

The Myths and Archetypes of Business English – An Analysis

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Abstract:

This title "The Myths and Archetypes of Business English", examines the importance and relevance of Business English today. It impacts the daily lives of the members of any race, creed and religion of the world. It helps to express one's feelings, desires and queries to the world around us. It is very difficult to adopt and get along with new people, if there is no way to communicate with one another in English. Therefore, learning Business English is very important for everyone in day-to-day life to develop their business in the mundane world. There is enormous demand and need for Business English in public educational systems to boost stability, employability and prosperity. English is a major medium of instruction in schools, colleges and universities in India. There are large numbers of books that have been written in English language. To pursue higher education in the field of science and technology, medical and space science, English language is indispensable. It belongs to the world and outnumbers native speakers. It drives growth in international Business development. It is more and more important in the integrated global business community. It has become almost a necessity for people to speak English when they enter into a global workplace.

Keywords:

Importance of Business English, Application, Methodology, Objectives, Myths, Archetypes – An Analysis

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I. Application:

Business English is in demand everywhere. People have realized the importance of Business English, could lead to a better and higher income and provide greater opportunities to them. It allows new ideas and application around the world. It provides us with a new kind of single market, knowledge and ideas.

II. Methodology:

The method of myths and archetypes is only the analysis to prepare our children to be the next generation of future entrepreneurs, doctors, engineers and scientists. We must foster an environment from a young age that promotes learning. Throughout this analysis, we are setting up ourselves, our children for the future generation and the growth of ultimate success and prosperity to their life.

The Importance of Business English:

Business English is an aspect in the English register. It is the kind of English that non-native English traders employ to facilitate transactions. It refers to English that has to do with international trades and the development of global business. It is a language of arrangement by English speaking countries to enable business activities with foreigners whose language is not English. This is why Business English is very popular among traders whose native language is not the same. Moreover Business English started as a means of interaction between traders from non-English speaking countries and it is now used by international traders with different native languages. This means that Business English is now **lingua Franca** in the global market. This is the reason for the increasing popularity of English language all over the world.

Secondly, Business English is pertinent at the workplace because it is prestigious. Using Business English at the workplace also makes potential clients feel confident that they could deal with the organization. This in turn makes potential customers have a great level of trust in the organization. Moreover, using Business English at the workplace is a way of solving the problems of cultural diversity. It is expected for the standard organization to accommodate workers who have different backgrounds and speak different languages. These workers might have a problem to communicate with one another, if they speak no common language. Finally, other workers might feel inferior or less valued if the language of some workers are different.

in their workplace. In this case Business English is the best option because it would make all workers feel at home and their workplace to communicate with one another.

English is in demand everywhere. People have realized that knowledge of English could lead to a better career and get higher income, and provide greater opportunities in life. It allows new ideas and innovations around the world and provides us with a new kind of opportunity to the people. For developing and emerging economics, there is enormous demand and need for English in educational system to boost stability, employability and prosperity, English is major medium of instruction in schools, colleges and universities. Larger number of books have been written only in English. Technology, medical space science are learned through the medium of English language. It is the determinant business language and it has become almost a necessity for people to speak only in English. Language impact the daily life of the people of any race, creed and religion of world. It helps to express on feeling, desires and queries to the world around us. Therefore choosing and learning multiple language is indispensable for everyone.

Features of Indian English:

Today, most speakers of English language throughout the world are not native speakers. And India is on course to become the country with the largest population, the country with the most English speakers. All of us should become familiar with features of Indian English. "India now claims to be the world's second largest-speaking country. "The most reliable estimate is around 10% of its population or 125 million people, second only to the US and expected to quadruple in the next decade"¹ [BBC].

Indian English as a distinct dialect of English. In theory, English speakers in India follow British English as specified in the Oxford or Longman's English Dictionaries. To practice, Indians use many words and phrases and do not exist in British or American English.

Three features of Indian English stand out to me. First one the usage that seems archaic compared with contemporary American or British English. For example an office within a high rise building might be referred to a **cabin**; while customer demand is referred to **patronage**.

The second feature is the use of Hindi words within English. This is known as **hinglish**. In some parts of India people speak and write in Hindi sentences sprinkled with a few English words. In other region, the core sentence is in English with few Hindi words or phrases included. Either way one could understand the meaning of Hindi references in unique way.

The third feature in the mixing of vocabulary in a common occurrence in many language. The French borrow English words, vice versa. In India English - Hindi words have been incorporated. Even British and American English have incorporated a number of Indian words, such as pajamas, juggernaut and thug.

III. Conclusion:

Business English plays an important role in our lives as it helps in Business communication at the workplace. It is important for students as it broadens their minds and develops emotional skills, and new skills, to improve the quality of life by providing job opportunities to them at the right time and right place.

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