

English and Modern Business in Nowadays Romania Case Study- An ESP Course for Business Students

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Abstract

The essay addresses the fast-evolving needs of companies and institutions for solid analytical skills and insights to optimally capitalize on the trends towards global market integration. The study also presents the main parts of a course in business communication in English with in-depth analytical insights of deep knowledge of the challenges in the international business environment, with a focus on the European environment.

Key words: English language, intercultural communication skills, business

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1. Introduction

"Language is a factor of power - remarks the journalist Andreas Ross of the Frankfurter Allgemeine Zeitung. In the EU context - he writes - linguistic power means, for example, superiority in debates: an advantage over an interlocutor who speaks in a foreign language, he can express himself more plastically, more casually, so more convincingly and - last but not least - he gets less tired. The status of a language in an organization as important as the EU has a decisive influence on its prestige "including business. The language industry is, after the North Sea oil extraction, the most important source of income for Great Britain. And the British music and film industry also benefits from the preponderance of English.

2. Theoretical background

The standard slogan that the multitude of languages is part of Europe's cultural richness is widely repeated. The coexistence of languages is easy to see, for example, in the European institutions. But "poverty" is perpetuated in the daily lives of Europeans. The reality is that more and more Europeans are learning English, while the desire to learn other European languages is declining. A few years ago, the EU launched a commercial depicting a chameleon hopping merrily from one tree to another. As he was jumping from branch to branch, the animal was whispering lively greetings in various tongues. The purpose of the advertisement was clear: to encourage Europeans to learn languages.

The idea was for every European to know at some point a minimum of 2 foreign languages. This is at least stipulated in the language action plan which the EU undertook to implement between 2004 and 2006. To this end, a language promotion program, called Lingua, has been set up, requiring Member States to introduce at least one subject matter in the curricula of the primary courses. Despite these efforts, there is no increased inclination of Europeans to learn languages.

The acceptance of a natural language as a unique tool of communication therefore appears as an objective necessity of social life. This implies the deliberate acceptance of a single language that works in the field of communication. For purely conjunctural reasons, which appeared in the process of economic, social and technical-scientific evolution of society, the language accepted as a language of globalization was English. The reasons that led to the imposition of the English language are numerous. Among them would be: the rapid development of computer technology as well as of the banking field that was made especially in the USA, a space where English is spoken.

This led those who wanted access to American scientific information and research to study the language. At the same time, business partners were forced to accept negotiations in English. An illustrative example can be Romania, where English has been and is being used as a tool to accelerate synchronization with the world economy. Access to information technology could not be achieved in an effective manner, except through direct access to information sources. The increasing use of English in our country was determined, after 1989, by a series of economic aspects resulting from the liberalization of economic exchanges. In the last years, in the sphere of production and trade, we have witnessed and are witnessing the implantation of some "multinationals" or foreign companies in the Romanian geographical space. The publicity they get in the recruitment process shows the unreserved use of English. Thus, very often, job offers are made in a foreign language, most of which are in English. An illustrative example, but also having a certain random character, is the situation of macro-announcements with job offers.

On the other hand, the market for business language training services has diversified and evolved tremendously in recent years. Of these, the applied courses have an interesting evolution, which, in addition to the knowledge of a foreign language, also develops the necessary skills in a dynamic business environment.

English is essential in modern business and we can think of three things about it.

First of all, it is the multinational companies, present in many countries, that need a uniform communication system. Most of the time, international communication is done in English. This does not mean that other languages are not used in international communication and business relations.

Secondly, there are the Romanian companies. Whether they are thinking about regional development or preparing to face increased competition with European Union countries, they will have to develop their communication skills in a language of international circulation.

Thirdly, the access of each employee or potential employee to various information and labor markets will be made using one of the languages of circulation in the European Union - English, French or German.

3. Research methodology

How does this need manifest itself in the market? Most clients for Business Language courses are multinational companies, but also large Romanian companies that want to train their staff. Research and experience in this field have shown that, in fact, companies need more than just Business Language Courses. They need to develop business communication skills in a foreign language, they need to do "business" using the foreign language as a tool in a multicultural environment. In addition, every customer in an industry needs not only foreign language business, but also specialized communication programs. That is why it is necessary to transform courses into a communication tool to help companies communicate.

What is this market and how prepared is it for such services?

The market is ready for such programs. There is a culture of Business Language training, especially in multinational companies. High demand is now geared towards programs that integrate language acquisition courses with those that develop essential business communication skills. It is a natural tendency. The Romanian business market is facing major changes, and these programs are being developed in partnership with international companies, which have been applying them for years in other European Union countries.

What are the areas where students need training? First of all, it is necessary to acquire knowledge of a foreign language. But learning a foreign language generally doesn't help you in business. Going further, each industry has a specific vocabulary, each position in an organization has certain needs. It is necessary for each participant in Business Language training programs to obtain exactly the knowledge he needs. The ultimate goal is for them to perform as quickly and as well as possible in the organization they belong to. But once this knowledge has been accumulated, the native barrier to communication appears. Therefore, integrated communication solutions in a foreign language for business have emerged - specific requests from companies to expand programs with applications for oral communication, written communication (internal, but also with customers) and to develop presentation skills in desired language.

In order to achieve this goal, three essential factors are taken into account: the teaching method, textbooks and, last but not least, trainers (teachers in this case). It is a method based on interactivity. Manuals applied for business communication should respect both international rigors and the realities of the Romanian market. But the most important asset in this system are the trainers. They represent the link through which this knowledge is transferred in the most efficient way to students.

Such courses will be successful on the Romanian market because the needs of the market show that this is the natural development in meeting the accession to the European market. The European Union supports such programs to ensure cohesion within the Member States.

4. Findings

The business communication course must be a course that allows a lively penetration in real situations of daily life and to use a lively conversational style, emphasizing the dynamism of business communication. Its purpose is to capture the attention of business people who want to improve their English language skills, both for business communication and for everyday life.

This course should not only present the concepts focusing on essential communication skills and realistic and practical tasks, but also present to students the reasons for effective communication through examples from existing companies and real business situations.

The course would be structured in seven large parts that present, in principle, all sections of business communication. From the basics of business communication, which is a unit designed to help students understand business communication and its intercultural importance, to special topics such as the format and presentation of business documents, the course should provide the opportunity to learn everything what needs to be known about modern information and technology and about the oral reports and presentations needed in the professional activity. The course offers students the opportunity to learn from the successes and failures of other people.

- Each unit begins with an instructive Communication Foreground featuring a communication specialist who applies the topic of the unit to real business situations.
- Projects called "Communication Realities" complete each unit and are related to the foreground situations. Each unit has an individual challenge (to give students the opportunity to put into practice the principles they have just learned) and a team challenge (to provide them with experience in the collective approaches so present in today's business)
- Real world communication topics

The boundaries of business communication are widening, so we will examine many of the current issues and provide students with the material they need to successfully deal with topics such as:

- Ethics: Ethical issues discussed include, for example:
 - How much should the positive side be emphasized in business messages?
 - Where is the line between convincing and manipulating through advertising letters?
- Cultural diversity - provides clear communication skills to be able to talk to older workers, women, members of different socio-economic groups, and others.
- Communication technology - communication skills in high technology because e-mails, electronic meetings and videoconferencing change the way we communicate.
- Legislation - legal implications of written and oral communication. Students must understand the pitfalls of writing a letter of recommendation and the legality of the questions asked in an interview.
- Looking for a job - mastering new communication skills to be competitive with today's interviews and how to prepare an electronic Curriculum Vitae and use the Internet to find a vacancy.
- Real world insights
- Improving skills - practical indicators and benchmarks for increasing self-confidence that will help improve oral and writing skills.
- Focus on ethics - a presentation of how to identify, areas of ethical vulnerability.

- Intercultural communication - how to communicate successfully both globally and in the cultural diversity of the home.
- How to keep up with technology - advice on using technology applications to improve business communication.
- Real business cases - Letters, memoranda and emails from real companies. Examples should include:
 - Calculation of supply materials: Internal balance sheet letter to Microsoft
 - Awareness of the blow: Letter to Genetech asking for funding for the educational campaign.

5. Conclusions

Successful companies know that they must always reinvent themselves to meet customer needs. This means that they need to listen to those who use their products on a daily basis and include their valuable recommendations in product development and review.

The business communication course will also include a unit of basic grammar and usage. Usage is how words are used by a group of people - in this case, business people who use English. Thus, students will find that it will be easier to integrate into this community, if they know the accepted standards of the basic notions of grammar.

6. References

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