

Role of English Language for Business Activities at the Present Era of Global Marketing

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Abstract

In this era of globalization, English is an essential language for global business and marketing. When we discuss "globalization," either explicitly or implicitly, the English language is brought up. People all across the world use English for reading, writing, and speaking. An estimated 2 billion people speak English, which is recognized as an official language in several nations. English is a subject that many schools and organizations around the world require pupils to take. Additionally, it is a key topic in college-level courses. Communication in trade, education, and business is frequently conducted in English. It is referred to as the lingua franca or the universal tongue. To participate in the international job and research markets, one must be able to speak and write English. The majority of significant books and films are written and produced in English as their primary language. As a result, we learn more about the English language and appreciate it more. The results of this

study demonstrate that during the time of British colonial rule, the English language has played a key role in education and economic operations all over the world. In order to travel or study abroad in the modern world, English proficiency is a requirement. With the information and communication procedures that individuals utilize to interact in this era of globalization, writing competence in English is crucial. As a result, the goal of this essay is to highlight the significance of writing in proper English and several reasons why mistakes can be made while writing business communication documents. Also, this is a qualitative study, and the technique of data collection involved some writing assignments, followed by interviews with some bachelor level students of Baglung. Writing faults in the students' work were discovered by an essay exam. The flaws are analyzed, and the need of learning grammar principles is addressed. A small number of researchers' publications are examined to support this research report. This research is unique in terms of value.

Keywords: Business communication, errors in writing, global marketing, importance of grammar

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Introduction

These days, English is regarded as a universal language. The English language is very important today. By luring foreign students and employing English as the primary language of instruction, today's educational system will be international. English has always been a universal tongue. Everyone must therefore speak English proficiently. English has dominated the globalization of the current era.

Globalization is a phenomenon right now. The complex phenomenon known as globalization has just lately started to have an impact on all nations, leading to the emergence of a variety of intricate patterns in their economic, social, and cultural fabric. Globalization has an effect on every aspect of life that can be imagined. Because of globalization, people now inhabit a smaller planet. Regarding globalization, UNESCO (2015) has stated that in today's globalized world, the rising levels of social and economic complexity pose a number of challenges for education policy-making; the intensification of economic globalization is resulting in patterns of low-employment growth, rising youth unemployment, and vulnerable

employment; while the trends point to a growing disconnect between education and the quickly changing world of work, they also present an opportunity to reconsider the relationship between education and societal development. Additionally, when people from diverse origins get together, they must communicate using that language as a lingua franca, and English is currently the most widely used language in the world.

But in industrialized nations, no one can handle the difficult networking problems. The TOEFL and IELTS, which have set minimal standards for students' ability in speaking and writing the language, are required of foreign students in order to enroll. Due to growing recognition of the importance of English language ability for employment possibilities and bridging skill gaps in the workforce, this issue has assumed more importance. Likewise, Whitmeal (2014) made the suggestion that we structure our writing such that our reader may easily grasp why we are writing by placing our goal at the start of our message; it is simpler for our reader to respond or take action when we are clearer about why we are writing; furthermore, each

year, poor writing results in disgruntled consumers, lost sales, and wasted chances for businesses. Thus, if we want to get promoted, we must dazzle our boss with our writing abilities and for this purpose, our English writing needs to be grammatical correct so that our writing presents effective skills for the readers.

Literature Review

Newspapers, lodging, institutions of higher learning, political discourse, and commerce have all used English. Anywhere in the globe, a person with understanding of the English language can fit in. Crystal (2003) asserted that English is a universal language in regards to its significance. They would claim that English is unquestionably an international language. Politicians from all over the world can be heard using it on television. Everywhere you go, English signs and advertisements are present. A hotel or restaurant in a foreign city will always have an English menu because everyone there speaks the language. The only thing worth considering is why such headlines should still be newsworthy, they would even say. However, news in English was certain to happen today. Still making headlines is the language.

It cannot be disputed that English played a crucial part in creating the modern world. Today, no information is complete without English. English will be used in place of any native language notices.

Similarly, Chang (2006) stated

that as English is the most widely spoken foreign or second language, it is only logical that focus be given to education, particularly the teaching of this language. In the backdrop of accelerating globalization, a range of methods to English language instruction have emerged in response to the significance of English as the most often used language for worldwide political, cultural, and economic exchange. Without training in English, according to Chang, the current educational system will not be suitable for competing in the global labor market. English has influenced other languages, which have taken on many of its distinctive qualities.

Crystal (2003, p.106) pointed out that English is the language of international air traffic communication and is becoming more prevalent in international marine, law enforcement, and emergency services when discussing the language's dominance. Furthermore, it is widely employed and esteemed as being of the utmost significance in the academic, scientific, and technological domains (as cited in Chang, 2006, P. 514).

The demand for a common language has increased as more people interact with one another globally for purposes of education, business, employment, healthcare, etc. In this setting, the process and context of globalization have widely acknowledged the importance played by English as a worldwide language. Bottery (2000, p.6) provided evidence that the dominance of

the English language has been linked to the growth of "Globalization" (as cited in Chang, 2006, P. 515).

Regarding the purpose of English Growing English competence has expedited globalization, according to Chang (2006), by fostering political understanding, economic activity, and cross-cultural exchange. At the same time, globalization has acted as a catalyst to further cement English's role as a global language. It shouldn't be shocking that many countries have been attempting to advance English education in order to participate in international activities to a greater degree.

Therefore, English has a wide range of theoretical and practical applications as a global language. Today, it is impossible to ignore the role that shifting worldwide activities have played in the development of global English. I want to point out that the world would not alter in the current situation if English were not the universal language.

English is a language that is extensively spoken and taught throughout the world. Globalization, which Hui (2001) claims is a major force in every nation on the planet and has an effect on educational systems all over the world, including the Chinese educational system, is a major global force. Almost all of China's high schools, colleges, and universities now provide English as the main foreign language being taught. This decision was made in recent years. English is a part of both the admission exams for colleges

and senior high schools. Every college or university mandates that every student, regardless of their major, complete an English course.

According to Graddol (2000), English's global use was made possible by Britain's colonial expansion, which spread the language from its island of origin to colonies all over the world. English has interacted with numerous other languages as it has evolved, resulting in a hybrid that might easily alter to satisfy new communicative and cultural demands. For English, which is always changing, language contact has always been a crucial change agent.

As a result, it is accurate to say that higher education, English language ability, and globalization are all related. Higher education and globalization are actually intertwined in English. Through the creation of international employment prospects, higher education should empower the populace.

The pupils should benefit from it by escaping domesticity and integrating them into the international community, where English language competency will be seen as a driving force.

There are undoubtedly some negative aspects to the ways we teach and learn in our classrooms. According to Akpan and Beard (2016, p. 393), there are presently misconceptions about how teachers should offer instruction and how students should create knowledge in our country's schools. These include classes where the teacher primarily uses

expository approach. Students are treated as "blank slates" that the teacher writes information upon while using expository teaching. The teacher uses videos to eat up class time and gives pointless homework assignments for topics that are primarily textbook-focused.

How to improve the academic learning experience and opportunities for all students is one of the most distinctive and difficult issues that parents, teachers, school administrators, politicians, and philosophers have debated, according to Steele (2005, p.11), who also mentions the difficulties of the current educational system (as cited in Akpan and Beard, 2016, p.393). It is imperative that our educational system be changed. Teaching and learning exercises must incorporate constructivism. Additionally, English is a necessary topic to enter a global society.

Errors in Students' Writing

English teachers face a serious challenge in trying to improve their pupils' performance in their use of the language while minimizing errors. It is important for children to understand that English is the only language that is spoken on a global scale. They appear to have not progressed as needed despite the fact that they do know a little about this. When a test was taken to the students of Bachelor level students, in a college, they made the mistakes in using agreement of subject and verb.

Analyzing the Errors

They seem to have had issues

with subject-verb agreement and general grammatical accuracy. Students' comprehension of morphology appears to be lacking. Nouns and verbs cannot be made to agree by them. Singular verbs with singular subjects and plural verbs with plural subjects are both confusing to the students, who display their bewilderment. Grammar errors are to blame for the current state of affairs. The difference between the regular and irregular forms of the plural is unclear to the children. Additionally, they must to be conversant with acceptable word choices for both countable and noncountable nouns. They appeared to be unable to understand the differences between few and less forms. The use of "few" for countable plural nouns and "less" for uncountable nouns should be understood by the students.

Error-Producing Factors

They erred by failing to distinguish between the numerous grammatical forms, as evidenced by these kids. Both the behaviorist and the mentalist theories of second-language acquisition in English are discussed by researchers. Consequently, it appears to me correct to say that further empiricist speculations have been largely meaningless and uninformative, and that empiricist theories about language acquisition are refutable wherever they are obvious, according to Chomsky (1971). In our line of work as teachers, neither behaviorism nor mentalism are used solely. These ideas are purely theoretical and have no practical application. Students

do not pay attention to grammar and do not communicate in English as a result of these difficulties and the inadequate learning environment. Students are not taught grammar rules. It is impossible to refer to our English language teaching management when our pupils are learning English as their first language.

Public schools lack effective controls over the environments where English is taught. Long ago, Dewey (1916) stated that "the foundation of the teaching process is the arrangement of surroundings within which the pupils can interact and study how to learn" (as cited in Joyce and Well, 1997, p.11). According to Dewey, it may be argued that neither public nor private Nepali schools nor universities have English learning environments established up. Moreover, rote learning is a common teaching strategy in private schools, which hinders kids from expressing their originality.

Our educational system doesn't use communicative teaching methods, and grammar proficiency is low. Public school classrooms are typically crowded, and English is a necessary subject in Nepalese organizations and schools. Students will advance regardless of how poorly they perform in English at the school level or how well they complete SLC and +2 before enrolling in Bachelor's programs. The teaching of English in Nepal's public schools is allegedly now widespread. However, applicants to these public schools with an English language are boarding school students from other

institutions; this is only a transfer of students, not the actual pupils of the institutions. The reasons for student errors when it comes to the use and teaching of English in the classroom are good policies.

According to a report by Masterclass International School (2020), we are aware of the several regional dialects of English and we are also aware that American and British English are the two most commonly taught kinds in English language instruction programs around the globe. Although there are many grammatical changes between BE and AE, pronunciation, vocabulary, and spelling are the most notable exceptions. Without simultaneously mixing American and British features, it is crucial to adhere to one of the two traditional varieties. However, it could be crucial to be familiar with as many options in the other variety as we can.

Findings

The main takeaway from this study's conclusions is the significance of teaching and studying grammar in order to study English. Pupils who are not well versed in grammatical norms commit a number of common errors. When learning language, these rules will be practiced via technology. We try to stay away from employing the GT technique because it cannot be used in a teaching setting. The audio-lingual approach is not administered, and the communicative approach to education is rarely used. In this situation, teaching kids English grammatical principles via the

GT method can be beneficial.

Using technology to teach English will be more efficient and enjoyable in today's age of globalization. The use of language laboratories in the instruction of English grammar and vocabulary must be widespread. It's true that understanding grammar is essential for effective language use. In this day of global marketing, if your English is poor, you won't be able to find employment or prosper in business. The internet connection in the classroom will make it easier to employ technology, including YouTube videos, news, and presentations. Grammar accuracy in speaking and listening English must be improved by language practice in language labs. Marketing and business topics should be covered in English education.

Thomas and Reinders (2010) claim that since 2001, digital technologies have been employed more and more in language learning and teaching, both within and outside of the classroom, distance learning, and more recently, hybrid forms of blended learning. Before these technologies become "normalized," however, there is additional work to be done in this area. For teachers and SLA researchers who want to further our understanding of taught SLA, the issue must be met by focusing on the qualities of computer-based tasks that encourage learning. learn about the various technology-mediated exercises that students can do to practice their language skills and how these tasks can

be evaluated.

Conclusion

Even though it is not everyone's native tongue, English is known as the "global language" and is spoken by many people worldwide. The use of multimedia technologies, audio, visual, and video animation, as well as other teaching modalities, in English courses currently creates a conducive environment for reform and investigation of the English teaching paradigm. English language instructors' familiarity with contemporary resources. Multimedia technology provides a number of tools, such as visual animation, that improve access to knowledge, give it a sense of reality, and work wonderfully effectively, which considerably stimulates students' attention.

English language speech patterns are not completely taught in earlier stages. Because they are unfamiliar with English grammar and tenses, students frequently make mistakes. Let's explore the topic, "What kind of English is global language," from the standpoint of English as a language spoken throughout the world. High requirements for grammar, vocabulary, spelling, and pronunciation must be met for English to be considered a world language. Students will benefit from grammar training. A language lab where students may practice their English is a must for every school and organization.

For English teaching and learning,

the utilization of internet-connected tools and multimedia PowerPoint presentations is essential. According to Ghosh, English functional arguments highlight the importance of English as a universal language (2009, p.19). The strength and influence of persons who speak English must be considered as English becomes a more widely spoken language. Tests that have received negative press should be modified, as should inefficiently training, a lack of resources, and a dearth of studies on the teaching of foreign languages. There has to be more emphasis on English in the curriculum. It is necessary to build less crammed classrooms. If English is to be taught as a world language, the learning and teaching environment must change.

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