to introduce the value of the English language on a global scale. [16]

According to S. Arora (2013), English is one of the wealthiest languages in the world and is now in demand since it is simple to learn, write, and speak. Being a global language, English is widely used as a first language, a second language, or a foreign language. Millions of people speak it either as a first language or as a second language. In the current situation, many people speak English. It is now a widely used language in modern society. Around the world, it is most frequently taught as a second language. Indians communicate with the outside world in English. English is required for communication across states, making it a "bridge" language. Due to its benefits, English is used all over the world. The "Lingua Franca" of the globe is English. The necessity for written and oral communication in English has increased with the change in the IT sector, which uses software and operating systems in English. Because of its benefits, English, the most significant language in the world with strong educational and communication values, is used all over the world. English has emerged as a global language because it contains the majority of the world's knowledge. Due to its expressive capacity and extensive literature, English is a progressive, dynamic, versatile, and widely used language. Raja Ram Mohan Roy spearheaded a reform campaign in Bengal in the

first half of the 19th century. In addition, Macaulay spearheaded efforts for the country's intellectual development, leading to the creation of schools and colleges and the gradual adoption of English administrative and legal practises in India. English is currently the most popular language in India since it represents superior culture, education, and intellect. [17]

According to D. Mahu (2012), English has long been the most widely spoken language in the world. Finding a nation where studying English is not yet commonplace is now impossible. While some people would prefer to continue speaking their own language and avoid learning English, the advantages of learning and mastering the language extend far beyond one's own country. The language that is spoken the most on earth is English. Only 1 in 5 people can grasp it. There are 380 million native speakers of English, 300 million people who speak it as a second language, and an extra 100 million people who speak it as a foreign language, according to estimates. Science, aviation, computing, diplomacy, and tourism all speak this language. English is widely used in other nations where it does not hold an official position since it is necessary in many different professions and occupations. It is the official or co-official language in 45 different countries. [18]

According to M.V. Shamrao (2012), this study paper emphasizes the value of English communication for engineering students from rural areas, as well as the challenges they encounter in both their academic and professional lives and potential solutions. The majority of engineering college students come from rural areas. They do have the brains required for entrance into a higher education programme, but their English communication skills are lacking. As a result, individuals encounter several difficulties in their academic and professional lives. It's crucial to develop your English communication skills if you want to succeed in your academics and in campus interviews and general assessments. The teachers and students must work together to develop an integrated effort that includes teacher initiative and active engagement in teaching-learning methods like question-and-answer sessions, role plays, group discussions, and language lab sessions. [19]

According to B. Genç and E. Bada (2010), language is a phenomenon that is hardly understandable in isolation from culture, which is a part of it at its very core. This element most definitely contributes significantly to the language's ability to become a global language. Certainly, several significant issues—political, economic, and military supremacy, to mention a few—do play a role in this process. With a focus on academic writing, this study seeks to clarify the question of English usage as a first, second, or foreign language around the world. We'll start by outlining English's current status as an international tongue and talking about how different countries and international organizations use it around the world. The historical basis of English as a "lingua franca," or as some academics refer to it, "English as an International Language," will then be presented (EIL). We'll go on to a brief history of significant events that helped this language become recognized as a world

language for academic writing. The trend in most countries is more toward maintaining their linguistic identity, despite the fact that this language is really recognized as a world language in most scientific domains. This study's proviso states that while the hegemony of English in most countries creates pessimism, our observations show that these countries are well aware of the fact that academic writing in English is required for scientific acknowledgment on a global scale. [20]

According to C. Tardy's (2004) research, English is now widely used as an international language of science (EILS). Depending on one's viewpoint, English may be perceived as a neutral lingua franca or, more sinisterly, as a dominating and overpowering force. This essay examines these concurrent roles of EILS from a number of angles. It starts out by summarizing discussions about EILS that have been documented in scientific and applied linguistics literature. The focus of the paper then shifts to the viewpoint of foreign graduate students attending an American university through a small-scale questionnaire and focus group interview study that aims to comprehend these students' perspectives toward English and its function in scientific communication. The study's conclusions are examined in the context of EILS dialogues that have been published and their implications for an EAP classroom that seeks to emphasize the dual functions of English in scientific communication. [21]

CONCLUSION:

A strong command of the English language might be advantageous to a professional looking to break into and succeed in the world of excellence and wealth. This in-depth and thorough research delves into the history of the English language, its origins in India, global spread, and use in corporate communication.

REFERENCES:

1. M.R. Ahmadi, "The Use of Technology in English Language Learning: A Literature Review", *International Journal of Research in English Education*, Vol. 3, Issue 2, Page: 115-125, 2018.
2. N.K. Yusuf, M.M. Yunus, M.A. Embi, "Workplace Writing in L2 Experiences Among Millennial Workforce: Learning to Write in English", *3L: The Southeast Asian Journal of English Language Studies*, Vol. 24, Issue 1, Page: 145 – 161, 2018.
3. A. Clement, T. Murugavel, "English for the Workplace: The Importance of English Language Skills for Effective Performance", *The English Classroom*, Vol. 20, Issue 1, Page: 1-15, 2018.
4. N. T. Raju, "Employability Opportunities Through English Language", *International Journal of Research and Analytical Reviews*, Vol. 5, Issue 3, Page: 701-707, 2018.

5. R. Nishanthi, "The importance of Learning English in Today World", *International Journal of Trend in Scientific Research and Development*, Vol. 3, Issue 1, Page: 871-874, 2018.
6. K.A. Sundari, B. H. Latha, "Learning English as a Second Language in India", *International Journal of English Language, Literature and Humanities*, Vol. 3, Issue 10, Page: 506-513, 2018.
7. S. Sidiqii, "An Overview the Stages of English in India and Its Important", *Pune Research Scholar-An International Multidisciplinary Journal*, Vol. 3, Issue 1, Page: 1-8, 2017.
8. M.S. Reddy, "Importance of English Language in today's World", *International Journal of Academic Research*, Vol. 3, Issue 4, Page: 179-184, 2016.
9. S. Ammanni, U. Aparanjani, "The Role of ICT in English Language Teaching and Learning", *International Journal of Scientific & Engineering Research*, Vol. 7, Issue 7, Page: 1-7, 2016.
10. S. Banerjee, "A Study of Current Status Quo of English as a Second Language in India Study Done on West Bengal Schools", *International Journal of Scientific and Research Publications*, Vol. 6, Issue 8, Page: 478-483, 2016.
11. I. Alfarhan, "English as a Global Language and the Effects on Culture and Identity", *American Research Journal of English and Literature*, Vol. 2, Issue 1, Page: 1-6, 2016.
12. A.V. Rawat, "English as a business language: An empirical study in Indian context", *International Journal of Applied Research*, Vol. 2, Issue 10, Page: 273-276, 2016.
13. C.L. Banga, J. Suri, "Role of Language in Human Life", *International Journal of English Language, Literature and Humanities*, Vol. 3, Issue 7, Page: 180-197, 2015.
14. L. M. Sowmiya, "Learning English in Rural India- Difficulties and Remedies", *International Journal of Engineering Research & Technology*, Vol. 3, Issue 22, Page: 1-3, 2015.
15. M. Vijayalakshmi, M.S. Babu, "A Brief History of English Language Teaching in India", *International Journal of Scientific and Research Publications*, Vol. 4, Issue 5, Page: 1-4, 2014.
16. P.P. Gohil, "English as a Global Language", *International Journal for Research in Education*, Vol. 2, Issue 2, Page: 7-13, 2013.
17. S. Arora, "Unique Position of English in the Present Scenario", *International Journal of Humanities and Social Science Invention*, Vol. 2, Issue 3, Page: 73-75, 2013.
18. D. Mahu, "Why Is Learning English So Beneficial Nowadays?", *International Journal of Communication Research*, Vol. 2, Issue 4, Page: 374-376, 2012.
19. M.V. Shamrao, "Importance of English Communication for Engineering Students from Rural Areas and Its Remedies", *IOSR Journal of Mechanical and Civil Engineering*, Vol. 1, Issue 1, Page: 39-42, 2012.
20. B. Genç, E. Bada, "English as a World Language in Academic Writing", *The Reading Matrix*, Vol. 10, Issue 2, Page: 142-151, 2010.
21. C. Tardy, "The role of English in scientific communication: lingua franca or Tyrannosaurus rex?", *Journal of English for Academic Purposes*, Vol. 3, Issue 1, Page: 247-269, 2004.