

## THE IMPORTANCE OF ENGLISH IN THE BUSINESS WORLD

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Progress and advance in business often depends on one important word – communication; and most of it happens in English. English now is the global language of business. More and more multinational companies use English as the common corporate language – Airbus, Google, Apple, Nokia, Samsung, Microsoft and others [2].

In order to gain an advantage in your chosen field of activity you should be completely understood by the people with whom you collaborate. You can communicate by e-mails; telephone and all these means are not cheap. A good knowledge of English good helps you to achieve the desired results faster and more efficiently.

There was an incident when workers of two French companies couldn't make a deal because they couldn't communicate, being in the same room. It was a shocking event, and the company soon took English as common corporate language.

Adoption of common mode of speech is not just a good idea. This is a necessary measure in today's economic community.

In March 2010 Hiroshi Mikitani, general director of the largest Japanese online marketplace, forced the same problems, to establish English as the official language of his company. The company's aim was to become number one in the world of Internet services. Mikitani convinced that the new policy which covers some 7000 Japanese workers was vital to achieve that goal, particularly the expansion of the boundaries of Japan. He announced the transition from Japanese to English. Overnight, elevator directories, the cafeteria menus and other objects of the company were replaced. Mikitani also stated that employees must demonstrate their competency and skills of English for two years otherwise they would be dismissed. He also had a goal in expanding the worldview for Japan [1].

The media quickly picked up the story and their reaction, and the reaction of other Japanese companies was negative and contemptuous. General director of Honda's, Takanobu Ito, publicly expressed his opinion, "It is stupid for a Japanese company to use only English, when the workers are mainly Japanese". But Mikitani was sure such a policy will bring good results. Using English has contributed Mikitani to build a powerful and versatile company. Mikitani's company continues to seek talented people, who have good knowledge of English [1].

Formation of a global language policy isn't so easy, and companies often face this problem. But to work successfully in a global economy, companies must overcome language barriers, English will almost always be the common language, at least nowadays.

English is used by the 175 million people all over the world. There are 350 million native speakers in such countries as U.S.A. and Australia. About 560 million people use English on the internet [1].

There is no doubt that the existence of a huge number of languages is inefficient in international economic cooperation. This can be a barrier to achieving the aims. The necessity to cooperate with clients all over the world has accelerated the emergence of English as an international language.

There are 2 primary reasons for standing English as a corporate standard:

1) ***Competitive pressure*** - if you want to buy or sell, you should interact with different clients, business partners. Companies that don't have their own language policies, limit their opportunities for growth and competition in international markets, opposed to those companies that have a policy of using English.

2) ***Globalization tasks and resources*** - good understanding of the language gives workers more reliable information from first hand, which is important for decision-making process.

The world is very large. The economic migrations of the past years have become close. Love it or hate it, we simply cannot ignore it. Big businesses require knowledge of English.

### **References**

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2. The Importance of English [Electronic resource]. Routine of access: <http://www.gignersoftware.com/content/blog/importance-of-english-in-the-business-world-today/> Access date – 11.03.2015