

# Importance of English in Commerce from International Perspective

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## **Abstract:**

English is a widely spoken language, which is used in day-to-day transactions in international sphere. Without English international communication can't happen smoothly and there lies the importance of English. Present research paper will try to understand the importance of English in commerce from international perspective and the solution over the problem where still the knowledge of English is not provided and thereby commercially those people are backward due to barrier of language. Commerce is a very important sector, which deals with monetary transactions, sales and marketing, portfolio investments and all banking transactions. When you think about International Commerce you see the communication is purely business but it involves English extensively. In international transactions English is a barrier to those who don't know the language and for the people who are fluent in English, for them it is like their mother tongue. English and Commerce are two different sectors, but in international sphere they are interdependent. Mere commercial transactions won't run successfully if you can't communicate in English. So, it's very important that the people who are involved in Commerce sector should have sound knowledge of English and they should fluently able to communicate in English. In this research paper, we will find the difficulties faced by the people involved in commerce sector while dealing with English and will try to find out the solution over this.

**Keywords:** Global Communication, Commercial Trade, English in Commerce, English in International Sphere

## **Introduction:**

English is a language of trade and commerce in international world. Since ages as the knowledge of English got spread in different countries around the world, people made use of English extensively. Governments in their respective countries made English compulsory in their schools and colleges and thereby educated their students in English language. The result was slowly English began to gain importance in their respective countries and then it flourished in international world. Today you can't imagine international transactions without English. As now English has become a common language connecting people from different countries, religions, race and creed together. Today in international world language has not become barrier due to English. Yes, for the people who don't know English for them surely it is a barrier. And that's the concern. Though knowledge and importance of English has spread widely in the world, but still in rural areas it's importance and knowledge are neglected. In rural areas in many schools and colleges education is only given in mother tongue and this is prevalent from years and years. In urban areas English is implemented everywhere but in rural areas from teaching commerce to

doing commercial transactions only mother tongue is used. We will discuss the importance of English in commerce from international perspective and then we will approach towards the problem to find the solution.

From an international perspective, English plays a vital role in commerce due to its widespread adoption as a global language of business. Here are key reasons highlighting the importance of English in commerce:

### **Global Communication:**

English is a common language for international trade so, people from different cultural and linguistic background are connected together by English. When a company in India opens its branch in Japan, the company has to ensure that the business should run smoothly in foreign country and this is possible only if the employees in the company can communicate in English. And the people too in Japan are fluent in English. Therefore, knowledge of English facilitates communication among diverse cultures and it also enables global collaboration and partnerships. Globally English plays an important role in conducting business smoothly. Global Communication helps to shape a company's identity, personality and growth and inculcates a company's core values.

### **International Business Operations:**

Each and every country in the world import and export goods with other countries. This involves the process of communication and transaction with other countries. In this process English as a standard and common language is used for export or import documentation. Whenever international marketing and advertising is done. To reach the potential customers or buyers English is only the medium and language used. When two multinational companies negotiate contracts and agreements, they too use English as a mutual understanding language. Because English is a crucial language in international transaction. All International Business transactions take place in English. So, its importance can't be denied.

### **Global Market Access:**

Global market is a wide concept. It includes E-commerce like websites, apps, social media, internet banking, etc. To give an example Amazon is an e-commerce company. It is an American multinational technology company, engaged in e-commerce, cloud computing, online advertising, digital streaming, and artificial intelligence. Amazon gives service worldwide. Similarly, there are other e-commerce websites which also work in same fashion and these global websites are dominated by English language. From this it is clearly understood that to access global market and customers worldwide use of English is very crucial. Google search engine is used worldwide and thus it has invested in many countries. Thus, English facilitates international trade and investment.

### **Career Opportunities:**

English is a professional language in an international forum. When you think for any career may it be commerce, science or any other stream. If you have a good knowledge of English, then you will be given first preference while finding a career in international sphere. English is a mandatory skill for international business professionals. Good English communication skills enhance job prospects in multinational corporations. It also opens doors to global career advancement. Seeking job in commercial industry requires soft skills like proficiency in English. This is required because the job requirements are to deal

with foreign customers to attend the meeting with employees from multinational companies. So, a good English communication will secure your job in international world.

### **Economic Growth:**

In many ways English plays a crucial role in economic growth of country. Tourism sector makes revolutionary economic growth when works properly. When foreign tourists visit India, they bring along with them foreign currency and they spend the money in India; thus, making profits of Indian sellers. When these tourists are addressed well in English and are treated with great hospitality. Then these foreign tourists make special bond with our country and look optimistically towards Indian people. A guide plays a defining role. If guide is proficient in English, then he can introduce the foreign tourist and can tell them about the rich culture of India. Thus, English proficiency correlates with economic growth. It enhances national competitiveness and attracts foreign investment and tourism.

### **International Education and Training:**

International education is centred around English. Students who take admission to various courses in foreign universities learn in English medium. Because the courses offered in foreign universities are totally in English language. So, the knowledge of English language can help these students to learn effectively the courses in such universities. Professors who are interested to teach in international universities should also have good English communication skills then only they could teach the respective course properly, as the students learning the course would be from different linguistic and cultural background. So, the common language to understand them will only be English. English-language courses dominate business education. English communication is essential for participating in global executive programs. Use of English facilitates knowledge sharing and innovation.

### **International Politics and Economics:**

International politics is centred around economics. When a country is banned by other countries in world. The country suffers severe economic loss and that leads to the underdevelopment of that country. Political wars between countries lead to severe social and economic loss and the citizens of the country experience underemployment, poverty and sickness. Therefore, to maintain good political relations between countries, miscommunication should not happen and there English plays a crucial role in maintaining good relations and making good communication.

### **Cultural and Social Implications:**

Every country has its own unique and diverse culture and tradition. When people from different culture and tradition come together, they are interested to know about each other's culture and tradition. This fosters the sense of fraternity among them. They respect each other's culture and tradition. The concept of "The Whole World is a one Family" can be achieved by communicating in English with people in the International Arena and by respecting and knowing each other's culture and tradition. Having good English communication skills, promotes cultural understanding and exchange. It also facilitates international collaboration and cooperation. It also enhances global citizenship and understanding.

### **Statistics:**

According to British Council, there are total 1.5 billion English speakers worldwide. According to Harvard

Business Review, 67% of international business is conducted in English. And according to Internet Live Stats around 85% of online content is English.

#### **Countries where English is widely used in commerce:**

United States, United Kingdom, Canada, Australia, India, Singapore, Hong Kong, International business hubs (e.g. Dubai, Shanghai). In International Conferences like, New Horizons in Commerce, Finance and Economics, International Conference on Big Data, Internet of Things, Cyber Security and Information Technology, International Conference on Artificial Intelligence, Machine Learning and Technology, English is extensively and mainly used.

#### **Despite English being widely used in international commerce, there are areas and industries where local languages or other languages dominate:**

There are some countries like China, Japan, Arabic countries, Russian, and India where still the commercial transactions are prevalent in their local languages and English is not used. In China Mandarin Chinese is predominant in domestic commerce. They don't make use of English in their day-to-day transactions. In Japan, Japanese is widely used in business transactions. In Arabic regions like Algeria, Bahrain, Egypt, Iraq, Jordan, Kuwait, etc. these countries mainly use their local language for transaction in commerce. In Russia too the condition is same, Russian is dominant in domestic business. India is home to diverse cultures and traditions; thus, India has variety of languages so, Local languages like Hindi, Tamil, Gujrati, Bengali, Marathi, Kannada are extensively used in day-to-day transactions.

#### **Industries where local languages are still prevalent worldwide:**

In many countries local languages are used in many sectors like industries, Local retail and small businesses. Traditional markets and street vendors communicate in their local language to transact. Family-owned businesses are typically centred around their mother tongue. Small-scale agriculture and farming are done with the use of local language. This happens mainly due to illiteracy. Local artisanal and handicraft industries also transact and communicate with their buyers in local language only.

#### **Countries with limited English usage:**

There are some countries in world who have restricted the use of English in their day-to-day commercial transactions. Countries like, Brazil, France, Germany, Italy and Spain use limited English. In Brazil Portuguese language is commonly spoken. Brazilians don't have access to English learning, and the cost of learning English is high. Brazil's size and diversity make it difficult to build national proficiency in English. In France, French language is prevalent. French Academy, had expressed concern that the overcome of English words could impoverish the French language and lead to discrimination. In Germany, German language is widely spoken. English is restricted to educational institutions and for diplomatic purpose only. In Italy, Italian language is spoken. According to CNN news, dated 01 April 2023 Italian government seeks to penalize the use of English. Italians who use English and other foreign words in official communications could face fines of up to \$ 108,705. This makes English endangered in this country. Spain has a Spanish language. People in Spain tend to watch dubbed TV and films instead of original version. Spain has a history of being isolationist culture. The perception that there is no need to learn foreign language makes the people in Spain to talk in their local language and deny the English language.

**Alternative languages used in commerce:**

Some countries make use of alternate language than English to carry out international business transactions. These languages vary country wise and area wise on globe. In Asia-Pacific regions countries like China, Indonesia, India, Bangladesh, Malaysia, Laos make use of Mandarin to carry out international transactions. In Middle East and North Africa countries like Egypt, Algeria, Iran, Iraq, United Arab Emirates use Arabic language to carry out day-to-day as well as international business transactions. In Latin America Spanish is used and in France, Quebec and Africa French is used instead of English to do inter-boundary business transactions.

**Emerging Trends:**

In International Arena there are growing trends which make English endangered.

- Increased use of local languages in e-commerce.
- Growing importance of Mandarin Chinese in international trade.
- Expansion of Arabic language in global business.
- Rise of Spanish and Portuguese in Latin American commerce.

These new emerging trends make English extinct and endangered in international world.

**Challenges faced:**

Due to English world is easily accessible for everyone. But not knowing English makes world inaccessible. Therefore, language becomes barrier while exploring the world or doing commercial transactions in international sphere. Language barriers hinder international trade. If one doesn't understand the common language, he can't make successful transaction or communication. This severely impacts international commerce. Businesses which transact in local language has a very limited access to global markets. Therefore, they can't expand their business. While those businesses who don't know English but still are engaged in international trade, they face difficulty in navigating international regulations and laws.

**Opportunities:**

English has a wide scope in International Arena. As a career option English has good scope. Translation services and language consulting is a very good profession. Language training for business professionals is also very good job. Development of multilingual e-commerce platforms help the business to expand its business in various countries worldwide. When English is well known then cultural adaptation and localization services can be achieved easily.

**Conclusion:**

English proficiency is essential for success in international commerce, facilitating global communication, business operations, market access, career opportunities, economic growth, education and cultural exchange. As global commerce continues to evolve, understanding and addressing language gaps will become increasingly important for businesses seeking to expand internationally. To initiate the use of English in commercial transaction in rural areas and then inculcating the values and importance of English in the local peoples will help to achieve the desired use of English in commerce. The sense of pride of local language and the fear of extinction or losing of local language due to domination of English language has created the hatred of English in the minds of rural and uneducated people. To tackle this problem proper awareness and importance of English as a language of just common understanding, should be

explained to people through use of suitable methods will clear the doubt of people. In this way English can be used in Commercial transaction worldwide and this will help in many ways. Which will expand the businesses and would bring the global market close to common people.

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