

**A LINGUISTIC STUDY OF COMMUNICATIVE ASPECT OF
BUSINESS ENGLISH WITH SPECIAL REFERENCE TO
CORPORATE WORLD.**

**A
THESIS
SUBMITTED FOR THE AWARD OF
Ph.D DEGREE IN ENGLISH BY
UNIVERSITY OF KOTA, KOTA
IN THE FACULTY OF ARTS
BY
PREETA PRABHAKARAN**



**UNDER THE SUPERVISION OF
Prof. G.M. MEHTA.**

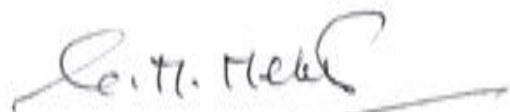
CERTIFICATE

This is to certify that research work embodied in this thesis titled
**"A Linguistic Study of Communicative Aspect of Business English with
Special Reference to Corporate World"** was carried out by
Ms Preeta Prabhakaran, for Ph.D degree to be awarded by University of Kota,
Kota.

She has completed the following requirement as per Ph.D regulation of the
University:

- a) Course work as per the University rules.
- b) Residential requirement of the University i.e. 200 days.
- c) Regularly submitted annual reports.
- d) Presented Pre-Ph.D presentation/Viva.
- e) Published 2 Research papers in Research Journal

I recommend the submission of the thesis.



Prof. G.M. Mehta,
(Supervisor)
Former Prof. & Head of
Department of English,
Mohanlal Sukhadia University,
Udaipur

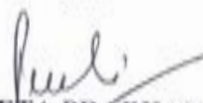
Place: Kota
Date: 9 Aug, 2017.

DECLARATION

This thesis is submitted for the degree of Doctor of Philosophy at the University of Kota. This Research was conducted under the supervision of **Prof. G.M. Mehta, Former Prof. & Head of Department English, Mohanlal Sukhadia University, Udaipur**, during the period from 16th Aug., 2013 to Aug 2017.

The work presented in this thesis has not been submitted anywhere else for the award of any other degree or diploma from any other Institution. I hereby declare that I have adhered to all principles of academic honesty and have not misrepresented or fabricated or falsified any idea/data/facts to make my thesis.

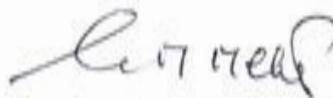
This work to the best of my knowledge is original, except where references are made to previous work which has been duly acknowledged.



PREETA PRABHAKARAN

Date: 14.8.2017

This is to certify that the above declaration given by Ms. **Preeta Prabhakaran** (Enrolment F-6 ()/Res/UOK 2914 25244-45) is correct to the best of my knowledge.



Prof. G.M. Mehta,
Research Supervisor,
Former Prof. & Head of
Department of English,
Mohanlal Sukhadia University
Udaipur.

Date: 14.8.2017

ACKNOWLEDGEMENT

First and foremost, I would like to express my sincerest gratitude to my Research Supervisor Prof. G. M. Mehta Sir, for his extreme support for keeping me thoroughly engaged with the minute details of the Research with his invaluable comments, suggestions with his enormous knowledge and extensive experience. Secondly I would like to add my thanks to Mr.Saurabh Despande for awakening my interest in this singular topic with immense possibilities. My heart-felt gratitude to Jacqueline, Norman and Vinod for providing me samples for the Research. In addition I extend my gratitude to Mr. Dheer Singh , Mr Mayank Sharma & Mr. Mohit Shrotiya for their resourceful advice and to dearest Preeti Soman for keeping tab of my punctuation vagaries. My love and gratitude to my brother Pratish who kept me motivated, provided me samples and steered me through my presentation challenges. I am grateful for my mother's blessings. And, above all, this research could never have seen the light of day without my father's tireless enthusiasm, persistent support and participation.

CONTENTS

| Chapter No. | Name | Page No. |
|--------------------|--|-----------------|
| Chapter I | English: The Lingua Franca | 1 –56 |
| Chapter II | Business English: Establishing Core Characteristics | 57 - 101 |
| Chapter III | Empirical Study: Business English In use in Indian Private and Public Sector | 102 - 134 |
| Chapter IV | Business English and Communication Constraints. | 135 - 185 |
| Chapter V | Conclusion | 186 – 222 |
| | Bibliography | 223 – 231 |
| Annexure I | Sample e-mails | |
| Annexure II | Print Advertisements | |
| Annexure III | Business Letters from Private & Public Sectors. | |
| | Papers Published (2) | |

List of Table

| | | | |
|-----|----------|--|-----|
| 1. | Table 1 | Plain English substitute for Commerciallese..... | 29 |
| 2. | Table 2 | Anomalies observed in the e-mails..... | 68 |
| 3. | Table 3 | Average Number of words in each sentence of Advertisements..... | 91 |
| 4. | Table 4 | Overview of the distribution of concreteness in both the Sectors..... | 107 |
| 5. | Table5 | Distribution of Nouns in Private and Public correspondence..... | 108 |
| 6. | Table6 | Distribution of Articles in Private and Public Correspondence..... | 110 |
| 7. | Table 7 | Distribution of Adjective in Private/Public Correspondence..... | 112 |
| 8. | Table 8 | Distributions of Rhetorical Devices in Public and Private Correspondence..... | 114 |
| 9. | Table 9 | Study of syntactic Pattern in Public and Private Correspondence..... | 121 |
| 10. | Table 10 | Eight Elements of Communication..... | 136 |
| 11. | Table 11 | Plain English Phrases for Business Idioms..... | 146 |
| 12. | Table 12 | Suggested Substitutes For Verbose Expressions in Business..... | 149 |
| 13. | Table 13 | List of Rhetorical Elements and Cognate Strategies..... | 162 |
| 14 | Table 14 | Standard English Alternatives for Bureaucratic Phrases..... | 167 |
| 15 | Table 15 | List of Transition words with examples of appropriate..... | 169 |
| 16 | Table 16 | Impediments of Written Communication in a Nutshell..... | 209 |

LIST OF FIGURES

| No. | Name of figures | Page No. |
|------------|---|-----------------|
| Fig 1 | Flowchart showing the spread of English from 5 th -19 th century..... | 8-9 |
| Fig 2 | Foreign Influence in English..... | 10 |
| Fig 3 | Kachru's 3 circle model..... | 39 |
| Fig 4 | Distribution of English across continent..... | 41 |
| Fig 5 | Top Ten Internet Languages..... | 50 |
| Fig 6 | Path of development of Business English..... | 57. |
| Fig7 | Types of Business Communication..... | 138 |

CHAPTER I

English: *The Lingua Franca*

CHAPTER I

English: The Lingua Franca

1.1 THEORETICAL FRAMEWORK

NATURE OF STUDY

This is a literary study of Business English focusing on the written mode in the context of communication. An exploratory research coupled with a qualitative and quantitative empirical analysis was conducted in the backdrop of the work done in Business English. A descriptive research of the key attributes of Business was executed by a semantic study of Business English. For the purpose a corpus of 25 e-mails, twitter and FB pages of few companies and contracts were taken into account. Then, an exploratory research to discern, if there exists a difference in tone of communication while using Business English for official correspondence in Indian Public Sector i.e. Indian Railways and Indian Private Sector i.e. an Indian MNC was conducted. The study was carried out with the assumption that compared to private sector; the public sector may carry traces of our Colonial past which was validated to a reasonable extent as the study confirmed extensive usage of Passive Voice, Nominalization, detailed Referencing and agreeable use of Transition words to link idea and concepts. The qualitative analysis of all the corpus and case study was aided by precise tabulation to reach an inference.

MAIN OBJECTIVE OF RESEARCH

Business English studies in the past have been conducted confining the study to the functionality of language. As a result, research into the linguistic characteristics of Business English has been relatively less.

The objective of my study is to focus on the linguistic characteristics of Business English and to isolate its distinguishing features. This would facilitate a better

understanding of its features to help teachers generate improved strategies to make Business English Teaching truly effective.

The thesis further intends to explore Business English in the context of written communication. It aims to pinpoint the loopholes which are associated with communication through Business English in the Indian Private as well as Public Sector.

In the light of the discrepancies and shortcomings identified, this research aims to develop a module which will contribute towards effective business communication.

REVIEW OF LITERATURE

In 1994 Ellis and Johnson suggested that Business English was poorly researched but the scenario has definitely changed for the better.

Business English is comprehensive and context specific with research insights inspired from many disciplines. Though applied linguistics and English for Specific Purpose (ESP) are major influences, yet other disciplines like intercultural communication, business theories, organization theory etc. too have shaped it.

All this began with Register Analysis of Pickett further supported by Discourse/Rhetorical Analysis which focused on coherence, Genre Analysis by Swales, Needs Analysis to accommodate needs of the learner by Munby and Learning Centered Approach to maximize the potential of the learning situation. Hutchinson and Waters challenged ESP approaches by saying that they were fundamentally flawed, as they were based on descriptions of language use whereas the concern should be with language learning. Their mindset was in accordance with the approach of Needs analysis. Now considerable research is available with needs analysis in Business English Context. Long (2005)

provides a comprehensive overview of various techniques associated with Needs analysis in ESP. Then there is Huhta et al (2013) who produced a holistic Needs analysis frame work.

Researchers used Corpus analysis to further explore Business English. Mike Nelson (2000) has been exemplary in helping teachers understand the specific nature of Business English lexis. He believes that Business English materials at the higher ability level should prepare students for the complexities of real-life communication with all its vagueness, digressions and circularity. Hence his website 'Mike Nelson's Business English Lexis Site' offers colossal corpora for any Business English practitioner to refer to. It is now acceptable to work with Business English dictionaries which rely on corpus evidence. McCarthy et al (2009) shows that considerable efforts have gone into analyzing the lexico grammatical features of Business English.

Apart from written discourse, spoken discourse too has received a lot of attention in the last three decades as Business English has donned the role of lingua franca. Researchers have analyzed Business English from diverse perspectives like sociolinguistics, Corpus linguistics, genre analysis etc.

The millennium added blended learning. E-learning, learning management systems, social media, digital publishing have become permanent fixtures in our daily life.

Though there has been considerable research into these new technologies but not much has been pursued related to Business English. Erica Darics (2005) is a collection of articles on this type of language. Foray and Lockwood (2010) focuses on the language of call centers and its implications on teaching.

Course and syllabus design too have been often scrutinized. Prabhus's work on Task based syllabus (1987) is significant in this regard. Effectiveness of Business English teaching material has been much researched, as language used in real

settings vary from what is taught in class books and texts. Williams (1988) sways in favour of the above mentioned fact. Testing and assessment research is also an explored area. O' Sullivan (2006) researched large scale tests of Business English providing an excellent over view as it discusses key issues like specificity, authenticity, non language factors and so on.

Other scholars like Angouri, Charles, Drew Ehrenreich, Kankaanranta etc have made compelling contribution in this regard. Moreover, research on business English has been steadily impressive in Eastern Asia (Bargiela-Chiappini & Zhang 2013). However research in this regard has been consistently less in the Indian sub continent.

RESEARCH METHODOLOGY

The Research is a literary study of Business English focusing on the written mode in the context of communication. The study comprises of a theoretical part and a qualitative empirical study.

The theoretical part of research is based on literature available in the form of books, articles in educational journals, blogs, newspaper cuttings, advertisements of Business English Training courses etc. which encapsulate the status of English from its inception to the present period. After reviewing the available literature, a theoretical framework was designed which formed the basis of the empirical study.

Data collected for empirical study –

- 25 e-mails from an Indian MNC were solicited for semantic study of lexis and vocabulary of Business English.
- Six print advertisements were studied from the aspect of graphology, lexis and syntax.

- A corpus of 10 business letters/emails from an Indian MNC and Indian Railways were studied to determine the frequency of lexical, syntactic and rhetorical devices.

The empirical data findings were then analyzed in the backdrop of linguistics and also reviewed in terms of concreteness and abstractness with respect to communication to reach a conclusion.

1.2 HISTORICAL PERSPECTIVE

Introduction

Before embarking into the realm of Business English to analyze its communicative aspect, it is necessary to provide a broad overview of the course of development of English language. So, the first section of this chapter documents, the history of English language in a nutshell and traces the purpose for which it reached Indian shores. It investigates the position of English in pre and post Independent India. Language is a dynamic entity. Consequently, English language amalgamated the peculiarities of Indian languages and Indian mindset to acquire a new entity as **Indian English**. The vast topic of Indian English has been examined in this section.

The second section documents, the parameters of English language with reference to register and variety as the thesis itself, is a linguistic study.

The third section of the Chapter examines the global reach of English language and the reasons behind it.

History of English

The development of English language has always generated a lot of interest and genuine curiosity as it has incorporated the essence of the ages. It has been

dynamic yet timeless, almost like ‘The Brook’ of Lord Alfred Tennyson as he says:

“For men may come and men may go, but I go on forever”.

The origin of English language can be traced to a set of West Germanic dialects spoken by Anglo Saxons who arrived from continental Europe in the 5th Century. These dialects were called ‘Englisc’ literally meaning ‘**Anglish**’ (Nielsen 88). Eventually one of the dialects Late West Saxon predominated.

In the eighth century the existing old English was influenced by Norse dialect due to Viking invasion. The pronouns like ‘they, then’ etc. are the Viking’s contribution to English language(Durkin, Oxford Living Dictionaries).

Due to Norman Conquest in the 11th Century, English absorbed a significant portion of French vocabulary which contributes to almost 1/3 of the English vocabulary and the English became **Anglo Norman** (Ager).

The conflicting interest and feelings of English and France culminated in the hundred years’ war which brought the sustained French impact to a sandstill. Also with vocabulary borrowed from Greek/Latin and simplified grammar and orthographic conventions of French, the Anglo Norman English became the language of **Chaucer or Middle English**.

During the late medieval period, King Henry V of England ordered the use of English in the proceedings of Government which led to the development of **Chancery English** (Richardson). A Change in Vowel Pronunciation i.e. Great Vowel Shift (Weiner) marks the transition of English from Medieval to the Renaissance period. Thus the **Middle English became Modern English**. Shakespeare during this period contributed to the standardization of spelling, grammar and vocabulary. He introduced 1700 original words into the language

like lonely, **frugal exposure, hurry** etc. ¹ He created phrases like **breaking the ice, having a heart of gold** etc.

In the 18th Century English spread to continents of Australia and America. The imperialist aspirations of English led to colonizing of North America in 1607 and Australia in 1788 (australia.gov.au) which paved way for the globalization of English language.

In the 19th Century British English was more organized and was introduced to Africa, Asia & New Zealand. This English developed both as the language of English speaking settlers from Britain and Ireland and as the administrative language compelled on the speakers of other languages in the various parts of British Empire. The first form can be seen in New Zealand's English and the latter in Indian English. In 1919 English acquired a more pivotal role in Europe with the Treaty of Versailles, as it was not only composed in French – 'the general language of diplomacy' - but also in English under the special request of American President Woodrow Wilson (Wright 143). This was a momentous breakthrough towards globalizing English.

¹ Keith Johnson quoted Crystal regarding the number of words Shakespeare added in his book *Shakespeare's English: A Practical Linguistic Guide*. 31

THE JOURNEY OF ENGLISH

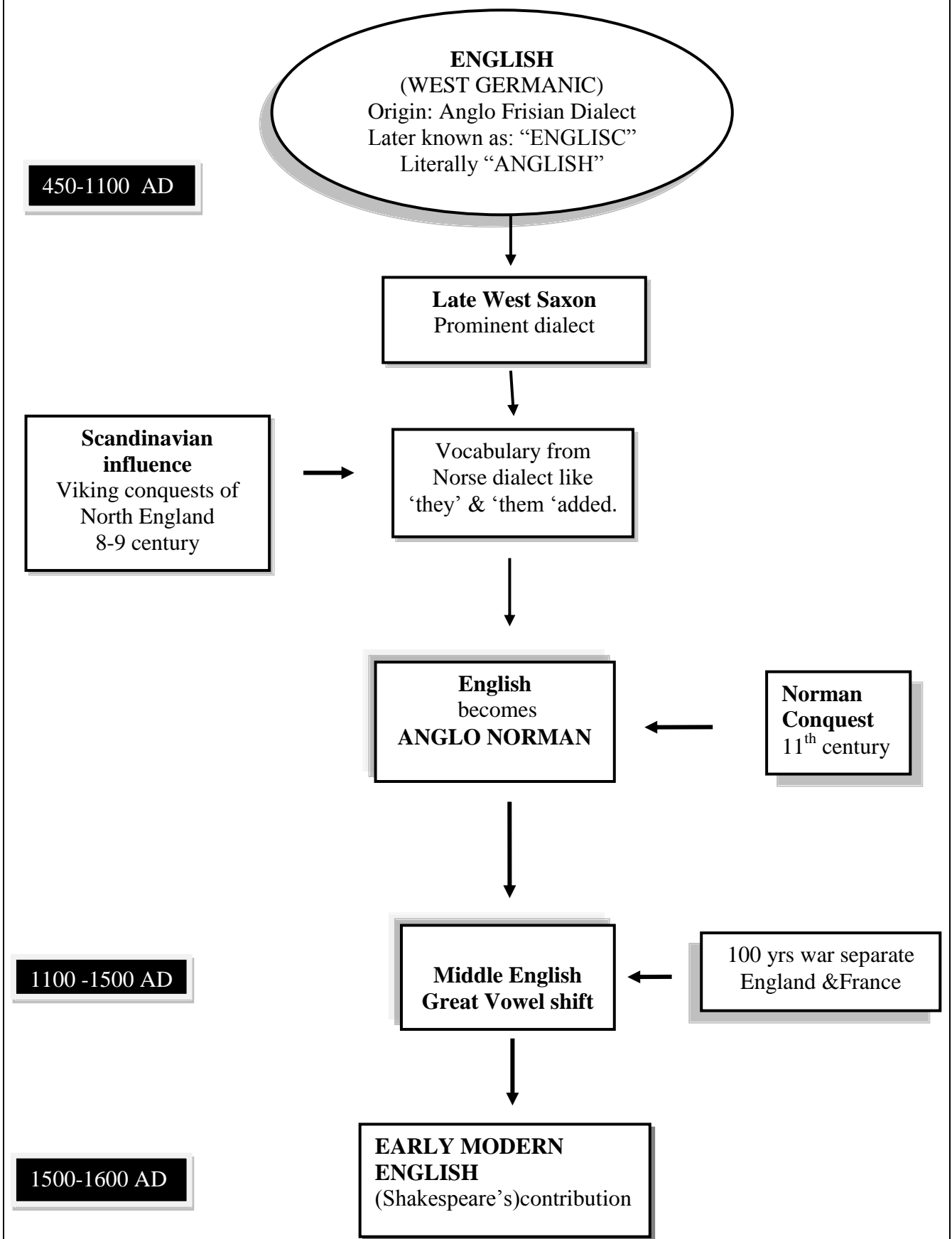
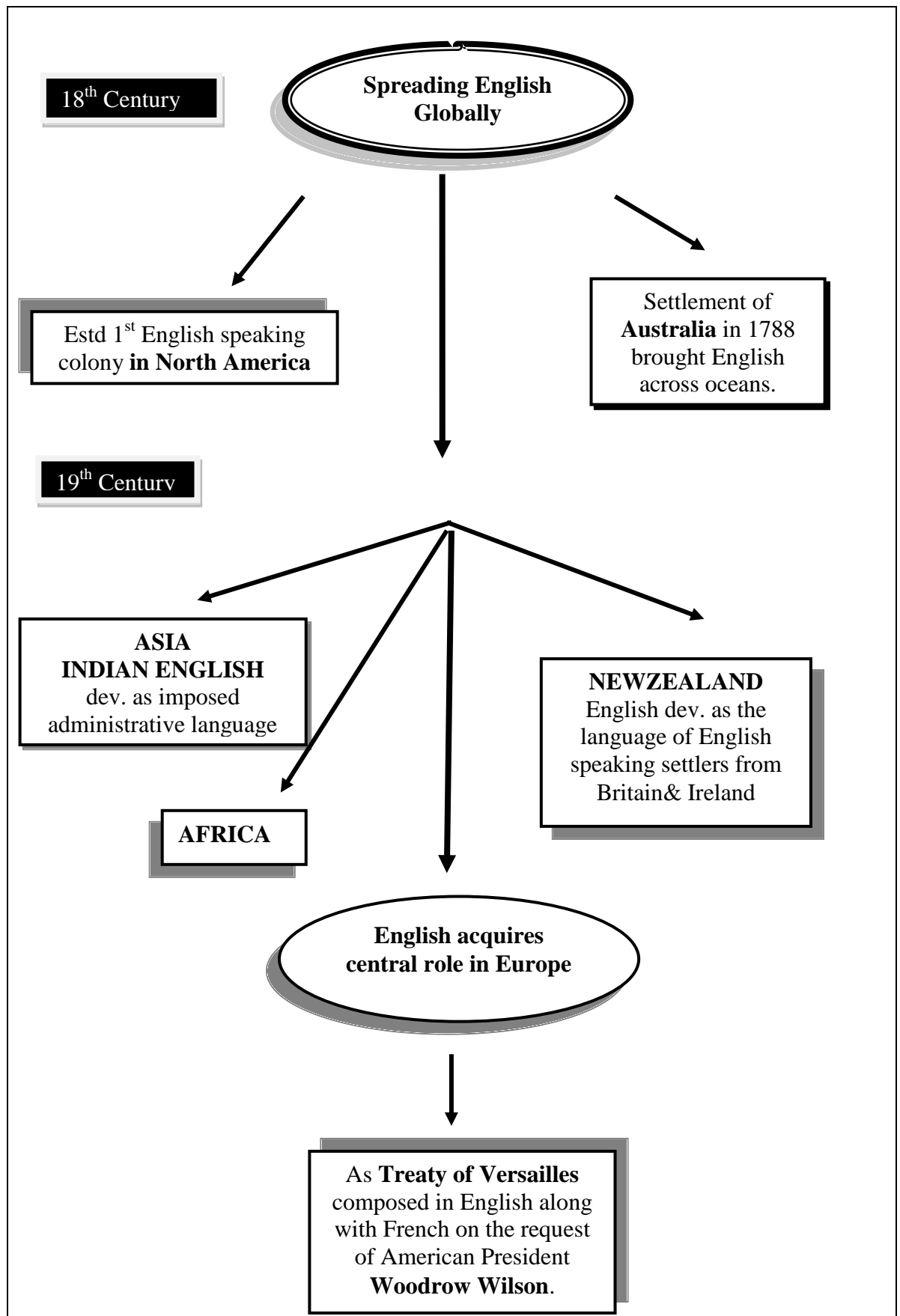


Figure 1 Flowchart showing the origin and spread of English from 5th century to 19th century.



As the history of English traced by means of the flow chart and brief summary shows the diverse influence it had amalgamated over time, consequently it has loaned words from almost 120 different languages.

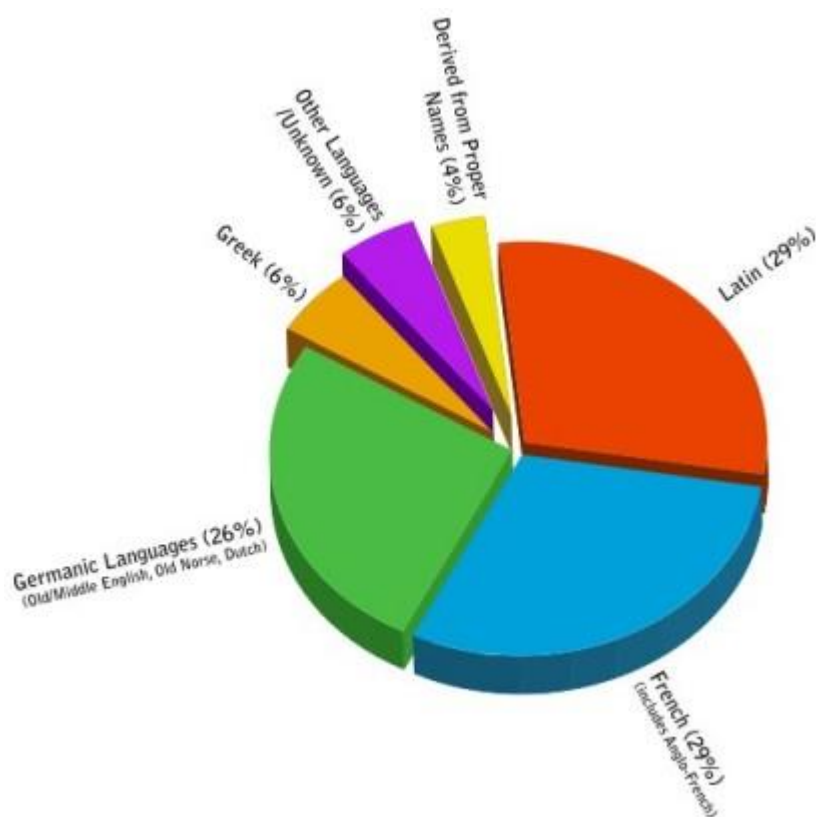


Figure 2 Foreign language influences in India
(Finkenstaedt, Thomas & Dieter Wolff, 1973)

Today English borrows from other languages like Sanskrit, Japanese, Chinese etc demonstrating a global sweep like importing '**sushi**', '**tsunami**' etc. from Japan and '**mahatma**', '**ahimsa**', '**Aryan**', '**yoga**' etc from India into English vocabulary.

English is a dynamic language. It embodies a complex network of ever changing patterns that are constantly being expanded and evolved through a continuous process of interaction, repetition and feedback.

English in Pre-independent India

In the early 1600s, English language started gaining a firm foothold in the Indian sub-continent when British East India Company established settlements in Madras, Calcutta and Bombay (Marshall Daniel). These were then called the Presidency towns formed after merging the erstwhile princely states. English Christian Missionaries began coming in 1813. They set up primary schools for Indians in vernacular languages and later established High Schools with English as the medium of the instruction.

But the actual story of English in India began in 1835 when British Parliament had renewed the East India Company Act 1813 by passing Charter act of 1833(Lang Eugen Maurice,1924). In 1813 it had granted Rs. 100,000/- per year for promoting literature and knowledge of science among the natives of British territories (Arthur Berriedale Keith, 128). In 1835 during William Bentick 4th Duke of Portland the then Governor General of British India, a broad discussion arose in supporting traditional Muslim and Hindu Education in the native learned tongues i.e. Sanskrit and Arabic.

Lord Thomas Babington Macaulay, the law member of the council of Governor General and President of the Board of Education produced his famous Memorandum on Indian Education i.e. '**Minute upon Indian Education**' in favour of English education and thus **The English Education Act**; a Legislative Act of the Council of India was passed in 1835. He desired to produce through English education a class of persons Indian in blood and colour but English in taste, in opinion, morals and in intellect who may be intermediaries between British and the masses they govern.

It is argued, or rather taken for granted, that by literature the Parliament can have meant only Arabic and Sanskrit literature; that they never would have given the honourable appellation of "a learned native" to a native

who was familiar with the poetry of Milton, the metaphysics of Locke, and the physics of Newton; but that they meant to designate by that name only such persons as might have studied in the sacred books of the Hindoos all the uses of cusa-grass, and all the mysteries of absorption into the Deity. ²

Lord Bentinck endorsed '**Minute upon Indian Education**' and the Act came into force. This was reviewed by Wood's Education Dispatch of 1854 and it was further modified by making English the medium of instruction in higher education and vernacular languages in lower classes. Later Lord Harding in 1844 declared that for services in East India Company preference would be given to those who were educated in English schools teaching Western literature and Science. Consequently, English language assumed a privileged position. English became the language of the elite. It was the Queen of languages. It was the language of administration and Law Courts. It was the easiest means to access Government jobs. The Revolt of 1857 transferred power from East India Company to the British Crown and English became the first language of Indian Education. The British rulers began building their Universities in India precisely from 1857. The social reformers of the time like Raja Ram Mohan Roy, Ishwar Chandra Vidyasagar and Swami Vivekanand backed English education and the knowledge of English became a tool of socio-economic dominance.

Thus English was introduced by the British to provide recruits for the subordinate services in their administrative set up and to teach Indians the basics of a culture which was considered superlative in every respect by the British. Accordingly, English got so intricately woven into the social fabric of the country that in pre-independent India nationalist ideas were being fostered through English language which often the west saw as demeaning, but for Indians '**nation**' meant a moral and political entity, so expressing this sentiments

² From: Bureau of Education. Selections from Educational Records, Part I (1781-1839). Edited by H. Sharp. Calcutta: Superintendent, Government Printing, 1920. Reprint. Delhi: National Archives of India, 1965, 107-117.

English was a means of continuing with bilingualism which had prevailed in the past like Sanskrit and Persian among the elite.

English in Post independent India

English was introduced by East India Company to facilitate administration but at that time India was a bunch of princely states. Post independence, India had to embark on a challenging journey projecting a united front which needed one language to bind it. As Hindi was there to fit the bill, the position of English seemed precarious initially.

The chief glory of every person will arise from its language and he who does not own his own language will not get to own anything else
(Almedia, 2014).

Reiterating this belief, Pt. Jawaharlal Nehru advocated first language policy to consolidate the position of Hindi in India. Though he expressed eloquently in English and ushered in India's freedom in his historic lines of '**Tryst with Destiny**', he firmly believed that since the background and history of English language was unknown to the teeming masses, English would eventually lose its hold while Hindi with its five thousand words could be easily learnt by even non Hindi speaking Indians. Meanwhile English fortified its position in the global scenario to such an extent that it became indispensable for the progress of Science & Technology. Consequently, he laid emphasis on English as a language of comprehension. The University Education Commission gave the following observation in its report of 1949:

"It (English) is a language which is rich in literature – humanistic scientific and technical. If under sentimental urges we give up English, we would cut ourselves off from the living stream of ever growing knowledge, unable to have access to this knowledge, our standards

scholarship would fast deteriorate and our participation in the world movement of thought becoming negligible.” (S.P.Ahluwalia 1966).

Even Moulana Abdul Kalam Azad, the first Minister of Education was of the view that the role of English in Indian Education system could not be undermined as a result of hundred years of British domination. As such through Article 343(1) & (3), in which it was laid down, that along with Hindi, English too would be the official language of the Union but for fifteen years up to 1965. Then only, Hindi would suffice.

Notwithstanding anything in clause (1), for a period of fifteen years from the commencement of this Constitution, the English language shall continue to be used for all the official purposes of the Union for which it was being used immediately before such commencement: Provided that the President may, during the said period, by order [306](#) authorise the use of the Hindi language in addition to the English language and of the **Devanagari** form of numerals in addition to the international form of Indian numerals for any of the official purpose of the Union.

Notwithstanding anything in this article, Parliament may by law provide for the use, after the said period of fifteen years, of (a) the English language (Article 343(1) and 343 (2).

But furore rose over all the expanding dominance of Hindi in the national scene in non speaking Hindi states. The financial facets correlating Hindi supremacy made it a political issue that caused nationwide agitation culminating in demands for linguistic provinces. Consequently, the Parliamentary Act of 1965 that English would continue to be used as the associate language of the Union was passed. English was given a suitable place in the three language policy advocated by

Mudaliar Commission in 1951-52. The official language bill of 1963 removed the limitation on the use of English beyond 1965.

Later **Kothari commission** advocated English at School level so that they could access English as library language in higher education.

In the subsequent efforts made to settle the place of English in India, once and for all, many issues came to the fore front. Should English be a medium for higher studies? Should it be taught as a compulsory subject? The solution came in the form of a library language for higher education:

“India’s connection with the Common Wealth, the UNO and the agencies, her needs of foreign trade & Economic aid from different countries and her role in the affairs of the world, all conjointly enjoin upon the framers of her education policy to give due weight to English so that her interests do not suffer and she does not detract from her rightful place in the world polity”. (R.S Trivedi 1965)”.

The Indian Education Commission emphasised that for successful completion of the degree course, a student must possess an adequate command over English. Those who really want to study English may do so in Class V and those who want to gain elementary knowledge may study in Class VIII. During British rule, English was taught to acquaint the natives with the Western way of life, but post independence, Indians accepted English for its purely functional purpose.

Consequently today Central Board of Secondary Education for Class XII has ‘English’ as the only compulsory subject across India while Hindi is an optional one. Indians are studying English across the length and breadth of the country with a vengeance. The position of English in India has been further consolidated by the BPO industry.

Business Process Outsourcing (BPO) is the contracting of a business task to a third service party provider. Prior to 1991, India's policy makers followed economic policies that were detrimental for open trade. In 1990s the process of liberalizing the economy began. In 1994 the telecom sector was liberalized and the introduction of Internet Protocol telephony (IP Telephony), the state monopoly on international calling facilities was restrained which paved way for outsourcing. The early entrants were GE, American Express etc (The outsourcing history of India). India is the fastest growing world's business process and IT service provider as well as R&D investment along with long time market potential. India achieved a target of USD 60 billion in export revenue in IT/BPO in 2010. It has been attained, due to easy access to, abundant skilled English speaking manpower with tremendous work integrity. Further in 1990 English became indispensable with the liberalization of economy as Indians were exposed to the benefits of BPO industry.

Today English language fundamentally serves the following purpose:

Firstly, it functions as a linguistic tool for the administrative coherence in the country binding a teeming population fluent in several languages. In a country with twenty two state languages, English serves as the essential connection between people using numerous mother tongues. India has two national languages for federal and central purposes - Hindi and English. Hindi is the national official and basic linking language of India. English is recognized as an associating official language. The constitution approves twenty two regional languages for official purpose.

Secondly, it is now a language of more panoptic communication with the option to go global from local.

Thirdly, it occupies exclusive national status in India. It occupies a special place in the Parliament, Judiciary, Media and Broadcasting and media in the Education system.

Fourthly, English is our only link with the outside world. This is the only language through which we can voice our opinions on the affairs of the world in international forum. It is our major link with the world. All commercial transactions are conducted through English at the international platform. Consequently without the support of English, Indian handicraft and handloom industry would have confined to the sub continent and would not have found foreign patrons or valuable foreign exchange.

Today ten thousand English dailies and newspapers are published in India. Hence English has covered a substantial journey from being a language doused in colonialism to an effective means of earning valuable foreign exchange. It has now guaranteed us an edge over other countries where it is rendered a status of “foreign language”. As mentioned in www.india.netzone.com India has become a resource consortium of English - a language whose pre-eminence remains undisputed.

The history of English shows the dynamic growth of the language where it expanded its thesaurus by absorbing words from different cultures, civilization and languages. So the next question that arises is – Did Indians Change English? or did they conform to the conventions and grammar established by the Native speakers of English?

Indian Standard English:

As discussed in the foregoing paragraphs, the imperialistic yearnings of Britain introduced English in India which with the passage of time acquired *defacto* standard. English today is the associate official language of India and State language of Mizoram, Meghalaya and Nagaland and official language of 3 Union Territories (Constitutional Provisions). It is widely used in legal system, Pan Indian and regional administration, Armed Forces, National Business & the media. The National Academy of Letters/*Sahitya* Academy recognizes Indian English literature as National Literature. We assimilated English into our way of life but we gave it an indigenous flavour, embellishing it with a unique

vocabulary, pronunciation, accent and liberally peppered it with words of Indian origin and innovation. This English is referred to as Indian English.

The term Indian English covers a network of varieties resulting from an extraordinarily complex linguistic situation in the country. This network comprises:

- Occupational.
- Regional Dialects.

Types of occupational dialects

Babu English

Babu is the Bengali word for gentleman which developed among the Clerks of Bengali speaking areas of pre-partition India. It is an ornate form of administrative English which abounds in florid or excessively polite and indirect manner of expression.

Butler English

It is also referred to as Bearer English or Kitchen English which is an occupational dialect that developed during Madras Presidency.

Types of Regional dialects:

Indian accents vary and many Indians speak tending towards vernacular accent, carrying an emphatic mother tongue influence. These are English varieties affected by the first language of the speakers.

Bengali English: Prominently uses /b/ for /v/ and /o/ for /a/.

Gujarati English: uses /dz/ for /z/.

Malayalee English and Tanglish have influence of Malayalam and Tamil respectively. Tanglish is used profusely in Tamil Advertising e.g. the catch Phrase '*Ullam Kekkuthae more*' for Pepsi. In recent times with "why this *Kolaveri di*" going viral and Tamil films making mega bucks *Tanglish* fetched greater pan India as well as global acceptance.

Hinglish: It is a macaronic language, a hybrid of English and South Asian languages – it is a code - switching variety of these languages whereby they are freely interchanged within a sentence or between sentences. While the term is based on the Hindi language, it does not refer exclusively to Hindi.

A few regional dialects have been discussed here. There are several more. India is a vast country with twenty two languages and seven hundred and twenty dialects. All these affect the way; English is spoken across the length and breadth of the country.

Therefore, educators attempted to establish and institutionalise English to obtain **Standard Indian English**. It has accent very close to British accent (Received Pronunciation - RP) though not the same. The Standard Indian English spoken by the educated city dwellers, used across the country has some common phonetic features from RP but others that are uniquely Indian.

Unique features of Standard Indian English are -

Pronunciation

It is syllable timed with weak vowels pronounced as full.

E.g. Photography.

Suffixes are stretched.

E.g. Readiness.

The distinction between / v / & / w / is neutralized to / w / such that wine and vine are pronounced wine. It has 17 vowel systems with 11 monophthong and 6 diphthongs.

Grammar

- Interrogative construction without subject inversion.

E.g. You going to the market?

Correct: Are you going to the market?

- Definite articles are used reversing conventions of grammar.

E.g. It is the nature's way. Office is closed.

Correct: It is nature's way. The Office is closed.

- 'One' is used for indefinite article 'a' or 'an'.

- Stative verbs are given progressive form.

E.g. Lila is having two books

Correct: Lila has two books.

- Present perfect used instead of simple past:

E.g. He has gone to Delhi.

Correct: He went to Delhi.

- Using Yes/No as question tags.

E.g. He is coming, no?

Correct: He is coming, isn't it?

- Using isn't as a generalised question tag:

E.g. They are coming tonight, isn't it?

Correct: They are coming tonight, aren't they?

Vocabulary

The vocabulary of English which originated from the West Germanic dialects has been enriched manifold by the following additions through Indian Standard English:

Portuguese Influence - **Almirah, Ayah, Peon.**

Hindi – **Bungalow, cheetah, chintz, dacoit.**

Arabic/Persian – **Dewan, Durbar, Moghul**

Sanskrit – **Ahimsa, Yoga, Guru, Nirvana**

Calques – **Cousin Sister, co-brother-in-law.**

Compound words owing to Indian usage – **batch mate, body bath, England returned.**

Words Archaic in British and American English are used in Indian English - **Needful, Stepney etc.**

Code switching is prominent. It occurs when a speaker alternates between two or more languages or language varieties in the context of a single conversation. Code switching is the practice of moving back and forth between two languages, or between two dialects or registers of the same language (Nordquist 2017). Hybrid words developed due to Code Switching in which one is a local word and the other is English. E.g. *Brahmin hood, Lathi charge, Grameen bank* (Concise Oxford Companion to the English language).

Thus the conceptualization of Indian English as a linguistic entity has posed many challenges and its existence as a variety of its own has been questioned. But today linguists agree widely that Indian English has established itself as an independent language tradition and is not to be mistaken as an impoverished version of ‘Queen’s English’ though the question of how unique or different it is as compared to other varieties of English is still open to debate (Sedlatschek).

Apart from geography - the distance barrier do other parameters exist which affect the way English is written or spoken?

This perspective is going to be explored in the next topic.

Register

Language varies according to the situation it is used and these varieties of language is called Register. Teachers, Medical professionals, Airline staff etc use particular word choices or grammatical constructions. It is sometimes specified as **sociolect** to differentiate from dialect (Wolfram 2004). Peter Trudgil in his 'A glossary of Sociolinguistics', says, sociolect is a variety or lect which is thought of being as related to its speaker's social rather than geographical background). Register encompasses word choices and syntactic ordering and patterns of large scale linguistic organizations.

The term register was first used by the linguist Thomas Bertram Reid in 1965 and was brought into general usage in the 1960s by a group of linguists who wanted to distinguish among variations in language according to the user (defined by social background, geography, sex or age) and variations according to use "in the sense that each speaker has a range of varieties and choices between them at different times". (Halliday et al, 1964). Register is governed chiefly by the circumstance and purpose of the communication scenario rather than ethnicity or social strata.

Michael Halliday identifies three variables to determine register. They are -

Field

Tenor

Mode

Field:

The subject matter of discourse. (What language is being used to talk? about?).

It has two facets –

- Topic
- Interactants

The topic of discourse can be –

- General (layman's) – (weather).
- Specialized technical (fly ash in the city from Kota Super Thermal Power Station.)

The interactants may have –

- Specialized knowledge of the field –
E.g. Scientist writing an article on fly ash from Kota Super Thermal Station.

E.g. The synthesis of nano-crystalline activated fly ash catalyst (AFAC) with crystallite size of 12 nm was carried out by chemical and thermal treatment of fly ash, a waste material generated from coal-burning power plants. Fly ash was chemically activated using sulphuric acid followed by thermal activation at 600 °C. The variation activity for acid catalyzed reactions. The AFAC was characterized by X-ray diffraction, FT-IR spectroscopy, N₂-adsorption–adsorption isotherm, scanning electron microscopy, flame atomic absorption spectrophotometry and sulphur content by CHNS/O elemental analysis.(Khatri,2011)
- Common knowledge of the field -

E.g. The readers of a newspaper article

E.g. Fly ash of **Kota Super Thermal Power Station (KSTPS)** has received a patent as catalyst for manufacturing of tablets such as Aspirin and Disprins. The present process of manufacturing Disprin consumes too much water and causes pollution, whereas making the same drug with fly ash consumes a little water as its catalyst fly ash is in solid form (Press Trust of India, 2014).

Tenor:

It refers to the relationship between the participants of the events.

The relationship between interactants varies according to:

- (Employee/Employer).
- Affective involvement (more with friends and family and less with Business client.
- Contact – (frequent to occasional).

Hence the above criteria affect the range of formality between language users.

Formal

- **E.g. E-mail from an organiser of a seminar to a participant:**

(Unequal status/ low affective involvement/occasional contact):

The College would like to invite you for the National Conference on “Media: Leading the Way to the Society.” dated 15th July 2017.

The Registration process of the Conference will start from 10.a.m.

Your presence will be highly appreciated.

Informal

- **e-mail from a family member:**

(Equal status/high affective involvement/frequent contact):

Hiii !! Missing you all . Omg ! mom ..Hostel food is terrible. I just miss your cooking. Mum we are going to Darjeeling for an excursion. Mum I am super excited !!

Mode:

Mode of discourse: The role, language is playing in the interaction.

Language can be:

- Written;
- Spoken

Written to be spoken (e.g. a political speech).

Language can be:

Spontaneous (e.g. conversation);

Planned (e.g. a composition or article).

The level of interactiveness of language varies. There can be the possibility of having:

- Immediate feedback (**e.g. conversation**);
- Rapid feedback (**e.g. emails**);
- Delayed feedback (**e.g. news report**).

E.g. An academic article is in the written mode.

If it is changed into spoken mode, then article becomes lecture.

Features of Lecture

Sentences would be shorter and contain few embedded clauses in speech;

Word choice will be less formal and less technical;

Use of more personal pronouns like I, You, etc.

Generally spoken language is informal as the interactants are of equal status and have a close affective involvement.

Yet there is spoken formal language –

Conversation between people of unequal status.

E.g.: For too long, the citizens of the Middle East have lived in the midst of death and fear. The hatred of a few holds the hopes of many hostages. The forces of extremism and terror are attempting to kill progress and peace by killing the innocent. And this casts a dark shadow over an entire region. For the sake of all humanity, things must change in the Middle East (taken from a political speech, Bush 25.6.2002)

Written language on the other hand is generally formal.

Informal written language exists too.

E-mails/letters between friends, some writers for popular newspapers /magazines/websites use a very informal register to create a friendly relationship with their readers.

E.g. Take a long look at these amazing creatures – because it could be your last chance. For a shocking new report carried out by experts from around the globe has found that up to 60,000 species are becoming extinct every year. The main culprits? Man and spiralling climate change, which

together have had a devastating impact on the innocent residents of our planet. (News of the World 22.10.2007).

Now register is governed by the social situation and the usage of language. As such, it varies with profession as it has a separate function to perform. On that basis register can be classified into the following:

Types of Registers:

- Commercialese
- Journalese
- Officialese
- Legalese

Each of these registers would be dealt in detail in this section of the chapter.

Commercialese:

³Commercialese is a register specifically used in [commercial](#) transactions that does not fit naturally in ordinary contexts. Commercialese is grammatically correct, conservative but impersonal. It is generally characterized by euphemism i.e. using words and phrases in such a manner that they do not offend even while relaying bitter truths. Etymologically euphemism has Greek origin with ‘eu’ meaning *well* and ‘pheme’ meaning *speaking* (online etymology dictionary). Thus, it is the transposition of words of mild or vague connotations to express rough and unpleasant things. Euphemism is often nicknamed as “**a white washing device.**” They are used as substitute for taboo words in order to avoid a direct confrontation with topics that are embarrassing, frightening or uncomfortable like

³ It is a word first recorded from 1910; it was used by Partridge in *Usage and Abusage* and by Gowers in edition of Fowler to mock the pompous words used in Business letters. Mentioned in *Fowlers’s Dictionary of Modern English Usage*.

God, the devil, sex, death, money, war, crime or religion. These topics may have varied interpretation in different cultures which may be at cross purpose with each other.

Some standard examples of commercialese still in use are the following:

- "[Enclosed](#) please find..."
- "I [refer](#) to your letter of ..."
- "Your [letter](#) of March 3 refers, and we confirm..."

Commercialese received great bashing in the west by the end of 19th century -

“We have no hesitation in reporting that Commercial English is not only objectionable to all those who have the purity of the language at heart, but also contrary to the true interests of commercial life, sapping its vitality and encouraging the use of dry, meaningless, formulae just where vigorous and arresting English is the chief requisite.” (Departmental Committee on the Teaching of English in England, 1921).

Plain English began to be emphasized. Plain English looks easy and sounds easy. But it isn't. As the great historian Jacques Barzun once remarked, “Simple English is no one's mother tongue”.

Due to our colonial history - the British Raj, we Indians still favour commercialese in our business transactions. We find the following phrases still rampantly used in business correspondence in both public and private sector –

Table 1

Plain English Substitute for Commercialese

| Commercialese | Plain English |
|---------------------------------|----------------------|
| At your earliest convenience | As soon as you can |
| In light of the fact that | Because |
| Pursuant to your instructions | As you requested |
| As per our Telephone Discussion | As we discussed |

As the topic of research is communicative aspect of Business English, the level of commercialese existing in business correspondence will be investigated in detail in both private and public sector to gauge the efficacy of communication in subsequent Chapters.

Journalese

The Random House Dictionary 1987 defines journalese:

“A manner of writing or speaking characterized by clichés, occasional Neologism, archness, sensational adjectives or faulty syntax.”

Journalese owes its bearing to the resolute deadlines Newspapers are subjected to, and the antics they employ to hold the attention of the capricious reader.

Characteristic features of Journalese

Technique - It has a novel structural framework which accommodates report of right length and style dealing with complex issues all abiding a strict deadline. If the story is too long for the space available then it is cut from bottom up. These points are stated in the first paragraph to arrest the attention of the browsing reader. If the story is accompanied by picture, then the story is reduced to a caption, but in the absence of pictures, the story is highlighted by the opening statement - introduction or intro. Thus the first sentence is always difficult to write. Sometimes the reporter delays the key statement to build the climax and

deliver as a punch line which is called '**dropped intro.**' The delay is decisive as many readers may not have the patience to continue.

Stock Expressions - Stories also use noteworthy words or graphic details along with clichés that arrest interest e.g. **bored** housewife, **devout** Catholic, **grieving** widow, **storm before the calm** etc.

Special Usage - Journalists use the following to create an impact:

- **Conversion** - Nouns are often used as verbs
e.g. 'to interview', 'to engineer', 'to boom', 'to boost', 'to surge'.
- **Attributives** - Use of nouns to qualify other nouns - 'death' as in death car, 'top' as in top politician, referee.
- **Reduplications** - Words which rhyme and lodge easily in the memory and become catchy phrases - e.g. 'jet-set', 'brain-drain', 'culture-vulture'.
- **Archaisms** - Archaic words which are short are often used - e.g. 'agog', 'foe', 'scribe', 'slay'.
- **Neologisms** - Journalists employ a variety of nouns and stunt forms some of which are accepted in the language at large e.g. 'new look', 'see through', 'look-alike', 'lens man'.
- **Acronyms** - They are profusely used. E.g. EU, NATO, USA, AFL etc.
- **Semantic Condensation** – e.g. 'reported a better than expected 9.7% Increase', 'poverty stricken areas'.
- **Immediacy of Style - Journalists** favour monosyllables for conciseness and impact. E.g. '*poll*' for election, '*blast*' for explosion.

"Real people don't talk that way, so it's best to avoid such trite writing.

Also remember that word choice should be both fresh and accurate."

Wayne R. Whitaker et al.2009

Though Journalese is a literary style evolved to provide service to the public by the dissemination and analysis of news and information without bias yet over the period of time it has been employing gimmicks to tempt the jaded palette of a reader who is subjected to sensory overload 24x7.

Legalese

Legalese is the specialized language used by the legal profession (Jones 103). Jargon is the technical terminology or the characteristic expression of a particular occupation or a social group. Legalese prefers the third person, impersonal voice as it gives a sense of objectivity, by emphasizing the institution of law than the individual (Peggy Gale Bivins 2008). The complexity of legal language can be traced to its development over the period of many centuries.

Legalese began with Anglo Saxon words which still survive like **writ**, **ordeal**, **deem** etc. Latin was reintroduced by Christian missionaries who encouraged writing which finally influenced law. The word '**clerk**' is itself Latin. Names of writs (**mandamus**, **certiorari**) and terms for case names like **versus**, **ex rel.** are Latin.

The Norman Conquest put French at privileged positions. So French was also added to the existing legal language. The word '**law**' itself is French.

French influence has been

| | | |
|---------------------------------|-------|----------------------------|
| prefixing ' e ' to words | | 'Squire' becomes 'Esquire' |
| Adjectives that follow nouns | | Attorney General. |
| Adding 'er' to verbs | | 'Wave' becomes 'Waiver' |

In the past a lawyer had to be fluent in French, Latin and English to pursue law. This in turn made legal language verbose. The prolixity of present day legal language can be traced to the fact that in the past clerks were paid by the page. As a result they deliberately made legal documents lengthy.

Some experts believe that legalese traces its roots to Battle of Hastings 1066 which lead to the Norman conquest of England. English lawyers were unsure as to whether a French word had the same meaning as the English word. So, they started to include both words in contracts to be on the safe side. e.g. **“right title and interest”** where **‘right’** and **‘title’** are English and **‘interest’** is French.

The verbosity in Legal Language is reflected through following sentence structure:

Lengthy and Complex Sentences

Traditional Legal writing is composed of excessively long sentences to convey all the relevant information and contingency, to keep oneself safe and secure. Dividing a statement or condition into two or more, may increase the risk of interpreting the divided statements, as separate or unrelated. So to be on the safe side, subordinate clauses and conditions or exceptions within exceptions are used in legal writing. This makes legal language dealing with already intricate issues further challenging for a lay person to understand.

Conjoined Phrases

Sentences containing phrases joined by ‘and’, ‘or’ or binomial expressions abound in traditional legal documents where a single word could suffice. A binomial expression consists of two parallel words joined by a conjunction such as ‘any and all’.

E.g.

“While this agreement is in effect, the author shall not, without the prior written consent of the publisher, **write, edit, print, publish** or cause to be **written, edited printed or published**, any other edition of the work,

whether **revised, supplemented, corrected, enlarged, abridged**, or otherwise...”(Tiersma 63)

Poor word choices

Use of Archaisms or obsolete words in legal writing. E.g. **aforementioned, pursuant to etc.**

Doublets or triplets

These synonyms are used to amplify legal writing.

E.g. **Give, devise and bequeath, indemnify and hold harmless**

Excessive Formal words

E.g. ‘comes now the plaintiff’, ‘this honorable court’.

Using noun forms

Changing a verb into noun by adding “**tion, sion, ment, ence, ance, ity**”.

E.g. Arbitration, amendment, variance, conformity.

As lawyers understand the worth of each and every word, so to match up to the exacting standards of law, they use a vocabulary which often leads to circumlocution, which the “**Plain English Movement**” supporters call convoluted. Plain English Campaign over legalese attracted media attention when a judge at Ontario Court of Justice wrote judgment in Plain language (Benman, 2015, Boyd 2015). In 1973 City Bank wrote its iconic promissory note in plain language. The plain English campaign is catching up in US, but it can become mainstream when it is employed in drafting contracts, wills, documents all of which depends, on the reach of Internet, as it sways, more and more lawyers in its favour. Meanwhile Legalese is a register followed across the globe through the ages and a major upheaval in its structuring and presentation is going to take more than a century.

Officialese

It is a term coined by Ernest Gowers in his 'Plain Words' published in 1948. It denotes the circumlocutory language used in official documents which tend to comprise of long complex sentences full of code words or buzz words often used in passive voice.

Characteristics of Officialese:

Officialese is impersonal

Impersonal meaning 'not personal without connection to particular person'. It was deliberately evolved to avoid patronage and favouritism and give all citizens equal treatment, though it never intended to treat citizens as mere numbers.

It favours succinctness

If the official tries to squeeze in too many concepts in short sentences, then generally 'who actually says what to whom' gets lost, therefore, he tries to be succinct in his statement.

It uses a lot of nouns

E.g. 'To call to doubt' rather than 'to doubt' as the aim is to express a status that has legal ramification. Unfortunately the intended linguistic precision, is often exaggerated.

Officialese represents the Government which has to be impartial and impersonal so it uses impersonal passive voice. Thus officialese evolved with noble and honest intention has today become convoluted and vague and a means for conniving officials to materialize their selfish intentions. As a result, some people refer to it as **Gobbledgook** which is an 'Onomatopoeic' word. It literally means

the sound made by poultry animals especially turkey in the farm yard, which in reference to officialese means unintelligible, gibberish and ineffective.

STYLES OF ENGLISH LANGUAGE:

The word style evolves from the Latin word '*stylus*' meaning a pointed instrument used for writing (Dictionary.com). *Styles* imply those variations within registers that can represent individual choices along social dimensions. Style implies those features of language which are used to convey meaning typically, which sometimes digress from the widely accepted norms of usage, grammar and spelling.

In the many definitions of style – Enkvist (1964) has listed eight definitions and Spillner (1974) eleven but three main approaches can be distinguished. They are:

- The form content approach with the emphasis on the text.
- Style as a choice from the writer's point.
- Style as a deviation from a related norm, from a reader's point of view.

Style may be difficult to define in such a way that it incorporates all of its facets yet there are styles of writing and as well as speaking.

Martin Joos described the following five styles in spoken English in 'The Five Clocks':

Frozen or Oratorical style

It is also called static register. It is used in public speaking before a large audience; wording is carefully planned in advance, intonation is somewhat exaggerated, and numerous rhetorical devices are used. It includes printed unchanged language, such as bible quotation, archaisms etc. Archaisms are the use of form of speech or writing that is no longer current. The wording is exactly the same every time it is spoken. e.g. 'Yes Your Honour', 'Yes, My Lord'

Formal or Deliberative style

It is used in addressing large audience which do not allow effective exchange between speakers and listeners, though the forms are normally not as polished as those in an oratorical style. In this kind of communication, there is one way participation. There is no interruption. Technical vocal and exact definitions are important. It includes presentation or introductions between strangers. Most scholar or technical reports use this style.

E.g. Those taking part should sit during the proceedings.

Typical characteristics of formal style are –

- Tone is polite but impersonal.
- Language doesn't use contraction, slang or humour.
- Overuse of passive voice to avoid personal pronouns.
- It includes lengthy sentences with complex subordination and long verb phrases.

Consultative style

It is typically a dialogue, though formal enough, that words are chosen with some care. E.g. Business transaction, doctor-patient conversation. Consultative style is used in the most orally conducted everyday business transactions, particularly between chance acquaintances. It is the usual form of speech in small groups except close friends. It occurs between two people generally in which while one is speaking, the other give short responses at short intervals, relying upon the small inventory of standard signals. There are basic parts of the system, essential to its operation. Among them are: 'Yes', 'No', 'Uhhuh', 'Mmm', 'Huh', 'That's right'

Casual style

It is casual conversation between friends or colleagues or sometimes members of a family where social barriers are moderately low. Casual style is used for

conversation in a relaxed or normal situation. It can be identified with the generous use of first name or even nickname. Another characteristic feature of casual speech is the omission of helping verbs particularly at the beginning of sentences. E.g. “Anybody home?”, “Car broke down”, “Got a match?”

Intimate style

It is characterized by complete absence of social inhibitions which we employ while talking to family or close friends etc. Intimate style is also a completely private language developed within families. It might embarrass some non-group members to hear them in-group. Furthermore, intimate language is also characterized by ellipsis, deletion, rapid, slurred, pronunciation, non-verbal communication, and private code characteristics. It is often unintelligible outside the smallest social units. The words that generally signal intimacy are ‘dear’, ‘darling’ etc.

An individual’s writing style can be broadly classified into three:

Personal Style

It involves the deliberate choice of language and the treatment rendered to them. All writing has some style even if the author is not aware or does not want to make a trademark. The crux of the matter is that style should not overpower meaning. Style may be used for artistic effect or to convey emotions etc. E.g. E.E. Cummings used lower case letters, unconventional typography, spacing and punctuation.(Rider,2015)

Proprietary Style

Many publications of repute be it news paper or magazine make a niche for themselves by evolving a particular style. This style covers expressions, sentence

structure. E.g. in ‘The Economist’ articles are rarely attributed to an individual author.⁴

Academic Style

University students are encouraged to write papers in an appropriate style. This promotes readability and ensures that reference to cited works are noted in a uniform way.

In 2011 the Time magazine voted ‘**The elements of style**’ by William Strunk & E.B. White as one of the 100 best and most influential books written on English since 1923. The eight elementary rules of English given by them advocate concise writing, shunning embellished language and asserting in active voice. Considering all this true writing style can be summed up as the aesthetic presentation of the thoughts of the writer in a concise manner to facilitate communication by removing ambiguity.

Varieties of English

The linguistic study carried out in the former section highlighted register and its types and gave a brief sketch about effective and concise writing style. In the process of fulfilling several functions while spanning continents, the English language gave birth to pidgins, dialects and creoles all encompassed by the topic ‘**World Englishes**’.

Now what is dialect?

Language and dialect are not easily defined concept. Dialects are defined as sub forms of language which are in general, mutually comprehensible. Dialects do not have a codified form and are used in certain domains. In order to avoid

⁴ It allows many writers to speak with a collective voice’ as explained on the occasion of 170th anniversary of the first issue of *The Economist* on sept 2nd, 1843. Why are the Economist’s writers anonymous? *The Economist* 5 Sept 2013

difficult dialect - language distinction, linguists use a neutral term called variety which covers both concepts and is not diffused by popular usage. Variety actually makes the genre '**World English**'.

To understand variety of English, let us understand uses of English language:
There are three distinct groups of users of English:

English as native language (ENL) - Primary language of US, UK & Australia.

English as Second Language (ESL) - An additional language for international as well as international communication in multilingual countries like India, Nigeria Singapore etc.

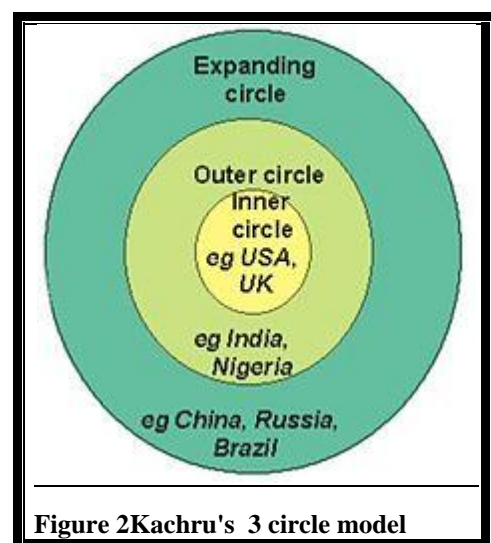
English as Foreign Language (EFL) - For international trade and communication.

English as Lingua Franca (ELF) - Common means of communication for different speakers of international language like (between Japanese and German).

The above classification can be better understood by **Kachrus's 3 Circles of English**:

INNER CIRCLE:

It includes UK, US, Australia, New Zealand, Ireland Anglophone, Canada, South Africa & some Caribbean countries where English is used as a primary language. This is **norm providing section** i.e. English Language norms take root. It includes the first Diaspora.



OUTER CIRCLE

It is the second Diaspora of English users which include Asia and Africa with countries like India, Nigeria, Bangladesh, Pakistan, Malaysia, Tanzania, Kenya, Non Anglophone South Africa, Philippines etc. Their legacy of English is the imperial aspiration of Great Britain. This is the **norm developing section** as new facets were added to the traditional English of Inner Circle.

EXPANDING CIRCLE:

It include countries where English plays no historical or government role but is used as a medium of international communication i.e the emergence of English as lingua franca. They are China, Russia, Japan, most of Europe, Korea, Egypt, Indonesia etc. Here English is employed for specific purpose i.e. for trade and commerce. This is '**norm dependent section**' as it relies on the standards set by native speakers of the inner circle of Braj Kachru.

GEOGRAPHICAL DISTRIBUTION OF ENGLISH:

According to geographical distribution, English is spoken in all five continents.

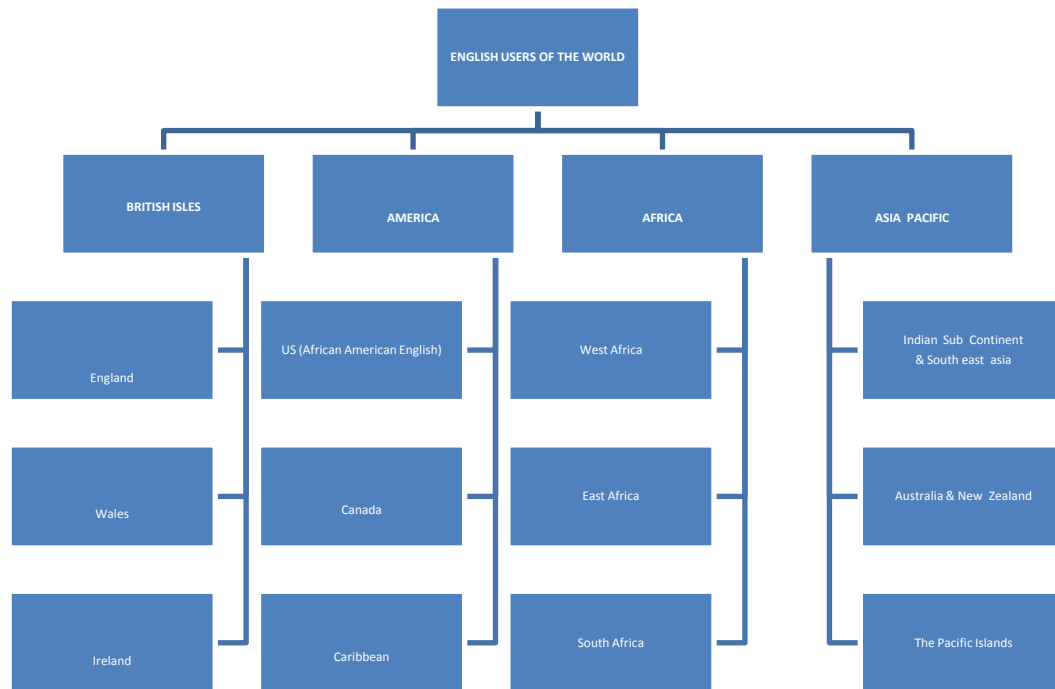


Figure 3 Distribution of English across continents

The main groups are:

- **Britain**
- **America**
- **Extra Territorial Varieties**

Both Britain and America has a standard form of English which is used as yardstick for comparing other varieties of English. It is often said that Britain and

America are two nations divided by a common language. Both speak English but there seem more difference than similarity on either side of the Atlantic.

Britain

Received Pronunciation

In Britain the standard form of English is called Received Pronunciation. The phrase Received Pronunciation was coined in 1869 by the Linguist A.J. Ellis but it became a term used to describe the social elite of U.K after Daniel Jones adopted it in 'English Pronouncing Dictionary' in 1924 (A. Robinson). It refers to the pronunciation of English which is accepted i.e. received in English society.

BBC English

A pronunciation of British English based on the speech of Upper class of South Eastern England formerly used as a Broadcast standard in British media.

Oxford English

The dialect of English spoken at Oxford University which is generally considered as affected and pretentious.

Queen's English (formerly King's English)

It refers to grammatically correct and coherent written expressions in the English language. It does not refer to a specific accent, intonation or regional variation of the spoken language.

America

General American

It is also known as standard American English and is not restricted to US but includes Canadian speakers of English as well. It is spoken by Americans in the

North East and South. It is widely used in American films, TV series, national news and American radio broadcasts.

Southern

It is a group of dialects of the English language spoken in the Southern region of US. The characteristic English of this area is found typically among the African American Sections of the Community and has more in common with the various Anglophone Caribbean Islands.

Extra Territorial Varieties

Varieties which are spoken outside Britain and America e.g. Australian, New Zealand and Caribbean. These have maintained a relative standard during the course of time probably due to colonial lag as compared to British form of English.

Is English a Global Language?

As discussed in the previous section, English broke the confines of Europe to venture into the rest of the continents, where it mingled with the native language to acquire different dimensions thus leading to varieties. So the question now arises:

Has English become a global language??

- English is the working language of Asian Trade group, ASEAN and Oil Exporting Organization OPEC (Kirkpatrick, Journal of Multilingual and Multicultural dev.)
- It is the official language of European Central Bank even though the bank is located in Germany and Britain is not a member of Euro zone.

- Switzerland has 3 official language (German, French and Italian) and *Romansh* in limited circumstances but routinely markets itself in English in order to establish lucid communication.
- It is the lingua franca of the world in Business, Science, Aviation, Computing, Education and Politics.
- 90% of International airlines use English as their language of choice called **Air Speak**, e.g. an Italian air pilot flying an Italian plane into an Italian Airport contacts ground control in English (aviation-est.com).
- International Maritime communications called **sea speaks** operate in English (oceanservice.noaa.gov).
- Two third of all the scientific papers are published in English. Science Citation Index reports that as many as 95% of its articles were written in English though only 50% came from authors of English speaking countries (the atlantic.com).
- 50% of World News papers are in English. 75% of world mail correspondence is in English (Reliable figures are hard to establish).
- 70 – 80% of content on Internet is English though only 35% of Internet users are English speakers in the traditional sense.
- International Joint business ventures use English as their working language even if none of the members are officially English speaking. English is the language of international trade and industry. Commercial correspondence among different countries of the world is carried out in this language.
- The colossal repercussions of Brexit did not affect the position of English as it continues to be the official language of European Union. Among

three working languages of European Union, English dominates with 38% whereas French and German are 12% and 11% respectively. As European Union spends 1% of its annual budget on translation, removing English would be catastrophic to them financially (Morgan, Sam.euractiv).

- Chung Dong Young a former TV Anchor of South Korea campaigned for Presidential Polls by dangling the carrot of increasing the number of English teaching institutions so that young Koreans do not have to go abroad to learn English.
- Chilean Government wants its citizens to be bilingual i.e. proficient not only in Spanish but English as well.
- A 2012 article in 'English to-day' by Bolton & Graddol quoting a China Daily states that around 400 million people in China are learning English. There are 390.16 million people who learnt English as foreign language (Teflpedia 2013). Multinational companies like Airbus, Daimler – Chrysler, Fast Retailing, Nokia, Renault, Samsung, SAP, Technicolor and Microsoft in Beijing etc. are mandating English as the common Corporate language.

All these justify the supremacy of English language in the global scenario. According to David Crystal a language becomes global by the political and the economic clout those people carry. Historically it can be proved that Latin was global language due to the imperial powers of their military and due to the ecclesiastical authority of the Roman Catholic Church. Later English acquired global acceptance due to the might of the British Empire which spanned continents with its imperialistic aspirations. When Britain lost its global influence, there arose US leading the world creating new benchmarks.

Today China's growing economic and political clout cannot be undermined. So is Mandarin going to overpower English in the future?

Recently **Mark Zuckerberg** the **CEO of Face book** addressed students at Tsunghua University in Mandarin at Beijing.

Well this substantiates China's might, no doubt.

But in spite of all this English will reign supreme because the QWERTY keyboards in use are designed for Roman alphabets and cannot accommodate 2000+ Chinese characters. Mandarin has a pictorial script. A single word in Mandarin takes up different meaning when pronounced in varying pitches.

Thus the global language status of English is unparalleled and undisputed.

It is extremely difficult to give reliable number of English speakers/users in the world, because there is no agreement among linguists to the "minimum level of proficiency that can be counted as English speaking using or knowing".

Gnutzmann & Intemann (2005) state the following in "The introduction to their Seminal Volume on the globalization of English and their English Language Classroom".

Facing these uncertainties, it becomes obvious that counting speakers is nearly impossible and that all data available is largely if not exclusively based on estimates...if the numbers of speakers of English as a Native Language (ENL) is uncertain, then the estimates for speakers of English as a Second language (ESL) are even more so ...Estimating the number of speakers of English as a Foreign Language (EFL) cannot be anything more than a good guess.⁵

⁵ Gnutzmann and Intemann 2005:13 Quoted in Stellenbosch Papers in Linguistics, Vol. 38, 2008, 27-47 by Markus Bieswanger.

Estimates put the number of native speakers of English between 300 - 400 million (Viercek, Viercek and Ramisch 2002:240: Crystal 2003:65) of which 55 million in UK and 200 million in US and the non native speakers at a range from 700 million to more than 2 billion (Bieswanger and Becker 2008: 34).

Causes that led to the rise of English as Global Language

Aspirations of Britain

The imperialist aspirations of Britain brought Asia and Africa into its domain. They assimilated English into their culture. Consequently, the countries constituting the outer circle of Braj Kachru i.e. India, Pakistan, Singapore, Philippines, Ghana, Nigeria..... almost 50 countries use English as its official language. Other former British colonies or protectorates like Bahrain, Bangladesh, Burma almost 20 countries use English as an important language even if it lacks official status there.

Emergence of US as Super Power:

When the sun finally set on the British Empire at the end of World War II, US emerged as a Global Super Power and a cultural giant leading the way in Medical research, Technological innovation, Motion pictures and Rock 'n' roll (Rezendes).

US set bench mark for the world by establishing its supremacy in Economics, Military and Technological Power, Medical Research and the language in which it spelt its success story was English. A language becomes an international language for one chief reason; the political power of its people especially their military power (crystal 1997, 7).

Resultantly, English become the talisman for the rest of the world to hyperlink with the success of US.

Global Business

Global business is bridging the chasm between countries. The success story of *Coca Cola* actually began in 1926 after having catered America for four decades since 1886.

Companies go international to diversify for the following reasons:

1. To curtail their expenses.
2. To expand their customer base by generating more sales and revenue.
3. To move manufacturing plant to the source of resources.
4. To access alternate sources of labour.
5. To reduce company's exposure to possible economic instability of the mother country.

Subsequently ease of communication becomes mandatory for global business.

“If trade and tourism around the world are going to operate and a global economy function and a global culture flourish, a widely shared, reasonably accessible language is requisite” (*Stevenson*).

English today fills that slot.

Hiroshi Mikitani, the **CEO of RAKUTEN**, Japan's largest online marketplace in March 2010 declared English would be the company's official language of business knowing that this strategy would affect 7100 Japanese employees. Honda's CEO Takanobu Ito publicly asserted “It is stupid for a Japanese company to only use English in Japan when the workforce is mainly Japanese” but *Rakuten* – a cross between Amazon.com and ebay was on a growth spree. It acquired Price Minister.com in France, Buy.com and Free Cause in US, Play.com in UK, Tradoria in Germany and Kobo eBooks in Canada and established joint ventures with major companies in China, Indonesia, Taiwan, Thailand and Brazil.

Today the company continues to aggressively seek the best talent from around the globe as 50% of its employees can now adequately engage in internal communication in English and 25% communicate in English with partners and co-workers in foreign subsidiaries on a regular basis.

Honda Motor Company made English the official language of global meetings in April 2012. John Mendel Executive VP of Honda's US sales unit said, "Imagine the shock sent through the operation". The CEO stands up and says **"All decisions about global operations will be in English and oh! By the way, if you don't understand it, get an interpreter"**.

The said CEO is Takanobu Ito who was apprehensive about Hiroshi Mikitani's move in 2010. This language shift was employed by Nissan more than a decade ago. More and more multinational companies like Nokia, Renault, SAP, Technicolor etc. are mandating English as the common corporate language to script success stories and enter Forbes Magazine (Ohnsman, Honda adopts English as official language in Global meetings).

Internet Supremacy:

The www is a global communication system. "English language is now the operating standard for global communication (Economist). The internet was born in US as a Pentagon Research and development network which was later opened for public use. Internet and www got their roots in the US. Resultantly, 80% of all electronic information in computer and transferred via internet is in English) (Guardian, Rohde, & Economist Walker). This figure goes hand in hand with the fact that approximately 65% of internet host computers are in the US. The people of more than 100 countries in chat rooms discuss topics and communicate in English. From weather forecast, air and train fare, from stock market to school university result, from employment opportunities to banking – **Internet Access** is the decisive word. **Internet is indispensable today.**

Top Ten Internet Languages 2010

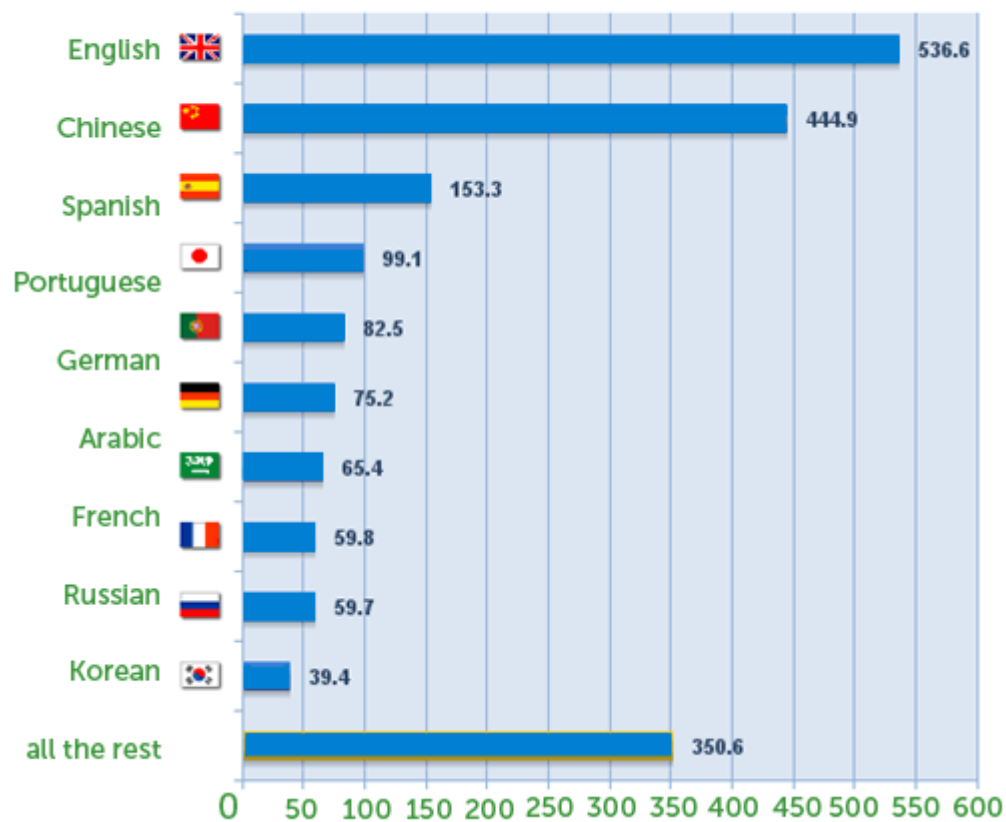


Figure 4 Top Ten Internet Languages

Estimated Internet users 1966514816 as on 30 June, 2010

Internet world stats; Mini Watts marketing group

English is necessary for living on the Internet (Korpela).

F.G French has rightly observed that “Anyone who can read English can keep in touch with the whole world without leaving his own house.”

The countries constituting the outer and expanding circle of Kachru are learning English with a fierce determination for enhancing their prospects through industrial, trade and technical growth; all by means of English. China, a key runner in global power status, has employed 100,000 native English teachers for teaching English (Forbes 2012). British Council report says that by 2020, two billion people will be studying English. Thus, English has moved from a marker of the elite in year past to a basic skill needed for the entire workforce in the same way that literacy has been transformed in the last two centuries from the elite privilege into a basic requirement for informal analyst (Doric Clerk, 2012).

In today's consumer driven society the world is a huge market where money of any denomination be it Dollar, Yen, Frank, Rupee etc. speaks and the language it is heard and understood is English. Thus to reap the monetary dividends the world is focusing on English for global business and this English is way different from what Shakespeare or Dickens developed. This English evolved for Global Business can be referred to as Business English which will form the highlight of the subsequent chapters as we define and isolate its attributes.

Conclusion:

The Chapter has outlined the context in which the focus of the research lies, the first section of the chapter highlighted the dynamism of English language which began as a **Germanic dialect** and subsequently assimilated the Viking, Latin and French influence. The imperialistic urges of British Empire compelled it to navigate to the nook and corner of globe where English fused with the native tongue and created indigenous varieties say "**Indian Standard English**", thus, corroborating the existence of the term "**World Englishes**"

The linguistic study of English in second section enlightened about the registers and styles in use and the marked changes in both of them to accommodate the demand of the changing times.

The third section expressed the global reach of English language by citing the reasons. As World War II gave US a mighty jump start into Super Powerdom and the later collapse of Soviet Union made it a Hyper Power that dominated every facet - be it finance (Wall Street), Technology (Silicon Valley), military or as First world trade profile, consequently, it became the bench mark for the rest of the world to strive for, using English as the medium. The Lingua Franca status of English made English the foremost language of trade and commerce. This has paved the way for '**Business English**'. As the thesis is a linguistic study of the communicative aspect of Business English, what constitutes Business English will be studied in detail in the forthcoming chapter. Also the features of Business

English would be further explored by studying '**Advertising English**' and '**Business process Outsourcing English**'.

References

- Ager, Simon. *The Influence of French on the English language*. Cactus.
15 Nov 2012. Web. 24 April, 2014.
- Almeida, Prakash, *The story of English in India*. English Foundation 2008.
Web. 12 Nov. 2014.
- Ahluwalia, S.P. *Development of education in India, 1947-1966*, Dept of
Education, Kurukshetra University, P. 65
- Aggarwal, J.C. *Landmark s in the History of Modern Indian Education*.
New Delhi: Vikas Publishing House. 1984.
- Arthur Berriedale Keith, Methuen London *A constitutional History of India*
1600-1935.1936,p.128.
- Baldrige, Jason. "Linguistic and social Characteristics of Indian English".
(2002). Print.
- Bashir, Aneesa. "English in India: An Historic Perspective" .IJELH 4.1 (2016)
2321 – 7065. Print.
- Bureau of Education. *Selections from Educational Records, Part I (1781-1839)*.
Edited by H. Sharp. Calcutta: Superintendent, Govt. Printing, 1920.
Reprint Delhi: National Archives of India, 1965, 107-117.
- Begum, Abida. "*Importance of English Language in India: Its Role in Present*
National and International set up"IJIMS1.10 (2014): 126-128. Print.
- Casimer, Rozario. *The origin of Officialese*. Challenge. Jan 2008. Web.
27 June, 2017.
- Crystal, David. *English as a Global Language* Cambridge University Press, 199.
Print.

- Christopher, Williams. "Changing with the Times: The evolution of Plain Language in the Legal Sphere." *Alicante Journal of English Studies* 28(2015):183-203.
- European discovery and the colonization of Australia. australia.gov.au.
Web. 24 April, 2014
- Evans, Stephen. "Macaulay's Minute Revisited: Colonial Language Policy in Nineteenth – Century India ". *Journal of Multilingual and Multicultural Development* 23.4 (2002).
- Fishu, Bill. *Why English not Mandarin is the language of innovation*. Harward Business Review 12 Jan. 2015. Web 23 July 2016. Business Insider. 2 May, 2012. Web. 30 Nov. 2016.
- Finkenstaedt, Thomas. Dieter Wolff (1973). *Ordered profusion; studies in dictionaries and the English lexicon*. C. Winter ISBN 3-533-02253-6 .
- Gopal, Sarvepalli. *The English Language in India since Independence and its future Role* – Twelfth Lecture n.p., 3 Nov 1988. Web. 4 July, 2014.
- Gregory, Michael. "Journal of Linguistics". 3.2 (1967):177-274. Print.
- Halliday, M.A.K. and Hason R. *Language Context and Text. Aspects of Language in a social Semiotic Perspective* Oxford. Oxford University Press.
- Johnson, Keith. *Shakespeare's English: A Practical Linguistic Guide*. Routledge 2014. Print.
- Joos, M. (1961). *The Five Clocks: A linguistic excursion into the five styles of English Usage*. New York: Harcourt, Brace and World.
- Kothari, D.S. Report of the Education Commission 1964-1966. Government of India, Ministry of Education.

Lang, Eugen Maurice(2005) Codification in the British Empire and American
lawbook Exchange Ltd.p.77

Lockwood. June “English Language Assessment for the Business Process
Outsourcing (BPO) Industry: Business Needs Meet Communication
Needs” English Language and Literature Studies 2.4(2012): 1925-4768.
Print

Marshall Daniel, The Presidencies of British India:Bengal, Bombay and Madras,
Anglo Indian project . Wordpress.com 2015 web 2017.

Mc Whorter, John. *Why learn Mandarin? China won't make you speak it?*
Newsweek. Web 24 June, 2014. 17 Jan 2011.

Michael, Elegant Variation. Daily Writing Tips n.d. Web 29 June 2017.

Morgan, S. English will remain an official language of the EU, Curative, 29
June, 2016. Web 5 Sept 2017.

Nielsen, Hans Frede. The Continental Backgrounds of English and its Insular
Development Until 1154. John Benjamin's Publishing, 1998. Print ..TH.

Rider,Erin. *The unusual style of E.E.Cummings* Prezi 1 April 2015 Web May
2016

Rosario, Casmir. *The origin of officialese Challenge*. Jan 2008. Web 27 June,
2017.

Senin, Anton. *How did English become a Lingua Franca*, n.p. 4 July 2011. Web
27 Oct 2014.

Strunk and White *The Elements of style*. Macmillan Publishing Co. Inc, 1972.
Print.

Swift, Dean. English Section: Gobbledegook & Officialese. General history.
8 April 2013. Web. 22 Feb 2014.

Sriprabha. M. "A study on Mother Tongue influence in English Communication".

International Journal of English Literature and Culture 3.11 (2015).

Tiersma Peter, *Legalese: the Origin of the English Language of the law. Legal Language* 2000. Web. 27 June, 2017.

Unovi, Ana. *Kachru Model "Three Circles of English" Varieties of English*, 7 Nov 2016. Web 12 March 2017.

Wolfram, Walt. *Social Varieties of American English*. In E. Finnegan and J.R Rockford. *Language in the USA: themes for the twenty first century*. Cambridge University Press.

Wright, S. *Language Policy and language planning: From Nationalism to Globalisation* Springer 2003. Print.

CHAPTER II

BusinessEnglish:

Establishing

Core Characteristics

CHAPTER II

Business English - Establishing Core Characteristics

As discussed in the First Chapter, English became the lingua franca of the world due to economic aspirations; thus giving rise to Business English. This chapter traces the genesis of Business English. It began with the proposition that English language teaching should be structured around the needs of the learner and the specific purpose that he has to cater. Further the chapter defines Business English and establishes its core characteristics supported by a case study. Besides the chapter will substantiate the other dimensions of Business English when employed in the domain of Advertising and Business Process Outsourcing.

English for Specific Purpose (ESP)

American Marschak (1965) in his 'Theory of Economics of language' said language possesses the nature of economics i.e. language is an unavoidable tool for economic activities. On the basis of this theory the development route of Business English can be summarized in the following manner. Business English is a necessary result brought by the demand of contemporary times, social needs and economic aspirations.

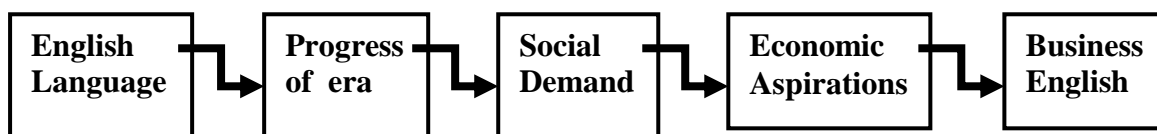


Figure 5 Path of development of Business English

Zhu, Wezhong. "A New Perspective of the concept and Development trend of Business English in Higher Education Institutions." International Education Studies 1-2(200 8).Print.

As such the study of Business English as a part of applied linguistics, is very popular among learners. In the west in mid 1990s linguists due to social and financial pressures focused research on the application of language in various contexts rather than on the regulation of language usage. Consequently ESP i.e. English for Specific Purpose came into being. Contemporary Business English originated as a subtext of ESP (Hutchinson & Waters, 1987 Ellis & Johnson 1994).

ESP is a movement based on the proposition that language teaching should be tailored to the specific learning and language use, needs of identified/groups of students (John & Price, Machado 2001). ESP is a special branch of learning appearing in the background of economic globalization and International trade. ESP is designed to meet the specific needs of learners as well as of the specific purpose. ESP is a goal directed effective and professional training curriculum (Carter & Numan 2001, Robinson 1991). The objectives and content of ESP is based on meeting the communicative needs of the learner in real life situations.

Historical Perspective of ESP

Stage I - Register Analysis

It evolved in 1960 and proposed that the particular language chosen depends on the content and the circumstances of the speaker (Nelson, 2000). Pickett said “the right words in right place” (1986a:5). As a result of this, it emphasized that the student be provided with key grammatical features and lexis which is best suited for the particular scenario.

Though Register analysis paved way for further research, it operated only at sentence level and said nothing about the wider features of the text that operated at inter sentential level. Also very little difference was observed between general and specific language.

Stage II - Discourse/Rhetorical Analysis:

It focused on the way in which sentence was linked together in a text to form a wider definition of the study of register. It studied the concept of Coherence i.e. the quality of being meaningful and unified (Cook 1989:4). It encouraged the learner to think in terms of use of a language for a purpose rather than in terms of practicing correct usage (Coffey 1984:5).

Genre Analysis

It was widely propagated by Swales. Genre comprises a class of communicative events the members of which share some set of communicative purpose. (Swales 1990:58). Genre Analysis places discourse into the communicative context within which it occurs and includes aspects such as culture and situation that earlier Discourse Analysis was unable to do. Hence Genre analysis is considered a very important development in ESP (Dudley –Evans & St John 1998:31).

Stage III - Needs Analysis

Since it was no longer enough to discover the specialist language of a given area, the learner's needs were to be taken into account. Wilkins said that language had the following functions:

- The purpose to which language is put
- And notions – concepts expressed by language.

This resulted in a search to find those situations where students would need language and subsequently an attempt to define the language needed in those situations. Stuart & Lee (1972) analyzed the target situational needs of ten different occupational groups. They classified listening & speaking (49%), listening (8%), listening & writing (3%), writing (17%), reading (19%) and speaking (4%). This resulted in focus on English for Academic Purpose (EAP) (Jordan & Mackay 1973). Munby in his 'Communicative syllabus design'

compiled taxonomy of target situations that student would potentially need to operate but the list was too long to practically implement. Also Munby listed limitations but they were not included in the model. The students were perceived in an ideal environment in a totally objective manner away from the subjectivity of real life and they did not participate in the process of model makeup. (Nelson 2000)

Stage IV- Skills and Strategies

In 1980 a broad development concentrated on language skills. During Register Analysis only reading and writing skills were taken into account but the 80's, it focused on listening & speaking skills as well. At the beginning of the 1990s, several teaching materials, especially in Business English, were published that concentrated on specific skills like giving presentations (Ellis & O'Driscoll, 1992, Kerridge 1988 & Powell, 1996), Business meetings (Goodale 1987; O'Driscoll & Pilbeam, 1987), negotiating (O'Connor Pilbara, & Scott Barrett 1992), socialising (Ellis, O'Driscoll, & Pilbeam, 1987) or telephoning (Bruce 1987). Moreover the analysis of needs then grew to cover not only individual skills but also the strategies that students need to complete work. The other approach that focuses on skills and strategies is the 'instrumental approach' which aims to teach language as a means of communication, in order to enable learners to carry out certain activities in the target language (Esteban & Canado, 2004: Jackson, 2002, 2004 : Howe, 1992a, 1992b). English for business is a good example as it aims to equip learners with the skill to operate effectively while conducting business.

Stage V - Learning centred approach

According to Hutchinson & Waters the previous approaches in ESP were confined to descriptions on language use whereas it should have been language learning. Thus it is a dynamic process where students are constantly consulted on the content (structure) of the course, an approach with the avowed aim of

maximizing the potential of the learning situation (Hutchinson & Walkies – (1987-77).

Stage VI - Eclectic approach

Dudley – Evans & St John 1998 considered ESP a multidisciplinary activity in which the uniqueness in the ESP teaching practice should be based on the insights of the researches of the disciplines or professions that ESP serves. They proposed a multi-disciplinary approach for ESP that has two main aspects – firstly ESP teachers must be willing to deal with other disciplines and secondly, they need to draw on the insights of researchers in other disciplines. A fairly new development within ESP is content-based instruction, or Content and Language Integrated Learning (CLIL) (Stoller 2004). This method aims to integrate language and subject-learning objectives.

ESP has the following characteristics:

Absolute characteristics

- ESP is designed to meet specific needs of the learner,
- ESP makes use of the underlying methodology and activities of the disciplines it serves.

ESP is centred on the language (grammar, lexis, register) skills, discourse and genres appropriate to these activities.

(Dudley-Evans & St John 1998:4-5).

Variable characteristics

- ESP may be related to or designed for specific disciplines.
- ESP may use in specific teaching situations - a different methodology from that of general English.

(Dudley-Evans & St John 1998:4-5).

A noticeable trend in ESP is that earlier it concentrated on English to further Science & Technology but in the 1990s Business English emerged as a major area of research. Currently Business English has become a very important means of communication in trade and commerce. Business English as a sub branch of ESP has achieved wide acceptability, growth and usage (Dudley-Evans & St John 1998:31).

BUSINESS ENGLISH:

Fierce competition forces companies to cater to foreign markets where language barrier can bring the entire operation to a stand still. Companies have multiple teams based in different locations as they resort to outsourcing where a common language can smoothen the global operation.

Nestle improved its global business and hiring process by introducing English as a common language (Simon & Simon 2017). Mergers and acquisition, already a precarious scenario is doomed to fail in the absence of a common language strategy.

According to **Harvard Business Review** around 1.75 billion people in the world speak English. So English undoubtedly facilitates trade and commerce at the global platform. As established in the previous chapter the bulk of people learning and communicating English are non native, predominantly for Business. Thus the lingua franca status of English developed English for global business which culminated in Business English.

Business English is a sub branch of ESP. ESP is a type of English language Training (ELT) which emerged in 1960s due to the realization that learners have special needs that General English could not fulfill. ESP in the later years completely focused on Business English researching on the learners' needs and the needs of the employer at professional level.

Business English has been defined in several ways linguistically. It is considered as a specialization with ELT as it is primarily concerned with English language learning and teaching for the specific purpose of Business. Business English is a variety of International English (Ferdo 2005). Business English evolved from BELF which is a neutral and shared communication code. It is neutral because it is not anybody's mother tongue and shared because it is used to conduct business in the global front. Business English is associated with a specific terminology. Business English is far more complex than ESP as it negotiates between the technicality of particular business and the general language of public:

...as business and commerce by definition an interface between the general public and the specialist producer, it must be a lot nearer to everyday language spoken by the general public than many other segments of ESP (Pickett 1986, 1).

Business English actually has two aspects one imposed by the relationship of the business world with the lay world while the other refers to the business intra world communications. Dudley Evans & St John (1998) indicated that Business English can be divided into Specialist English and General English. According to Pickett, Business English is a Register but the definition has to be broadened.

Pickett refers to two domains –

- Register as defined by subject matter i.e. special language entailed by the subject area.
- Register as defined by situation - i.e. by the special situation a speaker might find himself in.

Business English includes register but it is determined by two more subject matter:

- Governed by the business it deals - e.g. hospitality, pharmaceuticals etc.

- Language of business in general - e.g. order, discount etc. (Pickett 1986a:9)

“In other words the individual can switch his linguistic code to conform to his role just as a bi-lingual can shift language” (1986, 8). Pickett emphasizes that sociolinguistic factors play a major role in the production of business language. Pickett calls Business English as an *ergolect* – a work language (Pickett 1985:5). A mediating language between the technicalities of Business and the language of public (1989:6). He also coined the word *Poetics* which refers to the idea that business language is drawn from General English in order to create fresh meaning in a business context which can then flow back into general usage. Poetics resulted in *layering* of language i.e. words in business environment take on a different meaning.

Thus Business English is a specialist language as it is readily associated by its users with a special kind of language or a language variety. It accompanies a planned action between individuals or group of people and is designed to reach some goals (Careen Grygret 2015) it cannot exist without the help of General English.

Timeline of Business English:

The following time-line shows the approaches towards Business English over the period of time:

60s – 70s:

In the late 1960s and 70s Business English was perceived to differ from General English due to specialist vocabulary. Consequently focus was on lexis with comprehension questions, vocabulary exercises and repetition drills.

Business skills and application to real life situations was not generally focused upon. In this period the education of Business English mainly focused on teaching specialist vocabulary and terminology in specific business sectors (Cordeaux et al, 22I-Chen Chen & Hung – Chang Wu, 1998).

70s – 80s:

In this period the thrust was on enhancing student's skills in dealing with practical situations. Greater emphasis was on listening skills, and dialogue practice. The focus was on functional language in the context of general business situation like making appointments, business conferences etc. Cordeau et al emphasized that Business English courses should provide enough specialist content, develop good communication skills in business and general situations, notice cultural differences and develop the ability of cross cultural communication.

Late 80s – 90s:

The focus was on developing communication skills. The stress was on business Communication skills through the development of company training programmes which provide employees with opportunity to attend courses on presentation, negotiation etc to master business skills.

Business English is therefore, English used for business purposes in international and inter-cultural contexts as a common means of communication by the people who do not share a first language. Thus, it is a branch of ESP which specifically refers to the teaching of English to non-native speakers of English who need to learn to use the language, not for general purposes, but for a specific purpose of achieving business-oriented goals. As a result of this, it differs in the approach of reinforcing communication skills related to business for native speakers.

2.1 Semantic study of lexis/vocabulary of Business English

The importance of the command of business lexis for business people had been known for centuries. Daniel Defoe in 1726 while writing, “the complete English Tradesman”, stated the importance of Business language in the following manner:

“I therefore recommend it to every young tradesman to take all occasions to converse with mechanics of every kind and to learn the particular language of their business; not the names of their tools only for every trade has its nostrums, and its little made word, which they very often pride themselves in, and which yet are useful to them on some occasion or other” (Defoe 1726/1987: 25-26).

Defoe’s writing may be unfamiliar to the modern reader but his insight about business is relevant even today. He emphasized that there is a language of business that is separate and specific from that of General English. As he says:

“If you come to deal with a tradesman or handicraft man and talk his own language to him, he presently supposes you understand his business; that you know what you have come about that you have judgment in his goods or on his art and cannot easily be imposed upon he treats you like a man that is not to be cheated” (Defoe 1726/1987:26).

Therefore to understand the lexis of business English, 25 e-mails were studied sent at management level. Most of the business correspondence is conducted through e-mails these days. The e-mails considered for the study are intradepartmental as well as company’s correspondence with its vendors covering a wide range of categories like event management, hospitality industry and routine transactions of a basic infrastructure company. Also business contracts and twitter updates of few companies was taken into account to study modern day business lexis.

Study of Emails

Business e-mail combines informal speech, formal written communication and instant delivery. Thus a linguistic economy is perceived. The linguistic traits are going to be studied in detail.

While conducting the semantic study of business lexis, following table has been added to facilitate interpretation. The table shows instances which deviated from standard rules of Grammar. These instances are addressed as anomalies in the table. The anomalies are:

Table 2

Anomalies observed in the E-mails

| | | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 | Total |
|----------------------------|----------------------------------|----|---|---|---|---|---|---|---|---|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|-----------|
| Punctuation | Omission | 1 | 1 | 1 | 1 | | | 3 | | | | | | 1 | | | | | | | | | 1 | 2 | | | 15 |
| | Unconventional | 4 | | | | | | | | | | | | | | | | | | | | | | | | | |
| Grammatical | Omission of Pronouns & articles. | 8 | 2 | 4 | | 1 | 2 | 1 | | 1 | | 1 | | 1 | 3 | | | | | 1 | 1 | | 2 | 4 | 1 | 1 | 34 |
| Typographical error | Spelling | 1 | | 1 | | | | | | | | | | | | | | 2 | | 1 | 1 | | | 1 | | | 5 |
| Case | Upper | | 2 | | | 1 | | | | 1 | | 1 | | | | | | 5 | | | | | | | | | 6 |
| | Lower | | | 1 | | | | | | | | | | | | | | 1 | | | | | | | | | |
| Abbreviation | Acronym | 3 | 3 | | | 2 | 1 | 2 | 1 | | | | | 4 | 2 | 18 | | | | | | | | | | | 18 |
| Total | | 17 | 8 | 7 | 1 | 4 | 3 | 6 | 1 | 2 | - | 2 | - | 6 | 5 | - | - | 8 | - | 2 | 2 | - | 3 | 7 | 1 | 1 | 62 |

Punctuation

15 cases were observed where punctuation was omitted
violating the rules of grammar.

4 instances of unconventional punctuation was registered.

Grammar

34 cases where pronouns and articles were missed.

Typographical error

7 spelling mistakes were observed.

Case

5 instances when capital letter was used instead of small.
Once small was used instead of capital letter

2.1.1 Space/Case/punctuation spelling:

In orthography and typography ‘case’ is the distinction between letters that are in capital letters and those that are in small letters. Use of lower case is encouraged in e-mails. Messages wholly in capitals are considered to be shouting usually.

Paul Luna, Director of Department of Typography and graphic communication at UK’s University of Reading says capital letters provide maximum visibility, When capital letters are used unnecessarily it looks like shouting because when someone shouts we are aware of the shout and not the nuance (Alice 2014).

Writers use capital letters to show anger in print (Robb ,2014).

Capital letters symbolize grandeur, pomposity as Roman Emperors had inscribed their heroic deeds in Capital letters. Capitalization was sparingly used and that too for emphasis in the considered corpus.

Punctuation

Omission

Comma was generally omitted to save time.

Unconventional punctuation

Samples

E-mail 1

The assumption is that as soon as the vendor delivers the new

pack, production will start immediately ... is that how it will happen? In my past experience, I've found the factory usually has stocks of old design material that has to be used up first.

E-mail 1

Also, hope the agency has worked out the 30 sec script
(...) do send that over. Am sure it will be a great launch...and
a way to get to the 33% growth that we are looking for ! In the above case
ellipsis (...) has been used to emphasize the point.

E-mail 1

Applicator and small contractor activation plan? Meets,
Contests etc? Is that being planned by the zonal team?

In the third case rather than writing “what about meets and contests”? Just the question mark serves the purpose. Thus punctuation is randomly used. Using too many questions together is considered offensive.

2.1.2 Grammatical Feature

Omission of Pronouns/Articles/prepositions

Sample.

E-mail 3.

Basis the approval on the script from chairman office and

Senior management, our on board creative agency M/s Lowe
Lintas has proposed two production houses to produce this new
television commercial (TVC) basis the film treatment.

‘On the basis’ is reduced to ‘basis’.

E-mail 1

Further to your below e-mail, we would like to inform you that
we will not be position to adjust 1 room with the complimentary room.

E-mail 2

Further to our conference call on the entire 360 launch plan for Birla
White Wall care on 13.06.2014

Here ‘in’ a position to be’ has been changed ‘to position to’ and ‘this is further’ is
reduced to ‘further’

E-mail 5

Kindly have a look and suggest.

Here ‘you’ is missing and the sentence is beginning with ‘kindly.’

In almost all the e-mails subject pronoun is omitted probably to save time. In
most of the e-mails ‘this is further’ is reduced to ‘**further.**’ The reduced sentences
are not that difficult to comprehend.

Vocabulary

Samples

E-mail 6

Currently the need of the hour is to transfer the amount of Rs. 2.35 crores to Zones so that the total zone allocation becomes 8 crores.

E-mail 12

As discussed we will be having negotiation meeting today at 4 P. M. with agency at 2nd floor for new campaign.

E-mail 20

Please find my **revert** as below in bold.

Business English has a specialist vocabulary which is not used much in day to day General English conversation. Word/phrases like ‘need of the hour’, ‘allocation’, ‘negotiation’, ‘appraise’, ‘summit’, ‘roll out’, ‘revert’, ‘dynamics’, ‘branding’ etc. are generously used.

2.1.3 Abbreviation

Communication is governed by time, spatial and social constraints. In the business world time is money and acronyms surely save time when used by people who can interpret it without any confusion. Moreover it lends them credibility and makes it look professional i.e. they seriously mean business. This manifests in the form of abbreviation and acronyms as observed in the considered e-mails.

Samples

E-mail 6

Prime importance right now is sale and its almost Q1 end.

Here 'Q1' is used for 'first quarter of a financial year'.

E-mail 8

For any clarification please contact our unit HR team.

HR' is used for 'Human Resource'.

E-mail 13

Today's PPM for wall care new campaign has been rescheduled at 4 P.M.with Mr. Puranmalka and all of us. PPM for 'Pre Production Meeting'.

Thus acronyms are profusely used in Business E-mails to save time.

2.1.4 Greetings/Closing – encode social information:

The presence or absence of greeting and closing vary. Greetings set the tone of the e-mail and affect the perception of the recipient. Thus cultural factors along with socio linguistic variables determine this usage. Status, social distance, gender has some influence on the presence / absence of e-mail greetings. The culture of the organization determines salutation. Generally greetings are used less in impersonal e-mails due to lack of time as greater volume of messages are received or due to an assumption that they are superfluous for professionals engaged in a common purpose. In all the e-mails considered greeting has not been observed. The first line itself stated the basic outline of the e-mail.

2.1.5 Sociolinguistic Orientation

The language used by business people display sensitivity to subject matter, the occasion, shared knowledge and social relation holding between companies and communication (Pickett 1986b:2). Language is a social product which varies with respect to gender, community, culture etc. As such while communicating one keeps in mind the social parameters and predetermines how to use language, what content to communicate etc.

2.1.6 Metaphoric load:

The language used in emails abounds in certain kinds of metaphors and idioms like ‘has worked out’, ‘need of the hour’, ‘breach of trust’, ‘slated tomorrow’, ‘becoming a signature in key area’, ‘designed to offer’, ‘shoot related parameters’ etc.

Study of Social media

In a world closely linked by internet, business is going online on the wheels of social Media. Social Media covers websites which facilitate social interaction. Most popular being Twitter, Face book, Instagram etc. Now days Social Media is used for brand building as it provides global exposure in a cost effective manner. To summarize the core features of Business English the focus of the study has been on Face book and Twitter.

Twitter: It is used to promote ongoing marketing campaigns, share curated content and handle customer service queries. Though twitter provides easy visibility and instant feedback it is a challenge to express the business proposition in 140 characters.

Face book: It has no word limit and campaign can be built in the form of a story. The USP is a colossal customer base i.e. 1936 million in

first quarter of 2017(statista.com).

Though videos and pictures are uploaded in the campaigns but the language used processes the idea into the catch line of the campaign. As a result the language used has a decisive role to play. So by focusing on the campaigns of few companies it has been tried to determine whether social media dilute English by slangs and acronyms while conducting business.

Tweets of some companies from their official page have been added here.

Rolls-RoyceMotorCars [Verified account](#) @rollsroycecars Jul 7
[#BlackBadge](#) lures with hypnotic power, a dark and distinctive halo forming around the Rolls-Royce emblem.

Rolls-RoyceMotorCars [Verified account](#) @rollsroycecars Jun 30
Bolder in Black, the Spirit of Ecstasy stands as dark as nightfall as she seeks adventure.

On observing the twitter pages of Rolls Royce it can be clearly established that it targets premium customers. Rolls Royce is not just a car it is a priceless possession. Therefore, the sense of luxury, the feel of legacy attached to it is reflected by each word of the tweet. Restraining to 140 characters the campaign is disclosed in flawless English governed by the rules of grammar and punctuation. Personal Pronouns are not used.

PepsiCo [Verified account](#) @PepsiCo Jul 11
[\\$PEP](#) Q2'17 CEO [@IndraNooyi](#) "We anticipated and prepared for many of the trends we are witnessing today."

PepsiCo [Verified account](#) @PepsiCo Jul 1
Where in the world can you find PepsiCo dairy products like cheese, sour cream, and kefir?

Levi's® [Verified account](#) @LEVIS Jul 2
Your phone will thank you. Shop our [#LevisCommuter](#) 511 jean, now with deeper pockets. > [.bit.ly/2tI9TPA](#)

The twitter pages of Pepsi Co. and Levi Strauss which target youngsters do not use slangs or acronyms. However exclamation mark is used in place of full stop. Samples of Official Face book pages of certain companies.

Rolls-Royce Motor Cars

7 July at 08:00 · 🌐

The night is only the beginning. Every road is an adventure, and every journey thrills. This is Dawn Black Badge. <http://bit.ly/2tQqGu7>

Levi Strauss & Co

5 hrs · 🌐

"I want to be buried in them" ... A love letter to Levi's cutoffs by UPROXX.

On scrutinizing Face book pages it can be stated that as it caters to a large number of people from varying sections of the society, English used is simple but grammatically correct and less formal in approach than twitter. Conscious use of weasel words and euphemisms is perceived.

On the basis of these social networking sites it can be concluded though customer is the king, pandering to his/her needs is the function of business, yet reputed companies do not compromise on language and grammar to lure customers.

Contract/ Blog

After studying the contract, blogs, press releases it has been observed that they follow formatted content. It is devoid of personal content. Innovation is not the key feature, but professional presentation of matter is the prime concern covering all pros and cons. All the terms/conditions of the contract are clearly stated without ambiguity in declarative sentences. Passive Voice is preferred.

Features of Business English

Though Business English uses ordinary English, but certain key business/sub business lexis is favoured more. Business English uses present tense to emphasize

an actual effective and principled mode. The sentences are always written strongly, going straight to the point and expressing the subject of the letter instead of making some long winded references to the correspondence received.

The key lexis of Business English is formatted, homogeneous, positive, shallow, dynamic and at the same time impersonal. The tone in general in business correspondence is courteous. Business English sidelines itself from lexis which predominantly is negative, emotional and controversial. Though Business English has no unique grammar but it has a tendency to use certain grammatical patterns more than others. Short clear sentences sometimes compromising on grammar are favoured to accommodate time constraints. Abbreviations are often used to save space and time. Also Business English displays limited meaning compared to general English. General English allows for all meanings of a given word to be used, whereas meanings expressed in the Business English environment are often found to be limited. Also the most common sense of words used in general English are often changed in the business English environment to form business specific use.

E.g. **launch**

General English: To set a boat or ship in water, to release a rocket,
to throw, to start .

Business English: An event to celebrate or introduce something new.

The analysis of Business English by the corpus study has shown it is more than general English embellished with certain specific terminology. Pickett states that a typical lexis is associated with Business English but it is not a separate entity as it is formed from General English only. Thus General English merges into Business English acquires new meanings and enters into new combinations (Pickett 1989:9). Though business English differed from general at all levels of analysis to some extent - lexically, semantically and even grammatically, yet the difference has been in relative terms. Accordingly, Business English is embedded

in large amounts in general English. Hence business lexis should be considered autonomous having its own idiosyncrasies and ways of doing things.

An attempt will be made to further explore the features of Business English by studying print English advertisements and the written communication in Business Process Outsourcing in the subsequent sections of this Chapter.

ADVERTISING ENGLISH

The linguistic features of Advertising are ascertained by focusing on 6 prints advertisements of Readers Digest. The advertisements will be studied from the aspects of graphology, lexis and syntax.

Advertising

The word ‘advertise’ originated from Latin ‘*advertere*’. *Ad* meaning ‘to or toward’ and *vertere* meaning ‘to turn’. Together it means to turn (one’s attention) to or towards (something). Advertise is linked to old French word ‘*advertir*’ means to take notice of something (kalyan city life blog).

Advertising is a form of communication intended to promote the sale of a product or service to influence public opinion, to gain political support, to advance a particular course or to elicit some other response desired by the advertiser (Encyclopedia, Britannica, 1980:103).

The American Marketing Association defines it as a “paid non personal communication” laying emphasis on promotion and visual as well as oral presentation of the sales message (Tyagi & Kumar 2004:3). As the advertiser pays the medium to deliver the message, he or she controls the message. Today advertisements are delivered through the media like newspapers, magazine, website, TV, Radio, Billboards, email etc. Other than the commercial purpose, advertising is used to awaken and enlighten the problem at large, for social causes

e.g. **‘Swatchhata Campaign’**. The patterns of styles of advertising have changed with times, but the core principle is to promote the awareness of the brand and to create memorability by establishing a connection.

1890s was about establishing brands. Advertisement was created using rhymes, repetition and parallelism. The advertisements were getting a grip in newspapers and magazines.

Parallelism

Using components in a sentence that is grammatically same or similar in construction, sound, meaning or meter.

E.g. Advertisement of Chase sapphire Card.

**She’ll thank you,
You’ll thank your points.**

Rhyme

E.g. Advertisement of Thomas Cook.

Don’t just book it. Thomas Cook it.

1920s created an image for consumption. Advertisements contained embedded narratives, mock conversations, associative language, metaphors etc.

Advertisements were spread through radio and comics.

Metaphor

E.g. Advertisement of Kellogs.

Eat a bowl of sunshine.

Assonance: Repetition of similar vowel sounds.

E.g. Advertisement of Cannon.

“See what we mean”

Repetition of ‘e’ sound.

From 1960s to the present, the target is the jaded customer. Therefore advertisements are made using comic, parodies, puns etc. which are promoted through TV, Internet etc.

Puns: Play of words.

E.g. Advertisement of TIME Magazine

“Get TIME, ahead of time

Time that is measured in minutes, seconds is a homonym of the brand name of the magazine.

Alliteration: Repetition of sound.

E.g. Advertisement of Toyota.

“Today, Tomorrow, Toyota”

Apostrophe: ‘A thing, a place, an abstract quality, an idea, a dead or absent person is addressed as if present and capable of understanding’ (Cuddon 1999:51).

E.g. Advertisement of Mac Donald.

‘I’ m lovin’ it.

E.g. Advertisement of Loreal

‘Because you’re worth it.

From time immemorial what the customer should perceive is induced in advertisement, as a result of this, efforts are made to connect with the customer using emotion and passion.

An advertisement consists of two parts –

Creative content

There is no second chance at making a good first impression. For the advertisement to really stand out of the crowd, the idea has to be really out of the box. It has to be something that makes the customer laugh while talking about it or at least makes the customer look at it.

Product content

As people are exposed to numerous advertisements daily, there is stiff competition in this field. Thus advertisers use various devices to arouse the desire of the public and to induce their action. To ascertain the stylistic features of advertising, six sample print advertisements have been selected from reader's digest. These samples will be described and analyzed with respect to stylistic studies i.e. from the aspect of graphology, lexis and syntax in the forthcoming section. The sample print advertisements are:

| | |
|-----------------|----------------------|
| Sample 1 | Maruti Suzuki car. |
| Sample 2 | Tulsi green tea. |
| Sample 3 | Mercedes Benz. |
| Sample 4 | Nikon. |
| Sample 5 | Vaseline cocoa glow. |
| Sample 6 | Real fruit Juice. |

2.2 Linguistic Study of Print Advertisements

The systematic description of linguistic features of the text is attained from the study of phonology, graphology, lexis and grammar. Phonology is omitted in this case, as the samples are print advertisements.

2.2.1 Graphological level

Stylistic analysis at graphological level deals with the following:

Use of capital letters

Paragraphing

Typography

Layout of text.

Punctuation

These are used to create greater impact. Among these aspects the use of punctuation will be discussed.

The use of Full Stops

Generous use of full stops is a particular writing feature in English advertising.

Sample 1 (Maruti Suzuki Advertisement).

We made all distances smaller. To make our country Bigger, Lucknow or
Lonawala, Madurai or Meerut, Shillong or Surat, Maruti Suzuki gave
every Indian family the power to drive to every corner of India. In safety
and comfort. To claim every lane, every tree and every world as their
own, however far from home they may be. Maruti Suzuki has given
commuters the families the power to discover our beautiful country. To
discuss however, different we are, how much the same we are -----

According to Grammatical Rules, the sentence should be written as follows:

We made all distances smaller to make our country bigger. Lucknow or Lonawala, Madurai or Meerut, Shillong or Surat, Maruti Suzuki gave every Indian family the power to drive to every corner of India in safety and comfort to claim every lane, every tree and every world as their own, however far from home they may be. Maruti Suzuki has given commuters the families the power to discover our beautiful country, to discuss, however different we are, how much the same we are.

But now the sentence contains 48 words which is quite longer than the ideal length 17 words (Cutts, 2008). Also the sentence becomes too long with 7 clauses. Thus the advertisers turn the clauses into sentences fragments by applying full stops. As a result the sentence structure becomes simple and easy for the customer to retain the information.

Use of dashes

Dashes are used to indicate parenthesis or to separate words from the main clauses putting more emphasis on them.

Sample 2 (Tulsi green Tea)

‘The Queen of Herbs – Tulsi has been revered in our country
for over 5000 years.

If comma was put the sentence structure would have been the following:

The Queen of Herbs, Tulsi has been revered in our country for over 5000 years.

In the advertisement dash makes Tulsi more eye catching as it has been separated from the main clause which describes it as superlative. The dash proclaims Tulsi as herb par excellence. The advertiser wants to sell tea by tempting the consumer with the benefits of Tulsi which in turn is linked to our heritage. The historical and cultural bond lends it credibility.

2.2.2 Lexical Level

Advertising English boasts a rich and colourful vocabulary.

The lexical features are -

Monosyllabic verbs

Weasel words

Favourable words

Personal pronouns

Compounds

Neologisms

Use of Monosyllabic Verbs

The principal aim of the advertisement is that it should be easily understood and retained by the customer. Consequently simple words (monosyllabic verbs) are emphasized.

Examples:

Ceat – Born tough.

Thumps up – taste the thunder.

Kingfisher - the king of good times.

In English short words are more familiar and therefore easily understood by the readers. These words are of Anglo-Saxon origin. They generate more emotion than their Latin equivalents and are more persuasive. Moreover they are simple and familiar words. So consumers can easily connect with them and retain them for long.

Use of Weasel words

These words evade from a forthright statement which could be embarrassing or intimidating. They are called weasel words. Weasel is a mammal that sucks the egg and leaves the shell. Similarly these words suck the sting out of the uncomfortable dialogue (Nordquist, 2014). The ultimate goal of an advertisement is to persuade readers to *buy* that product without categorically stating it. But *buy* has monetary connotation and as people associate it with unwilling outgoings, so buy is replaced by words like bring ,use, help etc .

Sample 3 Mercedes Benz.

Discover all the passion your heart has been aching for, the new GLA class. Don't rest till you **experience** the adventure.

Here buy is substituted by discover & experience making it a unique possession which is priceless.

Sample 4 Nikon.

So **go ahead** and **add** Nikon – speed your instincts.

Here buy is replaced by 'go-ahead' which steers the customers towards the product without making him/her realize that he/she is lured into it.

Use of favourable words

Positive modifiers or favourable adjectives are used to illustrate the function and nature of the product. Advertising language is marked by a wealth of adjective vocabulary (Leech 1966).

Sample – 4 Nikon

Capture images in high resolution with the instinct of agility embedded in the new light weight and more.

Instinct of agility is the speed with which it clicks.

Sample 5 - Vaseline Cocoa glow.

Wrap yourself in luscious Cocoa butter.....

Now look and feel soft and **gorgeously glowing**

Favorable adjectives confirm the desirable qualities of the product and an affirmative attitude towards the product.

Usage of comparative and superlative degree

Advertisers use comparative and superlative degrees to indicate the excellent quality of their product. As it is illegal to discredit or unfairly attack other products, so they may not say A washes whiter than B but A washes whiter.

Sample 3 - Mercedes Benz

It is way ahead with best-in-class fuel efficiency.

Here the car is claimed to be the best in fuel efficiency without clearly stating to what extent it is better than its rivals.

Sample 6 - *Real* Fruit Juice

And our fruits experts ensures the thick pulpy lusciousness of the fruit is maintained to give you unmatched nutrition and taste of Real Guava.....

Again ‘unmatched’ is a vague word which proclaims its quality without establishing the degree of its goodness but at the same time it does not discredit other products in some way or the other. It does not openly compete with its rival brands.

Use of Personal pronouns

Advertisements profusely use ‘You’ and ‘We’ to bridge the gap between the advertiser and the reader by making the language warm and friendly.

Sample 5 - *Vaseline* Cocoa glow.

When your skin glows, **you** look and feel beautiful.

Sample 3 - Mercedes Benz.

Discover all the passion **your** heart has been **aching** for.

The Personal Pronouns ‘**you**’, ‘**your**’ convince the reader that the product was designed considering only his needs which will ultimately persuade the reader to purchase. These words create a sense of bond, an intimacy with the product.

Use of compounds:

English compounds are easy to form. A compound consisting of a number of simple words conveys unusual meaning and build reader's rich association. Moreover it helps to shorten slogans making the advertisement economical.

Sample 3 Mercedes Benz:

Its **off-road** comfort suspension with a ground - clearance of 183 mm.

The compound word 'off-road' means off the road and 'ground clearance' implies keeping the ground clear. It is far more compact than an attributive clause and makes it more effective.

The use of Neologisms:

Neologisms are of the type –

Coinage

Anagrammatic spelling

Borrowed words.

Coinage:

Affixes are often used to coin new verb like super, ex, ultra.

Sample 5 - Vaseline Cocoa glow.

This winter use 'Vaseline Cocoa glow' enriched with cocoa butter and **micro droplets** of petroleum jelly to keep your skin.....

Acronyms: SUV.

Sample 3 - Mercedes Benz

.... is also the only **SUV** in its class to offer a petrol engine.

Anagrammatic spelling

An anagram is a word or phrase formed by changing the order of letters in another word or phrase. (Dictionary.com)

E.g. triangle is an anagram of **integral**

Anagrammatic spelling is widely used in brand design.

Examples

| | | |
|--------------------|-------|----------|
| Quick (medicine) | ----- | quick |
| Kool-Aid (drink) | ----- | cool |
| Nuskina (cosmetic) | ----- | new skin |
| Wintek (radio) | ----- | win tech |
| Borrowed Words: | | |

In the considered corpus anagrammatic spelling was not observed. As many products are imported from other countries the advertiser use foreign words to make the products appear exotic and more appeal

2.2.3 Syntactic Level

As far as syntactic features are concerned the language in English advertising shows simplified structure. The sample print ads will be studied with respect to the use of sentence types - declarative, interrogative, imperative or exclamatory; simple or multiple sentences, major or minor sentence and short or long sentence.

Use of imperative & Interrogative sentence

It is observed that the sample advertisements basically use declarative commercials to convey features of the product without any confusion. But at the same time arresting the attention of the reader, is paramount which is achieved by using imperative and interrogative sentences.

Sample 5 - Vaseline Cocoa glow

Rediscover glowing skin with the goodness of colour.

Sample 3 - Mercedes Benz.

Always restless!

Sample 6 - Real Fruit Juice.

Drink the pink of health.

Besides imperative and interrogative sentences are frequently used as rhetoric devices which does not expect any answer and the advertiser answers the question himself. The advertisers want to establish the goodness of the product in the minds of the consumer who is confused with so many options available in the market. Hence they state it emphatically by using imperative sentences without sounding arrogant.

Use of short sentences:

Sentence length is an important criterion of the readability of the text. According to the research done by United Press International (UPI) and the Associated Press a text with an average sentence length of 8 words is regarded very easy to read, while an average length of 29 or more words is considered very difficult to read. The standard or ideal average is 17 words (Sanyal Indlish). It was found that that the sentence length in the sample advertisement was within the average length to retain the interest of the reader.

Samples:

Sample 1

We made all distances smaller - (5).

Maruti Suzuki has given commuters the families the power to discover our beautiful country. (14).

Sample 2

The Queen of Herbs – Tulsi has been revered in our country for over 5000 years - (15).

Sample 3

Discover all the passion your heart has been aching for, with the new GLA class - (15).

The list of the sample advertisements was analyzed and has been put in the following tabular form:

Table 3

Average Number Of words in Each Sentence of advertisement

| Sample Advertisements | Total number of words | Total number of sentences | Average length |
|--------------------------------|------------------------------|----------------------------------|-----------------------|
| 1. Maruti Suzuki advertisement | 132 | 11 | 12 |
| 2. Tulsi green Tea | 45 | 3 | 15 |
| 3. Mercedes Benz | 81 | 7 | 11.57 |
| 4. Nikon camera | 36 | 3 | 12 |
| 5. Vaseline Cocoa glow | 110 | 7 | 15.71 |

The length of sentences in the corpus comes in the fairly easy or standard length prescribed by the survey by Sanyal Indlsh.

Use of simple sentences

Another criterion which determines the readability of the text is whether the sentence is simple or multiple. A simple sentence consists of simple independent clause. Multiple sentences have more than one clause. More clauses create more ideas, thus, digressing from the main theme.

Use of minor sentence.

According to English grammar a clause should consist of a subject, a verb and an optional third element. Some sentences in advertising texts do not confirm to regular pattern of clause structure. These sentences are called minor sentence.

Sample 1

We made all distances smaller. To make our country Bigger, Luck now or Lonawala, Madurai or Meerut, Shillong or Surat, Maruti Suzuki gave every Indian family the power to drive to every corner of India. In safety and comfort. To claim every lane, every tree and every world as their own, however far from home they may be. Maruti Suzuki has given commuters the families the power to discover our beautiful country

Sometimes in Advertising English, complex sentences are needed to express the complicated logical meaning. To emphasize the meaning, the main clause of a complex sentence is separated from subordinate clauses by full stops. Such sentences or sentence fragments sound brisk and rhythmic. They arrest the attention of the reader.

Conclusion

At lexical level the advertisers arrest the attention of the consumer by using neologism, compound words etc. The impeccable quality of the product is promoted using vague words so that they do not bring legal tangles. In order to facilitate readability of the advertisement the vocabulary constituted of simple words, minor sentences with an average length of 17 words attained by using unconventional full stops. Memorability, an important factor of advertising is attained by using figures of speech like alliteration, metrical rhythm etc.

As advertisements aim to sell this was lexically achieved by using weasel words and syntactically by using imperative or declarative sentences.

G. Hughes calls advertising linguistic capitalism i.e. advertisers use a variety of devices digressing from conventions of grammar to hold the attention of the consumer. The linguistic study of the corpus broadly agrees with Hughes's line of thought as it has been observed in these advertisements they adhere to a basic

scheme of linguistic patterns and features so that the message is not lost in creativity.

Moving on from advertising English, the English used for written communication in BPOs is going to be studied in the next section.

BUSINESS PROCESS OUTSOURCING

One of the growing demands of English in India is the IT BPO sector, which has grown into a world leading industry in less than 20 years. This sector provides many well paid jobs, thus causing social mobility. However these jobs are available to only those people who can speak English fluently.

BPO is a subset of outsourcing that involves contracting of operations and responsibilities of a specific business purpose to a third party service provider.

Initially this was associated with firms like coca cola which outsourced large segments of its supply chain (Kimmel). Thus a BPO service provider usually administers and manages a particular business process for another company. India and Philippines are popular haunts for Business process outsourcing as most companies in UK and US outsource IT related business processes to Indian service providers.

Outsourcing is of two types:

Back Office Outsourcing: It includes internal business functions such as human resource or finance or accounting.

Front Office Outsourcing: It includes customer related services such as contact centre services.(Kimmel)

The business processes are generally information technology based and is referred to as ITES (Information Technology Enabled Services). BPO Industry has a giant presence in Asia especially India and Philippines.

The reasons for its presence in India are.

- Cheap labour cost:.
- Due to a business perception that the levels of English in India is good due to our colonial past. In India and other post colonial countries, elite education in schools and colleges involves a good command over English. Thus a huge talent pool of skilled English speaking professionals is available.
- India's unique geographic location and investor friendly tax structure.

Spoken English language communication is a core commodity for successful call handling and customer care in call centers. This quality of this commodity

remains undisputed onshore, where call centres employees are native speakers or first language speakers of English. It becomes a major challenge in clear communication with native speakers when Call Centre Employees are second language speakers of English because of accent, certain nuances, vocabulary etc. The linguistic and cultural challenges are realistic and a major bone of contention. India is a classic example for this. According to a study conducted by World bank Philippines IT- BPO sector has the potential to export revenue of 55 billion US Dollars by 2020 (Asean Up). Since 2004 Philippines has tripled its global market share of BPO business from 4% to 12.3% in 2014. It is estimated to rise by 19% by 2020 (Oxford Business Group). Thus Philippines has pushed India to second place. The major cause is Filipinos speak with a neutral accent compared to Indians. Also, Philippines was a colony of US, so it has cultural proximity to US so they can clearly communicate with them. BPO industry consolidated its stand in Philippines with the 1995 establishment of special Economic Zone offering tax incentives and low rates on leases to call centers (Asean Up). Moreover, infrastructure support by Indian Government is lacking and also Indians generally prefer a secure day job compared to a BPO job.

BPOs offer two types of job profiles:

Voice Process.

Non Voice Process.

Since the research concentrates on written communication the focus will be Non Voice Process BPOs.

Non Voice Process BPOs:

They focus on providing technical support via e-mails or live chats. E-mails are used to handle client queries and complaints as they are a permanent record which can be accessed any time with the help of an e-mail account. E-mails make the

correspondence look formal and professional and provide immediate feed back. E-mails should be carefully drafted as they reflect the image of the company.

Following things are kept in mind while responding:

- Prompt response to be provided, as time is money.
- Review the e-mail ensuring that all the points have been covered to build a credible image.
- Customer queries are handled in a professional yet conversational tone avoiding jargon.
- As the impact of the e-mail can be far reaching, special measures like spell check or editing is undertaken to ensure, error free correspondence.
- Concise and clear answers are written separated by paragraphs.
- Greetings and closing and subject line are mandatory so that the customer may easily identify the mail in his inbox and attend to it as per his convenience.

Live Chat Sessions:

They are means of providing technical support. Precise and simple questions are used to locate the issue. The IT sector jargon consists of terms related to Computer Science which the general public may not be well versed with. Hence, Jargon is avoided and issues are sorted in simple language while dealing with customers.

Chat solutions also offer dictionaries to avoid typographical errors and spelling mistakes. Predetermined answers to common questions are called Canned Response. Canned Responses are encouraged as they provide succinct answers to questions keeping the client satisfied.

Features of English used for written communication in BPOs

The approach to language depends on type of English used in the native English speaking country to which company outsources.

BPOs working for US based companies prefer US Spelling and vocabulary. They generally avoid writing two vowels together.

E.g. favor - favour
 labor - labour

Communication is formal and direct and extensive courtesies and salutation are avoided. Subject/pronouns are used less.

American slangs and phrases are used to assimilate their lifestyle and mindset for better communication –

Some examples are –

Wash room for toilet

Work place for office

Cafeteria for canteen

CONCLUSION

With the growing demand for English to do business at the global front, a new mindset developed that learning and training of English needs to be structured around the needs of the learner and the functions that a particular work entails. This created ESP, a sub part of ELT which initially focused on science and later concentrated on English for global business i.e. Business English. The first section of the Chapter traced the historical perspective of ESP to introduce the origin of Business English. It defined Business English as the English taught in Non English speaking countries through courses that reiterate its commercial rather than its cultural or literary importance. It is the English used in Business Correspondence focusing on propriety, spelling, correctness and punctuality. Also the work done in Business English was reviewed by means of a time line. The chapter concentrated on the linguistic study of Business English rather than

its utilitarian aspect, so the attributes that set Business English apart from General English were identified by the semantic study of Business English through 25 E-mails.

Advertising is an inevitable part of business so that English used in Print Advertisements is specific and target oriented. Hence it is a different category of Business English. The stylistic features of 6 print advertisements were analyzed with respect to graphology, lexis, semantics and rhetorical devices.

The crucial point in advertising is Memorability. Advertisers try to nail this by creativity for which they often compromise conventions of grammar, spelling, punctuations etc. G.H. Leech calls it 'Linguistic Capitalism'. According to the discussion of the corpus study it can be concluded that advertisers use a considerable lot of devices for novelty and innovation but at the same time conform to a narrow linguistic pattern so that the message of the advertisement is not overwhelmed by creativity.

BPO is an industry which thrives on fluency of English. Consequently the English used in BPOs is another kind of Business English. The written Communication in Non Voice BPOs was studied to isolate its core characteristics.

The comprehensive study of Business English exploring its many facets leads to the question that, do they vary substantially in Indian Private and Public sector? Does the variation in them affect communication? The answer to these questions will be the focus of the next Chapter for which a case study of official correspondence in Private and Public Sector will be undertaken and the outcomes will be analyzed linguistically.

References

Aiwei, Shri “Advertisement as a writing style and strategies for its Translation”

Advertisement English testden. Web 22 March 2015.

Bocos, Musta, and Popescu, Theodora. “On the Teachability of Business Lexis”

CLIE(2008). Web.

Chetia. Barnali. “*Rhetorical Devices in English Advertisement*. International

Journal of Social Science and Humanity 5.11 (2015) Print.

Chaysin, Porntida. “*Analyzing the use of figures of speech in Print Advertising of*

Food Products from a Food Magazini” Diss. Language Institute,

Thammasat University. 2011.

Chun, Hui. “*English Advertising Language Features and Translation*”. Sino- US

English Teaching, 20.5(2013): 1539-8072.

Duboviciine, Tatjana, and Pavel Skorupa “*The Analysis of some stylistic Features*

of English Advertising Slogans”. Svetimosio Kalbos. 16.3(2014): 1392-

8600 Print.

Dudley-Evans, T.& St John, M. *Developments in ESP: A multidisciplinary*

approach. Cambridge: Cambridge University Press. 1998.

Eggins, Suzanne. *An introduction to systemic Functional Linguistics*.

Continuum, 1994. Print.

Grygiel, Marcin. Business English from a linguistic perspective.” English for

Specific Purpose World. 1.16(2015): 1682-3257.

Haonla, Liis. 21 Social Media marketing statistics you need to know in 2017,

Dream Grow n.d. Web 5 June 2017

Hutchinson, Tom & Waters, Alan. English For Specific Purposes: learning –

- Centered approach. Cambridge: Cambridge University Press. 1987
- Lockwood. June “English Language Assessment for the Business Process Outsourcing (BPO) Industry: Business Needs Meet Communication Needs” *English Language and Literature Studies* 2.4(2012): 1925-4768.Print.
- Linghong, Zhu. “The Linguistic Features of English Advertising” *Celea Journal* 29.1 (2006).
- Leech, G. *English in Advertising* London: Longman. 1966.
- Nelson, M “A corpus based study f the lexis of Business English and Business English Teaching Materials” Diss, U of Manchester, 2000. Print.
- Nandi, Srma, “The status of English in Indian Advertisement”. *IJECT* 4.1 (2013): 2230-9543
- Nordquist, Richard. What are weasel words? Thought Co. 14 Oct, 2014. Web: 28 June, 2017.
- Pierini, Francesco. *Definition and Main Features of Business English with a Special regard to Differences with the language of Economics*. Edipuglia. Web 12 Nov. 2016
- Robinson, Perri. Face Book vs Twitter Social Media Strategy difference- Meltwater. n.p. 27 April. 2015. Web: 3 Feb 2016.
- Simon and Simon*. The Benefits of using English in Business. 24 May 2017 .Web. 13 June, 2017.
- Trudgill, Peter. *A Glossary of Sociolinguistics*. Oxford; New York: Oxford University Press, 2003. Print.
- Yanxin, Jiang. “Study of Language Features of Business English”. C S Canada.

CHAPTER III

**Empirical study: BusinessEnglish
in use in
Indian Private and Public Sector.**

CHAPTER III

Empirical study: Business English in use in Indian Private and Public Sector.

The second chapter established Business English as General English which is formatted, homogeneous and positive and endowed with specific terminology by studying 'Advertising English' through print advertisements and by perusing BPO English. Now the question arises whether the broadly summarized Business English has different attributes in the private and public sector when taken in the Indian context. For this reason, the tone of communication in both Indian private and public sector will be the focus of this Chapter.

Now, private and public sector will be defined before comparing private and public sector correspondence, in terms of concreteness and abstractness.

Public sector

It is the part of the economy concerned with providing basic Government services. It includes services like military, police, public transit, education, Health-care etc. It includes services which benefit all sections of society rather than just the individual who uses the services. In this case study the Indian Public Sector considered is Indian Railways. The British ruled India for two hundred years which was a decisive period in world history. Renaissance saw radical thought process crushing dogmas, navigating momentous discoveries and inventions which culminated in Industrial Revolution. Britain was in the thick of all this action. In this period the world was actually discovered, industrialized and altered. Britain drove this transformation. Modern India is the legacy of what the British left us be it Cricket, Constitution, Bureaucracy, Parliamentary System, Complex Law Structure, Civil Services etc. The British created Indian Railways. They envisioned, planned, engineered and counseled Indians how to build it.

The political condition and economic trend of 19th century induced the British to construct the Railways.

The great trunk-line, running by the Malseje Ghaut in the direction of Nagpur, would be most direct which could possibly be selected to connect Bombay to Calcutta. Commercially, it would be best for the cotton of Berar, while for the first 120 miles from Bombay we would proceed in the immediate direction of the military stations of Ahmednuggur, Jaulna and Aurangabad.⁶

The extract of the letter written to Great Indian Peninsular Railway Company in London depicts the commercial and military purpose for which the Indian Railways was envisaged during the British rule.

India was both a market for British goods and a source of raw materials for their burgeoning factories. So, due to rapid industrialization there was pressure from Manchester and Lancashire textile mills for cotton from India. It became important to link hinterlands (the remote areas of a country away from the coasts or banks of major rivers) to ports like Madras, Cochin, Beypore and Mangalore etc. Moreover to govern India (then a vast, disconnected and diverse country) efficiently they needed things like mail from England, labourers, troops etc. to be moved around the country quickly. Thus, an extended Railway network was necessary to consolidate their power, to reach out to the remote areas and exploit the country to its maximum. Hence, British influence is visible in Indian

⁶ Thomas Williamson, revenue commissioner, Bombay – addressed to chairman of the Great Indian Peninsular Company in 1846 which build the first railway line between Bombay to Thane in April 1853. *Two Letters on the Advantages of Railway Communication in Western India*, Richard and John Taylor, London, 1846, p 10

Railways even today through operating laws, bureaucracy, paper work and of course speed (*Theevandi.2013*)

Business Communication in English began in the early 15th Century. Prior to that French or Latin was used. The British Government encouraged the use of English in business letters. Though they switched to English they retained the formality of Latin and French. With time they used words and expressions to avoid monotony. These stylistic choices were highly influenced by culture, time and region. Due to cultural lag, this phenomenon is retained to a certain extent in Indian Public Sector like Railways.

Private Sector

It is that part of the economy which is run by private individuals or groups usually as a means of enterprise for people and is not controlled by the state. The company considered for the case study is an Indian MNC, which is a global conglomerate.

Communication

Technological development in every area of business and commerce has imposed new demands for ever higher standard of clear, concise and understandable business communication. Letter/emails are an integral part of modern business world. They are written not only to inform but also to persuade the addressee about business issues and concerns. For an effective and accurate exchange of ideas a business writer uses words, phrases and sentences as concrete as possible because concrete writing is a reader friendly writing which is direct, vivid and easy to understand (Herta, Murphy 1977:43). So concreteness is the important aid for clarity because general statements make little impression upon the average mind. Concrete words create visual images which are easy to understand. On the other hand abstract messages contain ambiguous words and complex syntactic pattern which need further interpretation. If the message is loaded with

superfluous words and expressions, it often clouds the meaning. Concreteness in communication can be determined through lexical items, syntactic pattern, cohesive devices and rhetorical devices. Nouns, adjectives, articles are lexical

items which affect concreteness. Abstract nouns make communication vague. Adjectives too affect clarity. Definite article makes communication effective. A passage can be concrete grammatically if the components are methodically arranged within and between the sentences. This constitutes the syntactic pattern of the sentence. It can be determined by studying the voice used i.e. whether it is active or passive and also by the presence/absence of non defining relative clause. Message should be constructed in such a way that one idea flows into the other. There should be no abrupt shift from one idea to the other. Thus, to maintain unity of thoughts and ideas, coherent devices such as referencing, transitional words, enumeration and exemplification are used. Writing should be assertive and effective. This is contributed by Rhetoric devices. They make writing convincing and appealing. Thus lexical items, syntactic pattern, cohesive devices and rhetoric devices are compelling means of persuasion to bring about desired communication. As such, these will be the criteria to analyze the case study.

Research Method

The objective of the present study is to analyze the tone of communication in Indian Private Sector and Public sector correspondence and how it affects concreteness or consistency in communication. Moreover, it is intended to determine if any difference exists in the tone of communication of public and private sector. In order to carry out this exploratory study a corpus of business letters was collected from both the sectors. Ten letters from both Indian Railways and an Indian MNC was taken for detailed study.

The data was analyzed in following stages –

First the letters were studied to find out the frequency of lexical, Syntactic and rhetoric devices.

The finding was analyzed and criticized qualitatively with respect to concreteness and abstractness.

Assumption

As the Imperial Railway Project i.e. the present day Indian Railways was visualized by the British, financed entirely by British Private Investment Capitalists to completely manifest the sub continent (Satya, 2008). Hence, British influence is visible in Indian Railways even to-day through operating laws, bureaucracy, paper work and of course speed (Theevandi.2013). Therefore, it is assumed that the formal British correspondence of the Raj would be reflected to varying degree in present day railway correspondence which would make a difference to the tone of communication in public sector when compared with Private sector.

Data Analysis

As per the findings discussed by Herta Murphy 1997, Rudinow & Barey 2008, devices which turn the language concrete lexically are noun, determiners and adjectives, syntactic pattern could be judged better by studying the use of nominalization, passive voice and relative clause. The cohesion in writing can be examined by pursuing the extent of referencing, enumeration, exemplification and the use of transitional words. The impact in writing is provided by rhetorical devices which include repetition, parallelism and euphemism. Therefore the corpus was studied according to the above mentioned criteria of concreteness.

Prior to the data analysis, an overview of the distribution of concreteness is given by means of a table.

The table consists of broadly four groups-lexical items, grammatical patterns, cohesive devices and persuasive factors called rhetorical devices. All the samples are considered with reference to these criteria.

Table 4

Overview of the distribution of concreteness in communication in both the Sectors

| Sr. No. | Type of device | Private sector | Public sector |
|---------|---------------------------|----------------|---------------|
| | LEXICAL DEVICES | | |
| 1 | PROPER NOUN | 38 | 19 |
| 2. | COMMON NOUN | 106 | 58 |
| 3. | ABSTRACT NOUN | 69 | 58 |
| 4. | INDEFINITE ARTICLE | 17 | 13 |
| 5. | DEFINITE ARTICLE | 113 | 130 |
| 6. | ADJECTIVE OF QUANTITY | 3 | 15 |
| 7 | ADJECTIVE OF NUMBER | 28 | 14 |
| 8 | DEMONSTRATIVE ADJECTIVE | 18 | 8 |
| 9. | POSSESSIVE ADJECTIVE | 26 | 12 |
| | SYNTACTIC PATTERN | | |
| 10. | PASSIVE VOICE | 26 | 56 |
| 11. | RELATIVE CLAUSE | 6 | 11 |
| 12. | NOMINALIZATION | | |
| | COHESIVE DEVICES | | |
| 13 | REFERENCING | 4 | 5 |
| 14 | TRANSITIONAL WORDS | 18 | 40 |
| 15 | ENUMERATION | 8 | 33 |
| 16 | EXEMPLIFICATION | - | - |
| | RHETORICAL DEVICES | | |
| 17 | REPETITION | - | - |
| 18 | PARALLELISM | 1 | 1 |

| | | | |
|----|-----------|---|---|
| 19 | EUPHEMISM | 3 | 2 |
|----|-----------|---|---|

3.1 Lexical Devices

Nouns:

Noun, defined as the name of person place or thing, functions as a subject or indirect object in a sentence. Thus noun makes language concrete or abstract. Nouns are definite or proper when they carry a single meaning. They are abstract when they carry more than one meaning. All the nouns except Abstract noun contribute to concreteness in communication.

Table 5
Distribution of Nouns In Public & Private Correspondence

| Sr No | Types of Noun | Private | Public |
|-------|---------------|---------|--------|
| 1. | Proper Noun | 38 | 19 |
| 2. | Common Noun | 106 | 58 |
| 3. | Abstract Noun | 69 | 58 |

From the samples:

Private Sector

We would request you to return the rejected material to our **Taloja** Works on Freight to pay basis.

Public sector

The main reasons for less blocks in July 2015 have been the derailment in ET - KNW section branches in **Bhildi-Palampur** due to which large number of diverted trains were handled.

‘Taloja works’, ‘Bhildi – Palampur’ are proper nouns. They refer to a particular object or place. They do not carry more than one referent. They are easy to comprehend.

Increase price letter – Private sector:

All other price components namely packing, freight, excise duty, Sales Tax would remain unchanged.

‘Price components’, ‘rejected material’ can be inferred in more than one way. They make it difficult for the receiver to identify which type of component or material is the sentence concerned with. They are indefinite and less vivid. They lead to ambiguity to a certain extent.

Circular - private

All concerned should ensure its implementation with full accountability.

Public

We can keep national interest at the top of our agenda. Our country is facing resource crunch.

Loading performance - public

In addition the rail coefficient has also shown a significant decline.

‘Accountability,’ ‘national interest,’ ‘significant decline’ are abstract. These words do not have obvious relation to object or description in the world around us. They are difficult to comprehend. When we say or write words a corresponding image is formed in our mind. As abstract nouns do not have physical existence, the corresponding image is either not formed or varies from person to person. Therefore same word can have several interpretations which hampers fluid communication.

In the considered corpus, the number of abstract nouns is more in private correspondence but proper noun is almost double in number than public sector letters/emails. So, if abstract nouns correspond to vagueness in communication then proper nouns bring in concreteness. Consequently Public and private sector correspondence do not differ substantially with respect to concreteness on the basis of nouns.

Articles

Articles also play a decisive role in making language concrete or specific. Definite article **‘the’** makes noun specific and shows that the reader is familiar with the item/product while indefinite articles a/ an is used to generalize the thing or person, thus reducing its impact.

Table 6
Distribution of Articles in Public & Private Correspondence

| Sr. No. | Types of Article | Private | Public |
|---------|------------------|---------|--------|
| 1. | Indefinite | 17 | 13 |
| 2 | Definite | 65 | 130 |

Letter samples.

Private

The complaint has been investigated by the undersigned and found genuine.

Private

As per the revised organizational structure the above changes come into force w.e.f from 1st April 2015.

Private

It is the joint responsibility of IT & Administration to implement monitor and create awareness about guidelines provided in this SOP.

In the above examples both private and public sector correspondence use definite article '**the**' before common noun like '**complaint**', '**undersigned**', '**above changes**', '**revised organizational structure**' etc. which turns it into proper noun.

Private

Therefore it is requested to reconsider _____above referred plan and give acceptance so that matter is finalized.

In this sample 'the' is missing before above which turns the language less concrete.

All phrases with indefinite articles are generally interpreted as non specific and general in reference. Consequently indefinite articles (a/an) are used to generalize things.

Private

As **a** consequence of the external dynamics of the aluminum industry we have no choice but to increase our basic price for aluminum rolled products by Rs.4000/mt.

Public

You would appreciate that idling of empties is **a** national loss.

In the above cases indefinite article ‘**a**’ is used to generalize things or rather lessen the impact i.e. to shift the thrust from the less desired cause.

It can be concluded on the basis of the corpus study that definite article occupies more space than indefinite in both correspondence. Though Public sector uses more definite articles than private sector, it does not make them more concrete because they miss indefinite articles at certain places where they should have been used.

Adjective

Adjectives add to a noun /pronoun. The following types of adjectives make language concrete or abstract:

Concrete

Adjective of Number

Possessive adjective

Abstract

Adjective of quality

Table 7
Distribution of Adjective in Public & Private Correspondence

| Sr.No. | Types of Adjective. | Frequency in Private. | Frequency in public. |
|--------|---------------------|-----------------------|----------------------|
| 1. | Quantity | 3 | 15 |
| 2. | Numbers | 28 | 14 |
| 3. | Possessive | 18 | 8 |

| | | | |
|----|---------------|----|----|
| 4. | Demonstrative | 26 | 12 |
|----|---------------|----|----|

Samples

Private

This is in reference to **your letter** informing us about the rejection

Possessive adjective is pronoun like form. It is used with nouns to imply possession. Here '**your**' is the possessive adjective. Though it is close to personal pronoun, it is called adjective here as it modifies the noun.

Private

These rules have come into effect from 1st May 2012.

The demonstrative adjective '**these**' points out that the referents referred are nearby.

Public

In addition the rail coefficient has not shown a **significant** improvement.

Here '**significant**' is the adjective of quantity which means different thing to different people.

Public

All possible help from Railways is assured in this regard.

Words like all, several, many little etc are adjective of quantity and create a lot of ambiguity.

Public

A batch of **31** traffic apprentices is expected to be received shortly.

Here 31 is adjective of number which makes communication concrete.

It is very interesting to note that out of all the sub categories of adjective i.e. adjective of number, quantity, possessive & demonstrative adjective, only adjective of quantity causes lexical ambiguity and rest of them are used to make the language more vivid and concrete. From the corpus study it can be concluded that the ratio of numeral, possessive and demonstrative adjective is higher in Private than Public sector ,while the adjective of number is more in private than Public, therefore it can be said that private correspondence is more concrete than public when taken in reference with the lexical device-adjectives.

3.1 Rhetorical Devices

Rhetorical devices are used to cajole the reader or listener to consider a topic from a different perspective by dramatically arranging sentences to provoke a reaction that the writer wants. Note that although rhetorical devices may be used to evoke an [emotional](#) response in the audience, this is not their primary purpose.

The corpus contains many examples of rhetorical devices which are used to improve effectiveness, clarity and beauty of language. The following table shows the types of rhetorical devices with their frequency in the considered corpus.

Table 8

Distribution of Rhetorical devices in Public & Private Correspondence

| Sr. No. | Types of Rhetorical Devices. | Frequency in Private | Frequency in public |
|---------|------------------------------|----------------------|---------------------|
| 1. | Repetition | 1 | 1 |
| 2. | Parallelism | 1 | 1 |
| 3. | Euphemism | 3 | 2 |

Repetition

Linguistic Repetition is fundamental to verbal art and literature like day to day conversation. The repetition functions didactically, emotionally and expressively. It can be used for emphasis, clarification, and confirmation (Jaworski_Coupland & Galasinski 2002:30). The key aim in business world is to be able to influence others. Repetition is an effective persuasive tool when used strategically.

Samples

Private

Fresh excise **gate pass** issued by your concerned range office indicating correct value of duty and clearly mentioning on the **gate pass** removal of duty paid inputs under 57F(I)II.

Here '**gate pass**' has been repeated for emphasis and clarification.

Public

You would appreciate that idling of **empties** is a national loss. Based on the demand forecast **empties** are arranged from hinterland.

If empties was substituted with **it** in the second usage then the sentence would have become weak with the necessary impact missing.

Private

In view of the above it is clear that the **blocks** granted in 2015 is 24.4% more than the **blocks** granted in same period of last years.

If **blocks** were substituted with **chunks** or **segment** in the subsequent usage then the reader would think we are talking about 3 different things. So repetition keeps the thought consistent.

In 1920 Henry Fowler suggested elegant variation to avoid the monotony caused by extensive repetition. As per this rule writer should not use the same word twice in a paragraph (Michael, 2017). Elegant variation to a great extent can make an official business document look silly. At the same time indiscriminate repetition fails to create the desired impact. Hence a balance between the two is desired.

Repetition is clearly observed in both Private and Public sector. Thus, repeating the core thought acts as the bond which gives cohesion to that thought. It produces a nicely balanced flow, adds impact and consistency. Repetition makes the language, vivid and concrete and eliminates ambiguity.

Parallelism

The dictionary defines parallelism as the use of successive verbal constructions in poetry or prose which correspond in grammatical structure, sound, metre and meaning.

It is used to connect part of sentences of longer pieces by using the same structures or to build force through repetition (Moliken 2009:11). It is used in

business letters to make the message effective, readable and easy to remember. Increasing sentence variety adds interest to a piece of writing and makes the process of reading more enjoyable.

Parallelism means that each constituent of the group follows same grammatical plan.

E.g.

This would include activities for -
new retail expansion in the 120 markets **identified**.
motivating existing retail outlets to stock more and increase our share.
retail outlet visibility plan.

This example lacks parallelism as verbs with varying tenses have been used. This would have been easy to process if it was written using gerunds (same grammatical structure).

This should have been written as -

This would include activities for –
identifying new retail expansions in the 120 markets.
motivating existing retail outlets to stock more and increase our share.
showing retail outlet visibility plan

Further, consider this example –

Case I

Our services include –
Complete backup of all your systems.
Giving updates regularly

Case II

Our services include –

Complete system backups.

Regular updates.

The second case sounds better when we imagine both these lists on a brochure advertising a particular company because all the constituents have same grammatical structure.

Samples

Private

We thank you for your continuous **patronage and support** in the past and look forward to the same in the future.

Private

In terms of scheme upon coming into effect of the scheme all the **rights, title, interest** claims of INDAL in any leasehold properties.

Parallelism is observed in the construction. Hence, writer uses same abstract phrases which are comparatively easier to remember, but rather difficult to comprehend.

Public

It is observed that rakes **examined** in Kota Yard and dispatch of rakes is delayed as loco Pilot and Guard after taking charge of the load start the procedure of signing brake certificate.

Lack of parallelism is observed in the above mentioned sentence structure, as verb form of **examines** and noun form of **dispatch** has been used.

It should have been phrased as –

It is observed that **examination** of rakes in Kota Yard and **dispatch** of rakes is delayed as loco Pilot and Guard after taking charge of the load start the procedure of signing brake certificate.

Public

I would therefore request you **to kindly** look into the matter and arrange **to reduce** the terminal detention and also_____ improve the rail coefficient.

Here, Parallelism is observed in the two cases of the same sentence structure and it is missing in the third part of the sentence.

It should have been written as –

I would therefore request you **to kindly** look into the matter and arrange **to reduce** the terminal detention and **to improve** the rail coefficient.

By nature, we humans look for a pattern when we read and when that pattern is missing we have to make more efforts for comprehension. That is why parallelism is encouraged in professional writing. It also makes the sentence grammatically correct and lend aesthetics to it. As shown in the examples Private letters show parallelism and Public sectors do not show parallelism in certain instances.

Euphemism:

It is a figure of speech which uses mild or vague words to make something more positive. Euphemism is derived from Greek to mean *good word* or *good speech*. Things are labeled overtly positive in euphemism. It is liberally used in business communication to establish a good relation between purchases, supplier, stockiest

etc. Extreme positive usage can obscure, mislead or confuse (Rudmon & Barey – 2008:319).

Samples

Private

We thank you for your continuous patronage and support in the past and look forward to the same in future. As a consequence of external dynamics of the aluminum industry we have no choice but to increase the basic price...

The Private correspondence begins with a polite expression 'thank you' and then builds on the fact of increasing price which is a difficult subject to convey.

Unpalatable truth in commerce is delivered through euphemism. Euphemism are used as comfort words.

E.g. (without euphemism)

We hurled insults at each other.

(with euphemism)

We had a frank exchange of views.

Euphemism is used to disguise facts.

Using **downsizing** for **firing employees**, **under privileged** for **poor**.

Euphemisms add nuance and vagueness to [conversation](#) which is encouraging but at that same time it can sound pretentious as well as dishonest. Though in business it has its place but how well it is used justifies its actual need.

Response to complaint letter – Private

We **deeply** regret for the inconvenience caused to you on account of defective supply covered by our following invoices.

Though '**deeply regret**' understates the negative, but negative imagery still prevails.

Commercial circular – Waste disposal-Public

This **may please be acknowledged** and the instruction may be widely circulated to all concerned.

Positive imagery is more effective and concrete in this sample.

Private

We **appreciate the assurance** given by you. We are thankful to you for our meeting held on 15.07.2005 at your office.

Business aims at building relationships and expanding customer base. During this process uncomfortable truths too have to be delivered. Euphemism allows ways to meander from harsh truths to convey in such a manner that it is less offensive. Both private and public sector use euphemism and there does not seem to be much difference between the euphemism employed in the samples considered.

3.2 Syntactic Patterns

The word syntax is derived from the Greek word '***syntaxis***' which means arrangement(times of india.com). Therefore, syntactic pattern is associated with the rules and principles which define the structure of a sentence. A concrete sentence is one which carries only one meaning and does not lead to misinterpretation or ambiguity. It contains all the necessary grammatical units methodically arranged to avoid ambiguity. If any of the grammatical unit is missing then it causes misunderstanding. For example while using passive

voice generally ‘**by phrase**’ is omitted due to which the doer of the action is not realized by the reader. Concrete communication is affected by the use of nominalization, passive voice, relative clause etc.

Table 9
Study of Syntactic Pattern in Public & Private Correspondence

| Sr. No. | Type of sentences | Private | Public |
|----------------|--------------------------|----------------|---------------|
| 1. | Passive voice | 26 | 56 |
| 2. | Relative clause | 6 | 11 |

Nominalization

They are the noun form of action verbs.

E.g.

| | |
|------------|--------------|
| illustrate | illustration |
| react | reaction |

They make the sentence verbose. They increase the noun to verb ratio which is generally not encouraged in good Business writing. They make reading difficult because they make the word heavy due to which the reader has to pause to understand the meaning.

Samples

Public

In appreciation of the good work done by you a cash award of Rs 50/- is given to you along with this appreciation.

The sentence could have been made concise and the subject or doer could be highlighted and the spotlight could be shifted to verb in the following way.

We appreciate the good work done by you by giving a cash award of Rs. 50/-

Private

All concerned should ensure its implementation with full accountability, proper checks and control including following of SOP.

This could be changed to:

All concerned should implement it with full accountability, proper checks and control including following of SOP.

Here, the **responsibility shifts to the concerned people**. They have made the concerned people accountable without any long winding reference.

Public

We request you to kindly arrange **amendments** to the name of

.....

It is expected that future **allocation** of empties shall be as per the part loading.

In this sample **amend** and **allocate** as been changed to **amendment** and **allocation**.

Nominalization should be used prudently. They should be used to communicate common titles and things. They should be used at the end of a paragraph or a line of thought to provide closure to the sentence. Thus, in the corpus considered, Public sector correspondences abound in nominalization as compared to Private Sector correspondence. In this respect Private sector letters are clearly more concrete in communication.

Passive Voice

The choice of voice too can contribute towards concreteness in communication. Active voice emphasizes the person or object performing the action while passive voice focuses the object or person receiving the action. Passive voice sentences generally convey abstract and ambiguous information. It is generally used when focus is on what is being done to who is doing it, when doer is not of interest, to vary sentence structure and in some cases to deflect responsibility or conceal information.

Samples

Public

However, no guidelines for practical training have been issued by West Central Railway Jabalpur Headquarters (Letter of motivation).

Public

In appreciation of the good work done by you, a cash award of Rs.50/- is given to you along with this appreciation letter (letter of appreciation)

Here, by using passive voice the emphasis shifts to the reason of the prize and the prize money, rather than the awardee.

Private

The complaint **has been investigated by us** and found to be genuine.
(Letter of complaint)

By using the passive voice the doer becomes secondary to action. Hence the sales return by the company due to some discrepancy is undermined while the investigation of the complaint has been fore grounded.

Thus, in the above samples the doer of the action is not emphasized. The writer uses passive construction to obscure the identity of the doer of the action. Though Herta Murphy recommends business writers to use active voice to produce concreteness in their writing because they convey conviction and responsibility, passive voice too can be used for fluid communication when the doer of the action is unknown, irrelevant or obvious, doer is less important than the action or when the recipient is the main topic.

Passive voice is used

To make something less hostile:

Required safety equipments **have not been** provided to the shunting staff such as tri-colour torch and red and green HS flags.

If active voice is was used in the above case then the sentence would become a bit harsh.

You have not provided safety equipment to the shunting staff such as tri colour torch and red and green HS flags.

To avoid taking the blame:

Similarly, the detention of rakes for unloading has been 15.37 hours as against the allowed free time of 9 hours.

The above sentence in active voice would be:

Similarly, you have detained rakes for unloading for 15.37 hrs. as against the allowed free time of 9.00 hrs.

Here by using active voice the doer would be revealed which in turn could affect business relations.

Passive voice abounds more in public correspondence almost double when compared to private correspondence. Hence an all out active writing style would be just as difficult to read as an all out passive writing style; balancing the two perspectives is the key. Though effective writing recommends more active voice than passive voice.

Relative Clause:

It is a subordinate clause introduced by relative pronouns like that, who or which. There are two types of Relative Clauses:

Defining Relative Clause: Gives necessary information to understand the sentences.

E.g. The boy met with an accident.

Without further explanation it is not clear about which boy the speaker is talking about.

E.g. The boy **who stood first in class** met with an accident.

Relative clause clarifies about which boy the speaker is concerned with.

Hence, here “**who stood first in class**” is defining relative clause.

Non defining relative clause: It is abstract in nature because they do not identify a person, thing or object but give extra unnecessary information which do not add meaning but make the language abstract and rather difficult to comprehend.

E.g. Mahatma Gandhi was assassinated.

The sentence is clearly stated because we all know Mahatma Gandhi.

E.g. Mahatma Gandhi **who is the Father of the Nation** was assassinated.

Here the relative clause is non-defining because it is just providing extra information. The sentence was clear enough even without the clause.

Samples

Public

In all pantry cars big size plastic/refuse bins with proper cover preferably on **which need not be touched by hand** for opening should be placed at such locations so that it does not contaminate the food.

Public

It is again requested to advise the consignee code given to Chief Train Controller (CTNL), Kota after formation of West Central Railway **so that the same can be furnished in above requisition.**

Private

We wish to inform you **that a scheme of arrangement between** IAL Ltd. and Agrico Industries Ltd. and their respective shareholders and creditors have been proposed.

Private:

With these changes we are confident **that there will be great rigour and responsiveness** in the processes and system.

In the above samples the writer uses non defining relative clause which do not identify the items but give extra unnecessary information about antecedent.

Thus, ‘a scheme of arrangement,’ ‘that there will be great rigour and responsiveness’..... etc. are clauses which simply make the sentence verbose and disconcerting.

3.3 Cohesive Devices

Cohesion is how sentence and parts of sentence link together using words. They improve the logic and the flow of writing. They help the writer to bridge the gap between ideas and keep reader prepared for the next line of thought. Good business writing shows cohesion between different parts of the sentence, different sentences and different paragraphs.

Business communication aims at making writing concrete and vivid and for this several cohesive devices are put into use. The cohesive devices are the following:

Referencing

Transitional words

Conjunctions.

Enumerations

Exemplifications

There are the most preferred devices for concrete communication in this register in business letter (Schollon 2001, Herta Murphy 1997).

Referencing

Business letters or e-mails give the reference of a previous letter or e-mail to get straight to the point and draw the attention of the reader to the content’s essence.

Samples

Private

This is with **reference** to your letter informing us about the rejections

.....

Public

Ref: The office letter No. T/183/52 dt.26.8.96 and 13.3.92

Your letter No. MCL/RS/SVP/11139 dated 1.9.96

In reference to the above it was decided to provide

.....

It has been observed that the correspondence of the Indian Railways maintained a meticulous numbering process which specifies the serial order, the department and the date. Moreover the number of the new letter is mentioned above. The body of the letter begins by referring to the concerned letter. In correspondence of private sector serial number of letters are not visible and reference to any past letter is made by virtue of its content. When referencing is taken into account, letters of public sector contribute considerably to concreteness in communication compared to private sector.

Transitional Words and Conjunctions

These are words or phrases which help to improve the logic and flow of written English. They connect ideas and help the reader to make comparison and draw conclusion. They provide coherence to the written piece, help the writer to bridge the gap between ideas and help the reader to anticipate the writer's next move.

Samples

Public

It is **therefore** requested to look into the matter and take suitable steps for reducing the detention & increases the dispatches of Railways.

Private

With these changes we are confident **that** there will greater vigour & responsiveness in the process and systems.

In the first sample, transitional word '**therefore**' is used while in the second sample **that** has been used.

Public

In view of the above it is clear that the loading time has increased compared to last year.

In the public sector correspondence we come across words like '**however**', '**therefore**', '**in view of the above**', '**in addition**' etc. which lend a smooth transition and a beautiful flow to the written piece. Such transition words are glaringly missing in the considered corpora of private sector correspondence which would have added subtlety and aesthetics to the written piece.

Enumeration

Enumeration is used to show the order of pieces of information. They follow logical or time sequence or they can be used to move to the next piece of information (Prado Alonso, Jose Carlos 2009: 135). Enumeration includes cardinal numbers, adverbs etc.

Bullets have been used to segregate points in private correspondence rather than roman numerals or English alphabets as in the case of Railway correspondence. The difference in Private & Public correspondence with reference to enumeration is very little such that it can be ignored to determine the results.

Exemplification

It means to provide examples about something or some issue (Fondle, 1999: 32). In many cases examples are used to convince the reader of the idea discussed. An example gives credibility and body to the abstract thought. Exemplification has been used in business correspondence in the west for clarity of thoughts and to refer to ideas from past experience. The expressions 'for e.g. 'and 'as 'are cohesive markers and help the writer to draw the attention of the reader to the particular issue.

In the samples considered exemplification has not been observed.

Conclusion

The present chapter aims to study and compare Private & Public correspondence in India with respect to concreteness in communication. Letters were selected

from Indian Railways and a Multi National Conglomerate and the language of the correspondence was analyzed lexically and syntactically.

The lexical items which turn the language concrete like noun, adjective etc. are found in both letters. Out of the total nouns used in correspondence 32% and 42% are abstract in private sector and public sector respectively. Public and Private sector did not alter substantially in concreteness with respect to Nouns because both abstract and Proper Nouns were more in private correspondence than Public. Thus the concreteness encouraged by Proper Nouns is negated by the vagueness of Abstract nouns. Definite articles are used more in both the sectors though the use is 13% more in public sector according to the samples considered. Private sector correspondence displayed better use of adjective of number which lends more substance and consistence to communication. Comparatively, the use of adjective of quantity was more in public sector correspondence which adds

vagueness to communication. Lexically private sector is more concrete in communication compared to public sector.

Syntactic patterns include passive voice, relative clauses and nominalization which turn the language abstract. They generate ambiguity. The use of passive voice is 53% more in public sector correspondence from private sector. Private sector by nature encourages more accountability and prompt action. Consequently more active voice is perceived where the doer of the action is clearly stated. Relative clause is used 45% more in public sector. More use of nominalization was found in public sector correspondence. These syntactic patterns increase add inconsistency to communication. They were found to be explicitly more in Public sector correspondence.

Cohesive devices include referencing, transitional word etc. which make the language concrete. Both private and public begin their emails with reference to previous correspondence. Public sector is more thorough in its referencing mentioning the date, number and department. Public Sector correspondence is more cohesive as it uses 55% more transitional words and displays a better sequential order. Rhetorical devices are generally considered as effective tools for concrete communications. Rhetorical devices are not much in use in either of the correspondences taken into account.

The assumption that the railway correspondence would bear the formal communication of the Raj is validated. It has been seen that the considered corpus of Railway communication conforms to a pattern governed by the establishment manual. Two Specimens of formal communication prescribed by the Government in twentieth century has been attached here which is reflected in the considered corpus especially in respect to passive voice, referencing and the use of transition words and nominalization.

SPECIMEN – 1:

APPENDI X 10 (Contd.,)

{ Vide Para 70 (7) }

(6) Express letter

GOVT OF INDIA (B HARAT SARKAR)

This pattern provided by the Government in the 1990s is inspired by the correspondence of the British rule.

| | |
|--|--|
| GOVERNMENT OF INDIA (BHARAT SARKAR) | |
| MINISTRY OF RAILWAY (RAIL MANTRALAYA) | |
| (RAILWAY BOARD) | |
| No. | New Delhi, the |
| OFFICE MEMORANDUM | |
| Subject: | |
| Reference this Ministry's O.M. No.....dated..... | |
| 1. | Doubts have been expressed whether the provision ofalso apply to It is hereby certified that..... |

Thus there doesn't seem to be a major difference in business communication in Indian Private and Public Sector. Both correspondence lack concreteness in

communication to a large extent, though private correspondence seems to be a bit more concrete lexically while public sector is more cohesive in its correspondence.

This case study indicates towards the presence of impediments in fluid communication in official correspondence when business English is used, which will be explored in detail in the forthcoming chapter.

References

- Ali. Akbar “Concreteness in Business Letters: a Corpus – based Analysis of British and Pakistani English. Diss Dalarna University 2010.
- Cuddon, J.A 1998 Dictionary Of Literary Terms & Literary theory . Penguin reference London England .
- H.W .Fowler, Miscellaneous Uses and abuses Of the relative . 14 March 2010 . web 2016
- Jaworski, Adam & Coupland, Nikolas Darius Galasinski, Metalanguage : Social and Ideological division Of Walter De Gruyter GmbH Company , Berlin .Print 2002.
- Taylor, John& Richard and ‘*Two Letters on the Advantages of Railway Communication in Western India*’, London, 1846, p 10
- Zakrzewski, Kamil. *The Role of English in Business and Trade*. Academia.
- Dietrich, heidrun.1994 *Relative clauses with relative pronouns*
- Thomas Harvey A practical Grammar of the English Language for the use of

schools of Every grade. Van Antwerp, Bragg & Co. New York . USA.

Taylor John and Richard Two *Letters on the Advantages of Railway*

Communication in Western India ', London, 1846, p 10

CHAPTER IV

Business English and Communication Constraints:

CHAPTER IV

Business English and Communication Constraints:

The third Chapter compared the correspondence of Public and Private sector to ascertain the difference in the tone of their communication and noticed variations. As a result the next line of thought that emerges is ‘**Do these variations affect communication?**’ What are the other such factors which impede fluid communication? How to minimize them?

Henceforth, the bottlenecks of fluid communication will be the prime focus of this chapter. Later a module will be designed to facilitate fluid communication by removing the identified impediments. Continuing with this approach, this chapter will explore the factors which contribute to fluid communication. Also, the impediments in fluid communication due to Business English will be discussed and a module will be designed to facilitate better communication through Business English.

As the whole chapter revolves around communication, the first question arises, what exactly is communication?

What is communication?

Etymologically communication is derived from Latin words ‘*communis*’ and ‘*communicare*’. ‘*Communis*’ means to make common and ‘*communicare*’ means to share (Minakshi Prasad Mishra, English Communication skills) Thus, it is the art of sharing or making common the intended meaning to another identity, by the use of mutually understood signs. It is a dynamic interactive process, that involves the effective transmission of facts, ideas, thoughts, feelings and values through speech, signal, writing or behavior.

Communication Process

The eight elements of communication have been explained by means of the following table:

Table 10

Eight Elements of Communication

| Elements | Definition | Written application |
|-------------------------------|---|---|
| 1. Source | He creates and communicates a message | Ravi writes an E-mail to Shankar. |
| 2. Receiver | He/She receives the message from the source. | Shankar reads Ravi's e-mail. |
| 3. Message | It is the stimulus produced by the source for the receiver. | Ravi's e-mail asks Shankar to participate in a conference call at 4.15.pm |
| 4. Channel | It is the way a message travels between source and receiver. | The channel is E-mail. |
| 5. Feedback | The response of the receiver. | Shankar replies with an e-mail saying yes. |
| 6. Environment | It is the physical atmosphere where the communication occurs. | Shankar is at his desk when he receives Ravi's e-mail. |
| 7. Context | The context involves the psychological expectations of the source and receiver. | Shanker expects Ravi to dial and connect the call. Ravi expects Shankar to check his e-mail for the call-in information so that he can join the call. |
| 8. Interference/ Noise | Anything that blocks or distorts the communication process. | Shanker waits for a phone call from Ravi at 4.15, but he doesn't call. |

Based on style and purpose, communication can be classified into two:

Formal communication:

Certain rules conventions and principles are taken into account while communicating a message. Authority lines are needed in formal communication.

Informal communication:

It is casual talk to create social affinity. Slang words may be used.

Based on channel, communication is of following types:-

Oral communication:

Spoken words include face to face speech,
Telephonic conversation, Radio, TV, Voice over, internet etc.

Written Communication:

Written signs and symbols are used to **communicate**. Message via email, letter reports, memos, reports, bulletins, job description, employee manuals, emails are sent for internal communication. Emails, internet, websites, letters, proposals, fax, telegram, post card contract, advertisements, brochures, and news release are used to communicate with the external world.

Non verbal communication:

Transmission of messages by body language. It involves gestures, postures, eye contact, facial expression etc.

Communication is goal oriented. The purpose varies from social interaction to governance. It is an important medium to achieve and acquire many personal and professional goals. One such communication is business or corporate communication.

Business/Corporate Communication

It is total communication activity generated by a company, body and institute to its public in order to achieve its planned objective. Thus it is communication used to promote a product, service or organization with the objective of making a sale. Business communication is a process which involves the transmission and accurate replication of ideas ensured by feedback for the purpose of eliciting actions which will accomplish organizational goals" (Bhatia 3). The whole gamut of activities internal and external aimed to create a favourable view among stake holders. It reflects the organization's work culture coupled with the external image it projects in the market. Therefore, it determines what is communicated by whom and at what level in the organization.

Communication drives the organization. Communication is needed for exchanging information, exchanging options, making plans proposal, reaching agreement, executing discussions, sending and fulfilling orders, conducting sales etc. The global environment forces us to think about communication issues against the backdrop of culture, technology and competition which perpetually raises legal and ethical concerns.

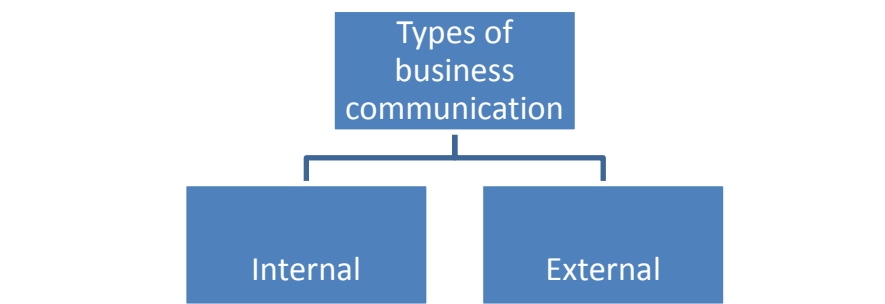


Figure 6: Types of Business Communication

- **Internal Communication**

It is within an organization. It may be formal or informal amongst employees, stake holders etc.

It is of three types:

Upward communication

Flow of information from Subordinates to superiors, from employees to management. Through upward communication, the staff members exchange information, offer ideas, expresses enthusiasm and provide feedback.

Downward communication

Information flowing from Management to the employees. It is used to transmit vital information, increase efficiency, announce decision, boost morale etc.

Horizontal/Literal communication

Communication among employees at the same level. Allotted tasks cannot be completed without team work i.e. horizontal communication.

- **External Communication**

Communication with people outside the company like vendors, customers, agencies, channels, partners, media, Government Industry bodies, Educational Institute and General Public. This increases sales volume, operational efficiency and fosters public credibility. It helps to achieve organizational goals and customer's goodwill.. It is of several types. Here, only the following two strategic types of external communication are being discussed:

Media Communication:

It is the most important element **to** build a brand to create awareness and to align with the target segment. Advertisement is the pivotal feature.

Crisis Communication:

While dealing with crisis the most important feature is time. If not coordinated with time, communication may backfire too. Time can vary the effect of the message on the target audience. The gesture is to create a sense of corporate responsibility.

Good Business communication is intertwined with the internal and external image of any organization's objective by informing, persuading and building good will with both the internal and external environment. When business is conducted at global level the communication process has to be structured around the dynamics of global trends, simultaneously incorporating the cultural constraints which if overlooked could be a Pandora's Box of troubles.

Means of Business Communication

Business communication has evolved considerably from typewriter. A host of new technologies are used to spread message among clients and customers. The effectiveness of clear and concise messaging remains a timeless mechanism for a growing customer base.

Websites

A website is a unique way to connect with people. It offers a platform to get in touch with national and international audience at minimum cost possible.

A website offers:

- Increased credibility.
- Permanent advertisement site available 24 x 7 whole year through.
- A business card for the organization.
- Better communications (why create a website, 2017).

Thus, it shares basic information like product, service lists and associated costs. Some even are used to host customer discussion forum views, documents and blogspots.

Email

It has replaced paper memos as the communication mode of choice. E-mail is used to communicate with customers as it is quick, reliable with the added feature to send attachments and /or links. Emails are cost effective.

Social Media:

Companies carefully use Face Book, Twitter, My Space, You tube, LinkedIn to engage consumers with the trusted circle of friends and family. Social Media is used to introduce the promotional campaigns of brands in a cost effective manner. It is used to enhance brand recognition, divert traffic to company's websites. It even provides market insights which is necessary to redirect strategies and handle queries of customers.

Twitter raises the profit of Business and reinforces the impact of marketing and builds brand awareness. Twitter has become a popular channel among CEOs because unlike blogs that require time to write, Twitter is quick with its 140 character limit.

Mr. Anand Mahindra the Chairman and Managing Director of Mahindra Group is one of the most influential business leaders on Twitter. His twitter handle @anand mahindra has more than a million followers.

According to him, twitter:

- Provides a real time general information network.
- Provides instantaneous customer feedback on all his group products and Services.

- Helps in spotting new trends.
- Helps to build personal and corporate branding through communication of the Mahindra philosophy and management style.
- Provides an opportunity for skip level interaction with Company Associates (Parikh 42).

LinkedIn is an online social networking website specifically designed for business. It is the largest professional network. It keeps business up to date as one stays in touch with colleagues of the same industry and can recruit bright young talent. It also boosts traffic to the company's website. E.g. A client explores 'X' profile in LinkedIn and leaves a recommendation praising his business. This activity will be noticed by search engines like Google etc. which will increase the site's rank.

Sponsorship & Philanthropy:

Marketing experts like Linda Mortonn suggests that people born from mid 1960s to late 1970s have less trust of mass media or direct advertising (Gilkin n.p). Therefore, Companies use philanthropy and sponsorship as a way of spreading social goodwill, and name recognition without engaging direct paid advertising.

CSR (Corporate Social Responsibility:

It is also called corporate conscience. It is a strong ethical base integrated into business model. It aims in building the good will of the brand, to earn the trust of share holders by positive public relations. Through CSR strategies are evolved to create a positive impact on environment, consumer, employees etc.

Communication Skills:

It is the ability to convey information to people clearly and simply in a way that they understand the work and get the work done. The quality to convey

information or to share ideas effectively and efficiently constitutes communication skills. Business Managers with good verbal, non verbal and written communication skills help to facilitate the sharing of information between people within a company for its Commercial benefit (www.businessdictionary.com).

Why Communication skills are important?

According to a survey by **NASA (National Aeronautic and Space Administration)**, even profit making and non profit organizations in the field of aeronautics are into communicating the whole time.

It says respondents use:

More than one third of their work time is used in conveying information to Others.

Another one third working with technical information sent to them by others. ("NASA Communications")

According to a new [report by the Economist Intelligence Unit](#) - a business research unit of the Economist magazine - nearly half of the 572 Senior Executives interviewed admitted that misunderstandings and "messages lost in translation" have halted major international business deals for their companies.

And 64 % of them said poor communication skills have negatively affected their plans to expand internationally.

Christoph Wilfert, President of EF Corporate Language Learning Solutions says that 'with globalization the boundaries between old and new economies are becoming blurred' (Gang n.p). Hence it becomes imperative that the employees are groomed to foster effective and clear communication.

A Los Angeles Business journal article states that billions of dollars are lost due to insufficient writing skills among business people. (Poor business writing n.p). It happens when a customer does not understand the e-mail, marketing tool or proposal of a company because of wrong grammar or awkward style and tone. Poor communication skills create an unfavorable impression about the company and the way it runs its business which seriously jeopardizes all the efforts undertaken.

When not to use written communication:

Complexity of the topic:

Written communication is an excellent choice for sharing information that is easily organized and easily understood by the reader. It becomes ineffective when information is too complex to be organized in a simple manner for the reader. If more explanation is needed to comprehend information, then it will not create the necessary impact because all this will lead to more follow up emails and phone calls. Thus, increasing the chance of misinterpretation.

Amount of discussion required:

Lengthy discussion by written communication is not efficient as each exchange accelerates the chance of the meaning getting lost.

Shades of Meaning:

Words fail to deliver when intense emotions are involved. Writing needs to be supplemented by gestures, face to face contact, to convey humour, sarcasm and other shades of meaning else it can jeopardize relations.

Registering Impediments in Communication through Business English:

G.B. Shaw rightly said, “The major mistake in communication is to believe that it happens.” Communicators often are not clear themselves about what they mean, As a result of which, what they convey is unclear as well. Even when people know what they mean, they often do not write it as clearly as they should; hence confusion reigns. When people from different cultures try to communicate in a common language, the way the meaning is interpreted differs, because culture acts as a lens of varying power.

Consequently, G. B Shaw’s quote “The single biggest problem in communication is the illusion that it has taken place ” certainly holds true. Thus there are several factors which impede communication. The impediments in fluid communication can be classified in the following manner:

4.1 Impediments:

4.1.1 Purpose:

- **Lacking Clarity of Purpose**

Lack of planning is the first barrier in the communication. All possible efforts should be made to understand **why, how, when, where** and above all **what** of the message. Communication without a clear objective amounts to groping in the dark like the seven blind men arguing the size of the elephant. The message should be clear in order to solicit effective feedback. Effective communication begins when someone thinks clearly.

- **Failing to stick to the point:**

As people fail to plan before they write the key message is often lost. Often, they succumb to their whims and fancies and explore other interesting but unimportant subject area, digressing from the key note.

- **Ignoring the Receiver:**

People often write for themselves rather for their readers. The understanding of the subject, objectives and interests of the reader and writer vary. So, to engage the audience, knowing them is paramount.

Another aspect of knowing the audience is being aware of what they don't know. The writer may be using technical terms, referring to internal structures or teams or acronyms that he or she may be well versed with, but it is not necessary that the receiver may be able to comprehend it. As a result effective communication does not take place.

4.1.2 Using Jargon/Corporate Buzzword:

Jargon is an occupation specific language used by people in a given profession. Initially, using new vocabulary is very tempting as they make you sound clever but quite often they become clichés (clichés are words or clever words or phrases that have lost their impact due to overuse).

Moreover, mother tongue speakers and second language speakers lose interest as they do not have the command of extensive vocabulary.

Some Business English idioms are mentioned below.

Table 11

Plain English Phrases for Business English Idioms

| Business English Idioms | Plain English |
|--|-------------------------------|
| Get the ball rolling? | Let's start. |
| We need to hit the ground running with this project. | We need to start the project. |
| It's low hanging fruit. | It's easy to do. |
| I've got a lot on my plate right now. | I am very busy at the moment. |
| Let's touch base next week. | Let's speak again next week. |

(McLean, Business Communication for Success)

4.1.3 Lacking simplicity/Using over the top style:

Business writing should be simple and straight forward. Business writing may need to meet legal standards and include references, but the writer should

modify the message to the level of interpretation of the audience to facilitate communication.

Using Legalese

Though certain legal language has been interpreted by the courts and has specific meaning under the law but it makes understanding difficult when employed in business correspondence. How the level of understanding varies when legalese is changed into Plain English is substantiated by the following examples:

Examples

Using Legalese

Enclosed please find our response pursuant to your enquiry of Thursday last. We hereby advise you, as per your request, that we will be forwarding said refund in due course under separate cover (Duncan Kent & Associates, 2002).

Plain English

We received your letter written last Wednesday. We agree that you are entitled to a refund and will mail it to you in a few days.

Using Officialese

As discussed in the first chapter officialese implies the use of big words, excessive formality and liberal use of passive voice in correspondence. Therefore on the surface this style of writing may sound impressive but in reality it clouds the meaning.

Examples

Officialese

It has been recommended that the Organization prioritize its crucial management objectives before decision options are quantified and the distribution network is regionalized.

Plain English

We recommend that the company decide its business objectives before trying to rate the various possible locations for its regional distribution centre.

Showing Excessive Courtesy

Excessive expression of friendship, courtesy, caring may sound insincere.

Examples

Excessive Courtesy

It has been a pleasure to serve you and we anticipate that if we can be of any additional assistance in the future , you will not hesitate to call upon us.

Plain English:

I enjoyed working with you. Call again if you need more help.

Using Verbose Expressions

Mark Twain once said “as to the adjective: when in doubt strike it out.” Stiff detached style lacks personal touch and at the same time, it is ineffective:

Table 12

Suggested Substitutes for Verbose Expressions in Business English

| Typical Expression | Objection | Suggested alternative. |
|--------------------------------------|--|------------------------------------|
| I beg to acknowledge receipt of | (a) Verbose (b) Tone -servile (c) Phrase – Lack firmness | Thank you for your letter for |
| Respectfully Yours | Unduly servile | Yours faithfully. |

Using Texting Language:

As the correspondence is official, Standard English spelling and vocabulary should be used even for texting while conducting business.

Example

Plz B there B4 6 P.M. TY.

Even if the reader understands the message it conveys a poor image of the sender as well as the organization he/she represents. It conveys lack of maturity, lack of professionalism and carelessness. The message should be written as –

Please be there before 6 P.M. Thank you.

4.1.4 Lacking Conciseness:

In today's world where less is more, only necessary information should be conveyed with few chosen words. It implies being concise as well as being understood.

Forming very long sentences:

Writing long and complex sentences generate ambiguity as they contain many ideas.

Example:

We wish to inform you that the weather is bad so our shipment will be late and now we are trying to get in touch with the logistics to see what they can do to make sure the delivery comes on time therefore, we hope it does not cause you undue inconvenience.

This could be comprehended better if written in the following manner:

We are writing to inform you that our shipment has been delayed due to bad weather. We are now working with the logistics to speed up delivery. We apologize for any inconvenience.

Combining many ideas into one paragraph:

Example:

You are invited to our project meeting at 5 P.M. to discuss our weekly progress. The samples will not arrive in time for our sales launch next month. Aman is still waiting for your customer survey forms to write the report.

Better way of presentation:

This message could be divided into different paragraphs as mentioned below, each addressing a particular issue.

You are invited to our project meeting at 5 P.M. to discuss our weekly progress (This paragraph should contain more information about the meeting.)

The samples will not arrive in time for our sales launch next month. (Paragraph should contain information about the sample).

Aman is still waiting for your customer survey forms to write his report (Paragraph should contain more information about the report).

Or

If the topics are very different, different e-mails should be sent (Kitlum n.p).

Repeating words unnecessarily:

The shipment has been delayed due to bad weather but we are not sure when the shipment will arrive. (Kitlum, n.p)

The shipment should be replaced 'by it'.

The shipment has been delayed due to bad weather but we are not sure when it will arrive.

Failing to introduce the point in the beginning

Writers often fail to make their point early on. Readers are busy so if the important point is halfway down the page, they may never get that far.

4.1.5 Semantic Barrier:

According to a report Coke makes 4 times fewer writing mistakes than Pepsi in its posts on LinkedIn (Conner, 2013). Businesses lose millions of dollars each year as a result of typographical mistakes. In an age of global exposure and instantaneous connectivity and instant gratification errors in written communications negatively influence consumer's perceptions and destroy the brand. They can sabotage a first impression, reduce credibility, compromise brand positioning and diminish reputation. The correct use of spelling and grammar is one of the primary variables, a search engine analyzes when categorizing and prioritizing websites, measuring content relevance and ranking organic search results. Poor content quality leads to lower rank positioning,

reduced visibility and decreased traffic flow. Grammar and spelling mistakes do not go unnoticed as they affect credibility. They are tantamount to credibility. Written words are an extension of you and there is no quicker way to look sloppy and careless than to send professional correspondence full of grammatical errors.

Spelling errors

Misspelt words make writing look unprofessional and cause great damage. Spelling mistakes in an e-mail subject line can cause messages to be mistaken for spam, decrease click-through rates and convince customers to unsubscribe from mailing lists. A single spelling mistake could be detrimental. It can cost monumental loss in production expenses, time and resources when a project needs to be corrected or recreated or when merchandise has to be withdrawn from distribution.

In 1988, Banner Travel Services in Sonoma, California placed an advertisement in *the Pacific Bell Yellow Pages* promoting travel arrangements to 'exotic' destinations. A spelling mistake occurred and "x" was substituted with "r," such that "*exotic travel*" became "*erotic.*" The agency suffered irreversible damage to its professional reputation and lost nearly 80 percent of its customers because of the misprint. The agency sued the Yellow Pages for gross negligence and was awarded more than \$19 million (Fennell n.p)

Punctuation Errors

Incorrect punctuation makes the correspondence stand out like a sore thumb. The primary purpose of punctuation is to make complicated principles easier to understand. Incorrect punctuation can lead to unintentional meanings, misunderstandings or multiple interpretations that may not be consistent with the original purpose of the author. Even a wrong comma can be very expensive in a contract.

E.g. A dispute took place in 2006 when Bell Aliant, a telephone company, cancelled its agreement with Rogers Communications, the largest cable television provider in Canada on the grounds that a **single comma** in their 14 page contract gave both parties the option to cancel the agreement a year after the deal was negotiated. The termination clause was punctuated as follows:

“This agreement shall be effective from the date it is made and shall continue in force for a period of five (5) years from the date it is made, and thereafter for successive five (5) year terms, unless and until terminated by one year prior notice in writing by either party”.

Rogers agreed to connect its phone and cable services across 91,000 utility poles controlled by Aliant with the understanding that the contract would continue for a fixed five-year period before Aliant could terminate the arrangement and adjust its access rates and regulations. The Canadian telecommunications commission, citing “the rules of punctuation,” reached the conclusion that, by separating the termination clause from the clause about future renewals, the placement of the second comma “allows for the termination [of the contract] at any time, without cause, upon one year’s written notice.” Federal regulators ordered, Rogers to pay

an additional 2.13 million Canadian dollars for the use of the poles as a result of the ambiguous punctuation (Fennell n.p).

- **Unnecessary quotation marks**

Using quotation marks when nothing is being quoted:

E.g. We offer the ‘**best price in town**’!

- **Missing Comma**

Without commas sentences become run-on blocks of text without any break:

E.g. I went to the store but they were closed so I went home.

- **Excess Exclamation**

Too many exclamation marks overwhelm the reader and devalue each individual exclamation mark:

E.g. Our products are the best! They really work! Grab them !!

Grammatical Mistakes:

Global Lingo Marketing and Technology director Richard Michie says:

“You only have a short amount of time to make an impression on a potential customer, and if your website or ad is riddled with grammatical errors, it’s not going to place you in a favourable light.” (Good English n.p).

When conventions of grammar are overruled they lead to ambiguity. Some anomalies are given below:

1. Commonly confused words

Homonyms often lead to confusion.

Affect/effect

E.g/i.e.

Lose/loose

Than/then

2. Omitting articles

E.g. This is consultant who will work with us for week.

This is **the** consultant who will work with us for the week.

3. Changing tenses in Mid sentence

Tenses are very important as they show the time when an event happened. It has been observed that many Indians fail to maintain consistency of tenses in their correspondence.

In the following example, sentence starts with present tense and ends in past tense:

Incorrect:

The executive is absent from his seat because he was not feeling well.

Correct:

The executive is absent from his seat because he is not feeling well.

4. Using incomplete Sentences

Incomplete sentences don't make sense.

E.g. Incomplete sentence:

Since we are planning to hire new staff for our customer service department.

Complete Sentence

Since we are planning to hire new staff for our Customer Service Department, we will be able to handle more **customers**.

5. Extraneous apostrophes

Putting apostrophes where they don't belong. Confusing apostrophes that indicate possession with apostrophes that indicate omitted letters.

Incorrect:

E.g. **It's** all **your's**.

Correct:

Its all yours.

It's vs Its.

E.g. I don't know who **its** going to hurt more, you or me.

Look into **it's** eyes.

It's is short for it is or it has.

Mother Tongue Influence (MTI)

A second language learner has a tendency to transfer his habits from his mother tongue to the second language system. It is very common practice of non native speakers of English to directly translate from their mother tongue into English. As a result, the writing reflects the grammar and sentence strength of their respective language rather than English.

While focusing on the Mother tongue Influence with an Indian perceptive it registered that besides our Indianness in accent and pronunciation, we have harboured certain idiosyncrasies into the grammar of English too. They also impede our communication while interacting with native speakers of English.

1. Indigenous Phrases:

Our tussle with prepositions has coined strange phrases which we replicate in our writing too.

Cope up.

Discuss about.

Dispose off.

Check out.

Order for.

Pass out.

All these verbs have to be used alone in the sentences without the support of the prepositions written along with them.

2. Literal Translation from Hindi

E.g. **Giving** exam in place of **taking** exam.

3. Adding ‘no’ as question tag.

E.g. You passed the exam no?

4. Using Present/Past Perfect instead of Simple Past:

E.g. I had gone to Delhi last week.

Correct I **went** to Delhi last week.

5. Confusing loose with lose and carrier with career.

E.g. India is always **loosing** to Australia in One Day Series.

6. Agreement of verb with noun is a serious bottleneck.

E.g. Mr. Sharma **come** to the office at 9.00 A.M. every day.

7. Confusion with Marriage and Wedding

Marriage is a social institution. Wedding is the event of celebrating marriage.

Indians often use marriage for wedding:

Incorrect.

I went to Rahul's marriage.

Correct.

I went to Rahul's wedding.

8. E-mails still carry ornate salutations like

Kindly do the needful.

Thanking you.

Your humble servant.

9. Coining new words.

E.g. Propone, Out of station, Convent educated.

Incorrect.

Please **prepone** the meeting.

Correct.

Please bring the time of the meeting **forward**.

10. Improper placement of helping verbs in questions.

Incorrect.

Where you are going?

Correct.

Where **are** you going?

11. Wrong use of the word 'doubt

Incorrect:

I have a doubt. (Doubt has negative connotation)

Correct.

I have a question.

12. Use of 'revert'

Incorrect

E.g. "I'll revert to you with more details"

In the Indian context it means to reply or respond.

General use: The actual meaning of the word “**revert**” is to return to a former habit, practice belief or condition.

13. Errors related to prepositions

Prepositions are deleted where essential.

E.g. She said she would neither resign nor bow down to their demands.

Prepositions are inserted where not essential.

E.g. The next course will commence from February 2nd.

Communication is central to the success of human beings and organizations. Communication is the process of understanding and being understood through ideas, facts, thoughts and emotions. Good communication is determined not by how well we say things but by how well we have been understood. When the communication is affected by the above mentioned barriers it reaches the receiver in a distorted form failing to make an impact. Thus, to effectively communicate, we must realize that we are all different in the way we perceive the world and this understanding should be our guide while communication with others. One must anticipate the unlimited ways a message can be understood or misunderstood. Hence, the communicator must not only take care of his/her message but also he/she has to keep his/her audience's background in mind to ensure that communication receives desired feedback and attains the pre-determined goals. In this context, **John Powell's** observation sounds sensible:

“Communication works for those who work at it.”

Creating Module to facilitate communication through Business English

Written Communication

Written communication is dynamic but at the same time asynchronous (occurs at different time), as such, it is important that the writer anticipates the reader's

needs, interpretation and likely response to the written message. Written communication also involves verbal and non verbal dimensions. The words we chose are the verbal dimension. How we portray or display them is the non verbal dimension which can include the medium (e-mail or a printed document), the font or the appearance of signature on a letter. Moreover, written communication lacks immediate feedback, resultantly, words and phrases must be carefully selected to promote accuracy, clarity and understanding.

Generally written communication follows the below mentioned pattern:

- Introduction with relevant background information and brief history.
- Development of case/subject
- Conclusion.
- Recommendations (if any).

Apart from this chronology, written communication should satisfy two more aspects:

- Cohesion
- Coherence.

Cohesion:

It is the sequential development of the subject. It refers to the discussion of an event or a problem in a chronological manner. It focuses on the link between grammatical and lexical elements facilitate better understanding.

Coherence:

It refers to logical development of the subject. Here, the topic may be discussed in a flow/one after the other but definitely linked with each other in a justified manner. It is concerned with the overall consistency of the matter which includes its purpose, style form along with the reader's ability to extract information.

Effective business writing must also fulfill the goals of two well known systems in communication.

Rhetoric: The art of presenting an argument. The 3 elements of Rhetoric mentioned by Aristotle are:

- logos (logic)
- ethos (ethics and credibility.)
- pathos (emotional appeal)

⁷**Cognate Strategies:** Ways of framing expressing and representing a message to the audience.

Good business writing must fulfill the following:

- clarity
- conciseness
- arrangement
- credibility
- expectation
- reference
- tone
- Emphasis
- Engagement

Table 13
List Of Rhetorical Elements And Cognate Strategies

| Aristotle's Rhetorical Elements | Cognate Strategies | Focus | Example in Business Writing From the corpus taken for case study. |
|---------------------------------------|-----------------------|-------|---|
|---------------------------------------|-----------------------|-------|---|

⁷ Kostelnick,C.,& Roberts,D.(1998).Designing Visual language :Strategies for professional communicators(p.14).Needhamheights, MA:Allyn & Bacon.
Developed in recent decades by Charles Kostelnick and David Rogers.

| | | | |
|-------|-------------|---------------------------------|---|
| Logos | Clarity | Clear understanding | We are delighted to apprise you of a strategy summit on Digitization slated tomorrow, Friday the 26 th Sept., 2014 in Mumbai. |
| | Conciseness | Key points | Today's PPM for Wall Care new company has been rescheduled at 4.00 p.m. with Mr. Pethe. Agency along with production house will present all shoot related parameters (dress, props, house, Cast etc. |
| | Arrangement | Order hierarchy, placement | Consequent upon this change the Zonal Accountants will report to DH Commercial Marketing & Depot with dotted line reporting to Zonal Heads. The Section Head – Sales Accounts will report to DH commercial marketing and depot. |
| Ethos | Credibility | Character, trust | The consistent high participation rate in these surveys is a good indicator of the trust that all of you repose on us and the organizations objective of taking concerted action the concerns highlighted. |
| Ethos | Expectation | Norms and anticipated outcomes. | In terms of the scheme, upon coming into effect all the rights, title, interest and claims of INDAL in any leasehold properties including the mining leases and prospecting licenses of INDAL..... will be |

| | | | |
|--------|------------|---------------------------------|---|
| | | | transferred to and vest in HINDALCO. |
| | Reference | Sources and frames of reference | The Organization has been ranked further in the world and first in Asia Pacific in the Top companies for Leaders study 2011, conducted by Aon Hewitt Fortune Magazine and RBL a strategic HR and leadership Advisory form. |
| Pathos | Tone | Expression | It has been a pleasure being associated with you over the years. We thank you for your continuous patronage and support in the past and look forward to the same in the future. |
| | Emphasis | Relevance | Every time a circular is put out it is stressed that this information is meant exclusively for our people and is strictly for internal circulation. Since this has been happening regularly we should once again sound the caution – that the contents of our circulars be kept to ourselves. |
| | Engagement | Relationship | Assuring you of our highest attention and best service in all time. |

Principles for Effective written communication:

“There is all the difference in the world between having something to say and having to say something”.

John Deney.

The challenge of the communication process is for the sender and receiver to gain a mutual understanding about the meaning of the message. For the writing to be effective the reader should react to the words as the writer intended. An effective writer contemplates about the communication situation before beginning to write. Successful writing should be a three- step process involving planning before starting to write, drafting with the audience (the reader) in mind, and revising the document to determine if it meets the audience’s needs and if it represents the organization well. Effective business writing will generate the confidence to make the right impact no matter what kind of documents one has to compose.

Planning:

The message to be delivered must be clear in the mind of sender. The person to whom it is targeted and the aim of the message should be clear in the mind of the sender. So, the document should be carefully planned. According to Dr Ken Davis, around 40% of the writing time should be spend on planning the document

Drafting:

Once the purpose of the message is planned, after gathering the requisite information, the writer should compose the document considering the likely reaction of the audience, ensuring that the message is candid, clear without compromising on spelling, grammar, content and format. Moreover, social and cultural appropriateness should be maintained. This should take around 20% of the writing time.

Revising:

Revising is checking beyond spelling and punctuation. Revising involves checking every part of the message is clear, concise and correct. This should take 40% of the writing time

Facts to be considered while drafting a document:

4.2.1 How to organize sentences?

- **Sentences should not be vague but focus on specific content.**

Each sentence should convey a complete thought.

Vague

We can facilitate solutions to accomplish targets by leveraging **our core strength**

Specific

By using our knowledge, experience and capabilities we can achieve the production targets for the coming quarter.

Clear, concise and brief sentences limit the range and scope of each complete thought

Effective sentences also limit the range and scope of each complete thought:

Complex:

Air transportation exhibits speed of delivery in ways few other forms of transportation can match, including water ways and Railways, and is readily accessible to the individual customer and the corporate client alike.

Clear

Air transportation is accessible and faster than railroad or waterways.

Sentences should be complete containing a subject and a verb:

Incomplete sentence also known as sentence fragments indicate failure to pay attention to detail. Clarity is hampered in the absence of completeness.

Fragment

Although air transportation is fast .Costs more than trucking.

Complete

Although air transportation is fast, it costs more than trucking.

4.2.2 Use plain English

Plain English is clear, precise and effective. It doesn't over-simplify or omit words but it presents complex information in a straightforward way so, it is more accessible and quicker to read, contradictory to popular belief, it is easier said than done.

Officialese /legalese should be used where it is needed. Standard business writing does not support their use much; because if the customer, client or supplier does not understand the message the first time, each follow up attempt to clarify the meaning, through interaction increases the cost in business writing. The appropriate style should have a degree of formality, which is attained by focusing on norms, protocol and presentation. Vocabulary and syntax too build the formal mood of the document. Words are abstract but some are more than others. To promote effective communication, choose words that can be easily referenced and understood.

Table 10
Standard English Alternatives For Bureaucratic Phrases

| | |
|-------------------------------|--|
| At the present time | Now, today. |
| Concerning the matter of | Regarding, about |
| Despite the fact that | Although, while, even though. |
| Due to the fact that | Because, since, as |
| Implement an investigation of | Find out investigate |
| It has been suggested | (Name of person or organization) has suggested, said, or stated. |
| It is believed that | [name of person or organization] believes, thinks, or says that |
| Until such time as | Until, when |

4.2.3 Repetition adds needless length to a document and impairs clarity

Saying the same thing twice over in different words is called tautology.

E.g. They arrived **one after the other in succession**.

One after the other and succession mean the same thing.

Redundant:

The use of more words than are necessary to express an idea.

E.g. It is a **true fact**.

The **final outcome**.

A **group** achieved a **consensus** of opinion.

Fact, consensus, outcome etc. need not be qualified with words that state similar concepts. A consensus is formed in a group of diverse opinions only. An outcome is the final result. So, the word final repeats the fact unnecessarily

Complicated

In this day and age air transportation by air carrier is the clear winner over alternative modes of conveyance for speed and meeting tight deadlines.

Clear:

Today air transportation is faster than other methods.

Thus, all these make the sentence more complex which makes it easier to lose track of its meaning.

4.2.4 Avoid complex general nouns and wordy lines

Ronnie Boxing in his book, ‘Active’ Business Communication suggested the following:

Use specific words which are brief but strong phrases

| | | |
|----------------------|----|-------------------------|
| Wealthy business man | -- | tycoon |
| Business prosperity | -- | boom |
| At the present time | -- | now |
| Kind consideration | -- | kindness/consideration. |

4.2.5 Revise lengthy titles

Instead of “**Mr Sunil Khanna, Vice President Trends Logistics**
‘write’ spokesperson Mr Sunil Khanna (Clayton 46).

4.2.6 Change into possessives

Instead of using ‘**of**’ phrases, convert them into possessives. For example, change the **success of the company** to **the company’s success**.

4.2.7 Types of Transitions favored in Effective Writing

Transitions, acts as bridges between ideas, thoughts or concepts supporting a smooth progression from one significant idea, concept or point to the next.

Fourteen different types of Transitions in writing have been mentioned below in a tabular form:

Table 15

List of transition words with examples of appropriate Usage

| Type | Definition | E.g. |
|-----------------------|--|--|
| 1. Internal preview | A brief statement referring to a point which is going to be made. | If we look ahead to, next we’ll examine, first we’ll look at. |
| 2. Signposts | Alert the audience that you are moving from one topic to the next. | Stop and consider, we can now address, this reminds me of, I would like to emphasize, we can now address. |
| 3. Internal summaries | An internal summary brief covers information or refers to information introduced previously. | As I have said, we have seen, as mentioned earlier, in any event, in conclusion, in other words, in short, on the whole, therefore |
| 4. Sequence | To progress coherently | First.... Second.... Third, furthermore, next, last, still, also, besides finally. |
| | | Before, earlier, |

| | | |
|-----------------------------|---|---|
| 5.Time | Focuses on the chronological aspects of your order. | immediately, in the meantime, in the past, lately, later, simultaneously, since, so far, as soon as, at last, at length, at that time, then, until. |
| 6. Addition | Builds on a previous point and extend the discussion | Additionally, not to mention, in addition to, furthermore, matter of fact, actually, |
| 7. Similarity | Draws a parallel between two ideas, concepts or examples. | In the same way, by the same token, equally, in the same vein. |
| 8. Comparison | It draws a distinction between two ideas. | Like, in relation to, bigger than, likewise. |
| 9. Contrast | Draws a distinction of difference, opposition, or irregularity between two ideas, concepts or examples. | However on the other hand, although, despite, inspite of, contrary conversely, unlike. |
| 10. Cause and Effect Result | It illustrates a relationship between two ideas, concepts or examples and may focus on the outcome or result. | As a result, because, consequently, accordingly, to this end, for this reason, as a consequence. |
| 11. Examples | It illustrates a connection between a point and an example, or examples. | For example, for instance, of course, in the following example, to illustrate my point. |
| 12. Place | A place transition refers to a location. | Opposite to, there, to the left, to the right, adjacent to, elsewhere next. |
| | It further develops a main idea | To clarify, that is, I mean, |

| | | |
|--------------------|---|---|
| 13. Clarification. | or point. | in other words, to rephrase it. |
| 14. Concession. | It indicates knowledge of contrary information. | We can see that, while although, it is true, that, granted that, appear that, naturally, of course, I admit that. |

(Mclean, Business Communication for Success)

4.2.8 Grammar errors

Prefer active voice over passive voice

Active Voice: A sentence structure in which the subject carries out the action.

Passive Voice: A sentence structure in which the subject receives the action.

Use active voice instead of passive voice to sound more assertive and powerful:

Passive Voice

E.g. The report was submitted by the team leader to the CEO

Active Voice

E.g. The team leader submitted the reports to CEO

Active voice tends to be more precise and easier to understand.

As the passive voice allows the writer to avoid personal, reference or personal pronoun. So it does not place blame or credit and can be diplomatic in some contexts.

E.g. Five absences from seats were recorded this month'

Overall business communication resources tend to recommend active voice as the preferred style. Both options are within a range of choices and one has to learn to distinguish when each style is most appropriate to facilitate communication.

Change nouns into verbs

We would like to make **a recommendation**

We **recommend** that

Apply parallelism in business correspondence:

It improves writing style, readability and makes sentences easier to process. If a series of items start with verb, the rest of the lines should start with a verb as well.

No parallelism:

The boy ran across the yard, **jumped** over the fence and **down the alley sprinted**

Parallelism:

The boy ran across the yard, **jumped** over the fence and **sprinted** down the alley.

Be cautious with pronoun reference

Usage of **‘this’**.

This is the reason behind the company’s restructuring”

If the above sentence is placed at the end of the paragraph then because of **‘this’** anything in the sentences preceding the above mentioned sentence will serve as a reason. As such, care should be taken to be as definite and clear as possible.

Errors related to dangling modifiers

A dangling modifier is a word or phrase that modifies a word not clearly stated in the sentence. Misplaced or dangling modifiers are words, phrases, or clauses not clearly connected to the word they modify. Move a misplaced modifier closer to the word it describes, or revise a sentence to give a dangling modifier a word to modify.

Wrong: **They** could see the eagles swooping and diving **with binoculars**.

Right: **With binoculars**, they could see the eagles swooping and Diving.

Wrong: **As a young boy**, his grandmother told stories of her years as a country schoolteacher.

Right: As a young boy, he heard his grandmother tell stories of her years as a country school teacher.

To proofread for misplaced or dangling modifiers, circle all modifiers and draw a line to the word they describe; and ensure that they don't modify some other word.

Confusion over I / me

I is used along with other subjective pronouns as we, he, she, yoU and they when the pronoun is the subject of the verb.

E.g. Ram and I are going for a coffee.

Use me along with other objective pronouns such as - us, him, her, you and them, when pronoun is the object.

E.g. Rose spent the day with Jack and me.

An easy way to ensure that we have taken the right pronoun is to see whether the sentence reads properly if we remove the additional pronoun.

Consistency of Tense

Indians often change tense in the middle of a sentence or paragraph. For impactful writing tense should be consistent throughout the clause. One time period should not be described in two different **tenses**.

E.g. At this point Anu **decides** to opt for Maths in class X. She **joined** Bansal Classes. Her family **shifts** to Kota.

The correct usage will be:

E.g. At this point Anu **decided** to opt for Maths in class X. She joined Bansal Classes. Her family **shifted** to Kota.

Agreement of subject verb

The **subject** of a sentence is the actor/idea of a sentence. The **verb** is the action or state of being of the **subject**. **Subjects** and verbs need to **agree** in number, which is known as singular or plural.

Add an-s to the verb if the subject is a singular noun: a word that names one person, place, or thing.

E.g. Talent **develops** in quiet places. Mr.Kapoor **drives** a hard bargain.

Add **an-s** to the verb if the subject is any one of the third-person singular pronouns: he, she, it, this, that.

E.g. She **follows** a different language.
It **looks** like rain.

Do not add an, s, to the verb if the subject is the pronoun **I, you, we, or they**.

I **make** my own rules.

You **drive** a hard bargain.

Do not add an, s, to the verb if two subjects are joined by and.

Jack and Sawyer often **argue** with each other.

Charlie and Hurley **enjoy** music.

Confusing apostrophes that indicate possession with apostrophes that indicate omitted letters

Apostrophes indicate possession for **nouns** (“Jim's hat,” “several years’ work”) but not for personal pronouns (its, your, their, and whose)

- With a [singular](#) noun or most [personal](#) names: add an apostrophe plus s:
We met at Ben’s party.
- With personal names that end ‘**in**’, ‘**s**’, - add an apostrophe plus ‘s’ when you would [naturally](#) pronounce an extra ‘s’ if you said the word out loud.
He joined Charles’s army in 1642.
- With personal names that end in -s but are not spoken with an extra s: just add an apostrophe after the ‘s’.

The [court](#) dismissed Bridges' appeal.

- With a [plural](#) noun that already ends in ‘s’: *add* an apostrophe after the ‘s’:

The [mansion](#) was [converted](#) into a girls’ school.

Apostrophes also indicate omissions in contractions.(**it’s for it is**)

I’m - short for **I am**.

He’ll - short for **he will**.

- (Without an apostrophe) means ‘belonging to it’:

The dog [wagged](#) its tail.

Each case is judged on its own [merits](#).

- **it’s** (with an apostrophe) means ‘it is’ or ‘it has’:

It’s been a long day.

It’s cold outside.

- **Errors related to comma**

A comma marks a slight break between different parts of a sentence.

- **Using comma in lists**

The school has a vegetable garden in which the children grow tomatoes
onions, potatoes, and carrots.

The final comma in these lists (before the word ‘**and**’) is known as the
‘[serial comma](#)’. Not all writers or publishers use it, but it is used by
Oxford Dictionaries.

- **Using commas in direct speech**

Steve replied, “No problem.”

- **Using commas to separate clauses:**

Commas are used to separate [clauses](#) in a [complex sentence](#) (i.e. a
sentence which is made up of a [main clause](#) and one or more [subordinate
clauses](#)).

E.g. Having had lunch, we went back to work.

- **Using commas to mark off parts of a sentence**

E.g. Commas are used to separate a part of a sentence that is an optional
‘**aside**’ and not part of the main statement

MODULE FOR WRITING EFFECTIVE EMAIL

E-mail has largely replaced print hard copy letters for external correspondence as well as taking the place of memos for internal communication (Guffey, 2008).

E-mail should be drafted giving due attention to detail as it reflects the person and his company. By keeping a professional tone it could be forwarded to any third party if needed. In spite of an informal feel, it needs to convey professionalism and decorum simultaneously.

On the basis of survey conducted on 120 people, 'The National Writing Commission' concludes that 'Writing is a threshold skill for hiring and promotion among salaried employees.'

Before drafting an e-mail first and foremost the writer should decide whether the content is fit to be conveyed through e-mail.

In the following premises e-mails should not be used:

- Long Complicated Message.
- Sensitive Information.
- Voice grievances.
- Confidential/classified information.
- Resolving Conflict.

Points to be kept in mind while drafting an E-mail.

- **Follow a format:**

Proper salutation is mandatory. In American e-mails generally informal salutation is used:

‘Hi’ is preferred over Dear.

Hi’ should be followed by first name and not second name.

Incorrect:

Hi Mr. R. Khanna

Correct:

Hi Rahul.

- Close with a signature that contains name and business contact and information.

Subject line:

It is like a headline in a newspaper and calls your attention to the communication and gives you a preview. The best subject line will tell what needs to be done and lets the recipient prioritize the email while opening them.

E.g.: Subject line:

Response to your email.

Question.

Hello

Meeting.

Information for you.

The first subject line is vague. The other subject lines are general.

Better subject lines are:

Information on Railway Week, Tuesday June 22, 2010. - Plz RSVP

Question regarding the change in service tax as per GST. Response Needed.

Meeting requested on new website Design – plz confirm availability.

Urgent! Change on – Call Schedule for Labour's day Week end.

As the subject line summarizes the theme of the e-mail the reader can decide which of the mails is important and process the incoming e-mails in the best order of preference .

- **Put the Main Point First:**

Once the writer is sure what, why and to whom he/she is writing, he can clearly decide the main point of the email. The main point should be put on the top as we all scan written communication to save time and focusing more at the top of the information. Background information can be followed later.

Bad Example

Dear Nilesh

This is with ref. to the ongoing implementation of GST by the Govt. coming into effect post July '2017. As you are aware we have launched the TV campaign for the period May –June and the billing for the same is going to happen in a month's time towards the end of July '2017. I am really concerned because only if you can provide bills with the date of June, I can provide you full payment. As the PO's are already raised but post July I can only make the payment without service tax (15% service tax) component. And if the PO is raised again, then GST will be applicable which will impact my current budget, hence I would like to call a meeting b/w my commercial team & your account's team to resolve this matter and find the best possible solution. Lets plan it towards the end of the coming

week may be on 30th June 2017. Let me know how early you can confirm on the dates.

Regards

Shwetal

Draw backs:

- Subject line absent.
- Writer gets in to the point of communication in the last.

Better Example:

Subject: Request to confirm the date of meeting b/w your account's team & commercial team regarding GST – Please Respond.

Dear Nilesh,

I'd like to meet you and the accounts team with my commercial team to discuss the impact of the implementation of GST by the Govt. coming into effect post July '2017. Would you be available on Tuesday 30th June 2017 at 4 P.M. for about an hour?

We launched the TV campaign for May-June and billing will be at the end of July. As the PO's are already raised post July, payment can be made only without service tax (15% service tax) component. I am really concerned because if the PO is raised again, then GST will be applicable which will impact my current budget. So I want you to provide bills with date of June to make your complete payment .

So to resolve this matter and find the best solution for it I want a meeting of your accounts and my commercial team.

Regards

Shwetal

- This has a clear subject line that asks for response.
- Gets to the point in first paragraph.

Organization of the Message

If communication has more than one request or call to action:

If actions are unrelated to each other, the best choice is to send a separate e-mail for each one.

If there are several requests or several important facts, then organize the information by giving topic headings:

- Response needed.
- Concerns.
- RSVP requested.

Instruction

- Use bullets/numbers for each subtopic.
- Use bold/colored font to high light requested action.
- Avoid using all capital letters as it can be interpreted as yelling.

Check the Tone

Our choice of words, sentence length, punctuation, and capitalization can easily be misinterpreted without visual and auditory cues. In the first example below, Alka may think Mohit is upset which actually he is not.

Bad example

Alka:

I need your report by 6 P.M. today else I will miss my deadline.

Mohit.

Good example

Alka,

Thanks for your hard work. Could you please give the report by 6 P.M. so that I won't miss my deadline?

Thank you,

Mohit.

Proof reading

The e-mail should be reviewed for typographical errors. The length of the email should follow KISS format (Keep it Short and Sweet). In an age where time is money as well as the biggest constraint, the corporate world endeavours to save time by preferring concise correspondence.

CONCLUSION

This Chapter addressed the written word in a business context. David Grossman reports that, a survey of 400 companies employing around 100,000 employees cited an average loss of Dollar 62.4 million per company per year due to poor communication skills. Debra Hamilton says that even small companies employing 100 employees lose Dollar 420,000 per year because of inadequate communication skills(Top Ten e-mail Blunders that cost companies Money. Special Report). According to a 2006 survey in the Wall Street Journal's career builder.com almost 1/3 of American companies fired an employee in the last 12 months for violating e-mail policies. 27% of Fortune 500 organizations have had legal ramifications due to e-mail inappropriations which have sabotaged company's public relations.

Thus, Business communication is a skillful enterprise as at each step there is a potential source of error inability. In spite of business acumen, executives are unable to communicate their understanding of business which handicaps them to leverage their knowledge for the good of the organization. Therefore, Voltaire's statement 'to hold a pen is to be at war' is not hyperbole. The entire process of transmission of message from sender to receiver has four vulnerable areas which can lead to 40 - 60 % of loss of message. This escalates when ESL speakers communicate using Business English.

Realizing the significance of written communication in Business, this Chapter focused on the different elements of communication process and also the barriers which do not allow communication to reach its outcome. Thus, to communicate effectively one must realize that we are all different in the way we perceive the world and this understanding should underline all our communications. One should follow the art of composition. The ideas should be expressed effectively by placing the sentences together in a sequential and logical manner.

The third section of the chapter took into account all the bottle necks in English writing i.e. grammar, punctuation usage especially in the Indian scenario and framed a module. The module emphasized on writing effective e-mails by taking apart each and every part of an e-mail. As writing in an online world requires tact and skill and an awareness that what we write stays forever. Dr. Lawrence J. Peter's humorous remark certainly holds true

“The advantage of modern means of communication is they enable you to worry about things in the entire world”.

Hence all this was taken into account in creating the module. The next chapter which is the concluding chapter will summarize the results of the entire study in a cohesive manner.

References

- Adair, John, *Effective communication*. London: Pan Books, 1997. Print.
- Adler, Nancy J., "Communicating across Cultural Barriers. International Dimensions of Organizational Behaviour". Boston, M.A PWS-KEN Publishing Company 2 (): 63-91.
- Anderson, Helle, and Erik S. Rasmussen. *The role of language skills in Corporate Communication*: 2004. Web. 20 Oct, 2013.
- Akilandeswari, Dinesh Kumar, Freed and Niranchan Kumar. "Elements of Effective communication". New media and Mars Communication 3 7 (2015): 2224 - 3267 Print.
- Clayton, John. *Five Quick Ways to Trim-and Improve – Business Writing* Harvard Management 2003. Web April 1, 2012.
- Conner, Cheryl. Battle of the Brands: Companies with the best grammar Wm Forbes. 17 Aug 2013.
- Fennell, Cameron. *The High cost of Small Mistakes: The Most expensive Typos of all Tune*. Six degrees. n.d. Web. 10 Aug. 2016. Effective Communication skills, Booboon, 2010. Print.
- Gilkin, Jason. *Modern Means of Business Communication*. Chron.n.d. Web. 14 Aug 2015.
- Hamilton, Debra. Top Ten e-mail Blunders that cost companies Money. Special Report, 2010, Web. 6th June, 2017.
- Kongchern, Tanwapa. A survey of the problems in English Communication of staff in Export Companies.
- Miles Andrew D. 15 Ways to improve Oral Communication Business 2013.

Parikh, Sahil. *The Saas Edge: How companies can leverage Saas for*

Competitive Advantage. Tata Mc Graw – Hill Education 201. Print

Pop, Anamaria, Mirabela. *Stylistic Features of Business e-mail*. n.p. n.d. Web 12

Nov 2015

Risvi, Ashraf. M. *Effective Technical Communication*. London: Pan Books,

1997. Print.

Robb, Alice. *How Capital Letters became internet code for yelling*. New

Republic 17 April, 2014. Web. 28 June, 2017

Sharpening Your Writing skills. Duncan Kent & Associates Ltd. n.d. Web. 29

June 2017

Stec, Carly. 11 Embarrassing spelling and Grammar Mistakes from Brands.

Hub Spot. 10 June, 2015. Web 3 Aug 2016.

Tune Six degree n.d. Web 10 Aug 2016. Effective communication skills,

Bookboom 2010. Print.

CHAPTER V

Conclusion

CHAPTER V

Conclusion

The overriding purpose of the study was to define and establish Business English meticulously cataloguing its finer details, its nuances and to determine whether variations exist in the use of Business English in the context of Indian private and public sector. What are the pitfalls they succumb to? How does the mechanism of trouble shooting function in this scenario?

Before submitting a conclusion of this research, the study conducted so far will be recapitulated in the form of this summary.

Summary

Language is undoubtedly man's most remarkable achievement. Without it our lives would be truly meaningless and chaotic. The development of every language is linked with innumerable historical and social factors. English is no exception. It too has its period of evolution, usage and exploration. English incorporated the essence of ages. Tracing its origin from the West Germanic dialect it has assimilated French, Latin, Celtic, Viking influence of 350 languages to name a few. The history of English language can be divided into 3 main categories:

| | |
|----------------|-------------------|
| Old English | (450 – 1100 AD) |
| Middle English | (1100 – 1500 AD) |
| Modern English | 5.(Since 1500 AD) |

Old English

During the 5th century AD Germanic tribes (Saxons, Angles & Jutes) came to British Isles. The amalgamation of their dialects resulted in Anglo Saxon or old

English. The grammar of English is distinctly Germanic with three genders (he, she, and it) and a simple set of verb tenses. Prior to Saxons, a mixture of Latin and Celtic was spoken. Words like *win (wine) candel (candle) and belt* were coined by Roman merchants and soldiers. Celtic influence was the least. Places with Celtic origin are *Kent, York, Dove, Thames, Avon* etc.

Introduction of Christianity brought words like *Church, Bishop, Baptism* and *Monk* which were ecclesiastical through Latin from Greek.

Vikings Invasion brought Scandinavian influence. Words of Norse origin in English are *egg, cake, they their, them* etc.

Middle English

French supremacy is observed through words like *court, crown castle, parliament* etc. English belonged to the lower class, who cooked for Normans, therefore, words for domestic animals is in English like *ox, cow, sheep* etc. while the meats obtained from them have French origin e.g. *beef, veal, pork, bacon, venison* etc. Great vowel shift too characteristics this period. It is basically the shortening of the pronunciation of the vowels.

Modern English

This was seriously characterized by Renaissance, Industrial Revolution and British imperialism. Industrial Revolution added words like *train, engine, pulleys combustion, electricity* etc. Modern English is predominated by Shakespeare who contributed over one thousand seven hundred words by changing nouns into verbs, changing verbs into adjectives, adding prefixes and suffixes e.g. *blood stained, compromise, frugal* etc. Imperialistic tendency of Britain forced her to extend towards Asia, Africa, Australia etc. The settlers interacted with natives to create new words e.g. *Kangaroo, boomerang* from Australia, *turban, sati, cowrie, chukker* etc. from India, *Tsunami, Tycoon* from Japanese etc. Thus, by 1919

English acquired a more central role in Europe when Treaty of Versailles was composed in English along with French. Later, when the sun finally set on the British Empire at the end of World War II, the United States emerged as a global super power and cultural giant leading the way in medical research, technological innovation, music etc. Thus, English became the cardinal choice for the whole world due to its unique characteristics such as resourcefulness, clarity, lucidity, adaptability etc. It became a bridging language across culture tradition, regions, nations and continents.

So, today English is spoken by several hundred million people spanning five continents for reasons ranging from as a language of business, commerce, academics, research, IT or as a vehicle of official communication.

The study then focused on the process of assimilation of English into the Indian mainstream prior to India's independence.

English in Pre-Independent India

English entered Indian shores when Queen Elizabeth I granted a charter to a few merchants of the city of London by giving them a monopoly of trade with India and the east on 31st December 1600 which came to be known as British East India Company. Starting with trade, East India Company spread its tentacles and enslaved India. As a result of this, English emerged as a language of domination, status and privilege in India. The Britishers needed a class of administrative officers, clerks and compliant civil servants to rule the vast sub continent.

Therefore, introduction of English language became inevitable. Initially the Britishers did not entertain the idea of European type of education in India as they feared that Western Education may challenge their status as per their experience in America. Hence, when the education of Indians became a necessity they encouraged orientalism i.e. learning of Sanskrit and Persian. But missionaries like H.R. James and Social Reformers like Raja Ram Mohan Roy advocated Western Education through the medium of English. As such, Lord Macaulay in his

historical 'Minute' on 2nd Feb 1835 in the *Manifesto of English Education in India* proclaimed at creating a class of people Indians in blood and colour but English in taste, opinions, moral and intellect. As he unflinchingly believed in the supremacy of English language, he supported the idea of Western Education through English. He stated that such people should act as interpreters between the ruler and the ruled and subsequently rejuvenate and modernize Indian languages and dialects. The 'Minute' was approved by Lord William Bentick. The Macaulayan course of Education and language was reviewed by Wood's Education Dispatch of 1854 which was referred to as the Magna Carta of Indian Education; accordingly English was used as medium of instruction in higher education and vernacular languages in lower education. With the freedom struggle gaining momentum, English education got a set back. Later, the Wood Abbot Report recommended simplified English to keep the flow of education through the medium of English. At the Secondary and University level English continued to dominate. So in the words of A.K. Sharma "The status of English in Indian Education System during the British rule was enviable." It is acknowledged without any doubt that the enviable status of English during the colonial regime has been further consolidated in these seventy years. Indians have customized English in the ensuing years and made it an integral part of their life.

English in Post Independent India

The unparalleled presence of English in the Indian socio political context, owes to our colonial past. As a language promoted to create Indian intermediaries to facilitate the administration of Raj, it ironically consolidated its stand to such an extent that even patriotic fervour was generated through it. Language communicates experiences which can outstrip the boundaries of culture. So, post independence when furore arose regarding official language, the University Education Commission in 1948-49 under the Chairmanship of Dr. Radhakrishnan favoured the retaining of English as a library language. As a result the constitution guaranteed Hindi the official language status. English was declared as associate language of the Union Government with the provision that it would

be used for all official purposes of the Union for a period of 15 years. The Mudaliar Commission in 1951-52 advocated the Three Language policy integrating English into contemporary India. The official language Bill of 1963

removed the restriction on the use of English beyond 1965. The Kothari Commission in 1964 endorsed the views of the previous commissions by

concluding that for using English as library language in higher education a strong foundation should be created at the school level. Accordingly, English was made compulsory at school level. The liberalization of Indian Economy in 1990s bolstered the phenomenal rise of English language in India. Now English is indispensable in India. It is constitutionally recognized as the Associate National Official language and as inter regional link language. It is an essential medium of formal education and a preferred medium of learning.

Today, India is a resource consortium of English where it plays pivotal roles in education, administration technology, industry and many other areas apart from being a ticket to social mobility and better job prospects. India is a pluralistic society that takes the diversity of culture, language, religion, geography etc. in her stride. Resultantly, English acts as the link language - a language for panoptic communication.

As such, the next question that arose was –

Did the English introduced by the Britishers in India develop its own individuality with time?

Or did it stay true to the beliefs and conventions laid down by the native speakers?

Well, the study revealed the existence of Indian English.

Indian English

English introduced into the subcontinent by East India Company changed with time, absorbing the Indian psyche and socio cultural traits, thus creating INDIAN ENGLISH. Indian English is a distinct variety of the English language resulting from an inconceivable linguistic situation in the country. Indian English is infused

with the tempo of Indian life. Indians think, talk quickly and this is reflected in Indian English. As Raja Rao says 'There must be something in the sun of India that makes us rush and tumble and run on'. Indian English is a medley of distinctive pronunciation, some idiosyncratic syntaxes and a significant amount of lexical variation.

India is a vast country with 22 official languages where dialects change every twenty Kilometers. All these influence the way English is spoken in the length and breadth of the country. Consequently educators have attempted to institutionalize Indian English which is commonly referred to as **Standard Indian English**. Standard Indian English is non rhotoric derived from RP in terms of pronunciation.

Indian accents vary. Most Indian languages have a nearly phonetic spelling. Following this tendency when Indians pronounce English phonetically they vary immensely from native English speakers.

Morphologically, Indian English stands apart due to the extensive compound formation e.g. *convent going, time pass etc.*

Strange facts of its grammar are –

| | | |
|-----------------------------|---|---|
| Reduplication | : | I need <i>small small</i> favours from you. |
| Countability of uncountable | } | Furnitures |
| Nouns | | |

The unique attribute of the syntax of Indian English is the subject verb inversion in direct questions, prominent use of progressive tense instead of stative verbs inspired by Hindi and code switching. The English Vocabulary has become creative due to the import of words of native origin like *bungalow*, *shawl*, *shampoo* etc.

Therefore, the hallmark of Indian English is the construction of sentences and coining of words that do not exist in Standard English or sometimes literal translation of words from native tongues and simply the expression of a different way of thinking from a native English speaker.

The existence of Indian English as an independent variety is still open to debate but with thirty million people making it a part of every day existence, English has been quintessentially claimed as its own - and has stopped being the relic of the Raj.

Like Indian English, there are several other varieties of English which evolved when British imperialistic aspirations found home in other continents.

So, is English truly a global language? What are the characteristics facilitating its global reach?

The study was then primarily concerned to the global reach of English.

Global Language

David Crystal, in *English World Wide* (2006) stated that there are approximately 400 million native speakers of English, 400 million as 2nd language speakers and 600 – 700 million as foreign language speakers of English. English is rampantly spoken in five continents and has an unassailable position in the world. A

language acquires global status when it is learned and spoken internationally and is characterized not only by its native and second language speakers, but also by its geographical distribution and its use in international organization and in diplomatic relations. English has emerged as an international language despite strong competition from other languages and continues to play a dominant role in international policy, diplomacy, education in resolving international conflict and also world economy.

Features facilitating English to be a global language

English is a flexible language endowed with a cosmopolitan approach as it has assimilated thousands of words from several languages giving it a feeling of familiarity and welcome compared to other languages. It has a very rich vocabulary amounting to about quarter of a million distinct words according to Oxford English dictionary. The extent of English literature at our disposal renders it unmatched.

Global language arises due to the political and economic power of its native speakers. British imperialism and industrial power sent English around the globe between 17th and 20th century. The legacy of British imperialism has left many countries thoroughly institutionalized with English in the courts, parliament, education system etc.

Later, American economic and cultural supremacy reinforced the power of English language in the world. American dominance and influence made English crucial for development in international markets and to gain access to scientific, technical and academic resources which are otherwise denied in developing countries. English is the dominant language of the Internet so it is able to connect people across languages. Despite China's impressive growth it is clear that English will remain the language of innovation. Standard QWERTY key boards cannot accommodate 2000 and above Chinese characters. The top 10 pro-Chinese programming languages are English based. 56% online content in the world is in

English. Accessing this content and drawing revenue from it requires proficiency in English language which businesses and consumers are eager to acquire.

Research has established a direct correlation between English skills of a population and economic performance of a country. The EF English proficiency Index survey shows rise in per capita income with rise in English proficiency. A correlation between English proficiency and Human Development index was registered (McCormick, 2013). Thus, learning English is an economic necessity.

That is why Honda Motor Co. declared English to be its official corporate language by 2020 following the lead of other international companies like Nokia,

Audi, Daimler etc. Quick decisions prompt responses and real time communications are keys to thrive in this competitive world. Many companies

have realized that this is easier, when done in English. Chinese multinational Lenovo made English its official language. Underlining its irrefutable presence English switches position from a marker of the elite to a basic skill needed for the entire world workforce.

Therefore in the expanding circle of Braj Kachru, English is rising as lingua franca - A language which serves as the mode of communication between two people with distinct mother tongue. Emerging economies and developing countries are increasingly recognizing the economic value of producing large number of skilled graduates who are able to communicate in English. The increasingly international nature of business makes common language a necessity. The English used for this purpose is Business English. Armed with the knowledge of this variety of English, non native speakers now substantially outnumber native speakers.

Accordingly, English has become an indispensable means of communication in the world economic field. The English used for this purpose is Business English. Business English is an approach of teaching English to non native speakers of

English, who wish to improve their level of fluency for the purposes of greater language functionality in specific areas of business like marketing, manufacturing, management and finance etc.

Do the different varieties of English owe their existence to change in geography and culture only? Is English language affected by social situation like profession or occupation?

The study further found that there is variation in language used for a particular purpose or in a particular setting. This is called register.

REGISTER

Different varieties of English emerged when English traversed from Europe and entered the other continents and interacted with diverse culture, socio political situation etc. A variety of English arising due to its use in social situations is called Register. Register is special variety marked by special set of vocabulary associated with profession or other defined social group. People participating in recurrent communication tend to develop similar vocabulary to facilitate communication.

Registers are varieties of language used in different situations identified by the degree of formality. According to Halliday three variables, determine register:

| | | |
|-------|---|---|
| Field | - | Purpose of the subject of communication. |
| Tenor | - | Means by which communication takes place. |
| Mode | - | Relationship between participants. |

Register are of the following types

Commercialese: Generally referred to as corporate speak. It involves the use of long words, abbreviations, acronyms and euphemism. It is a register specifically used in commercial transactions.

Journalese: It is the style of language supposed to be characteristic of public journals. It is a manner of writing or speaking characterized by Clichés, Neologisms, sensationalism to arrest the attention of the reader.

Legalese: The specialized technical language of the legal profession containing an excessive amount of legal terminology.

Officialese: A style of language typically used in official statements which comprise of long complex sentences full of jargon tending to be verbose to some extent.

All the above mentioned registers are being changed to a great extent in favour of Plain English to facilitate Communication.

Style of language is defined as the choice of words used by a specific group of people when they speak.

Martin Joos recommended five styles in spoken English. But true writing style can be summed up as the aesthetic presentation of thoughts of the writer in a concise manner to facilitate communication removing uncertainty.

The economic aspirations of the world propelled English to acquire lingua franca status rather than being just a native language confined to Europe. The English employed for this purpose was Business English. Business English is a part of ESP (English for Specific Purpose). ESP is the teaching of English used in academic studies or for vocational or professional purpose. It is an approach to language teaching in which all decisions, as to content and method are based on the learner's reasons for learning. Business English is English geared towards the conduct of business and international trade. It is purely a functional category of English aimed at effective communication. Business English focuses on the

language and skill required for regular business communication, the vocabulary of trade and finance, negotiation, presentation making report etc.

Timeline of English for Specific Purpose (ESP)

English for Specific Purpose (ESP) in 1960, through Register analysis emphasized that the choice of a particular language is determined by the circumstances of the speaker and the content. Resultantly, the grammatical features/lexis suiting a particular situation should be introduced to the student.

In the II stage ESP focused on Discourse/Rhetorical Analysis. It aimed at coherence. Later Genre Analysis assimilated culture and situation into the discourse analysis.

The III stage of ESP was Needs Analysis in which the need of the learner was supreme. Consequently, it aimed at narrowing down the situations where student needs language and then adjusts the language accordingly.

In the IV stage ESP apart from reading, writing, listening, speaking included skills related to giving presentation negotiating, socializing etc.

The V stage is dynamic where the students were constantly consulted on the content. Later ESP took an eclectic approach which assimilated content based instruction with insights of researchers in other disciplines.

ESP shifted its focus from Science and Technology to Business English.

It is the English taught in Non-English speaking countries through courses that emphasize its commercial rather than its cultural or literary significance. It is concerned with the English used in Business correspondence which maintain a degree of aloofness and emphasize on correct spelling and grammar.

Nature of Business English

Business English has been vigorously examined in the context of language learning and training. Its linguistic analysis has been meager. Among the few who linguistically pursued Business English, Pickett stands out. According to him though Business English is a part of ESP it has to walk a tight rope between jargon of a particular business and language of the general public.

Every profession has a register unique to its line of work be it pharmaceutical, defence, cement, industry etc. The register of Business English exhibits two

aspects. It has specific terminology related to its core business, at the same time it entails the universal language of business like order, issue, invest, boom etc.

Pickett nomenclatured Business English as *Ergolect* meaning a work language which mediates between the technicality of particular business and the language of general public. Simultaneously, it is not a new language and originates from General English in order to create a fresh meaning in a business context that can flow back into general language which he calls *poetics*.

For instance, consider the word 'goodwill' -

In general English it means friendly disposition, kindness, consent etc. But in Business English it has limited meaning. It means-When a company purchases another company for more than the value of its assets the difference registered is called 'goodwill'.

Now this is a unique feature of Business English, as it reduces ambiguity allotting single meaning to a word so that communication does not go haywire between EFL and ESL speakers.

Moreover, Business English has a concise vocabulary. English during its journey from a tribal dialect has amassed influences of several language and civilization building a colossal vocabulary. Business English functions around a limited vocabulary as it is concerned with the utilitarian aspect of the language among EFL and ESL speakers who cannot be expected to absorb the complete English Thesaurus.

Business English has to tread a tight rope as it has to negotiate between the expertise of a particular business and the general language of public. The English employed, has to incorporate the expertise of business thus including jargons and simultaneously simplifying the jargons to be comprehended by the lay man i.e. general public.

To determine the lexis of Business English 25 e-mails were studied from lexical and syntactical point of view. The following features were observed:

Lexical Features

The study established the following lexical features -

Specialized Vocabulary

Highly technical vocabulary associated with a particular profession
Acronyms features e.g. CWO, WPA and FOB.

Formal Vocabulary

The vocabulary comprises of special professional content. Formal words are used to maintain sobriety e.g. 'purchase' for 'buy', 'inform' for 'tell' etc.
Business contracts are legal documents so legitimate use of legalese becomes necessary. e.g. usage of 'whereas', 'now therefore' etc.

Use of Polysemy, Compound and Borrowed words

Polysemy means one word has many meanings. A lot of common words have special meanings under some business situations and the same technical term may cover different meanings in different kinds of Business English. This constitutes the sub technical vocabulary which has a familiar meaning in general usage but totally different specialized meaning in the business context. They tend to create confusion.

Neologism is rampant, e.g. *online publishing*, *cyber marketing* etc. Words borrowed from Greek, Latin, French languages e.g. *defacto* etc. Overall Business English is formatted, homogeneous, positive and bereft of emotions.

Grammatical features

Omission of Preposition and articles/objects to adhere to time and space constraint.

Special use of Personal Pronouns

It is observed that 'they' is preferred over 'it' for a company.

E.g. In reply to your letter, we write to inform that we have known Sri Ram & Sons for many years. **They** have build up an excellent business.

Preference of 'You' over 'I'.

E.g. **I** tell you that your goods will reach before March 20th.
This sounds arrogant so it is substituted in the following manner:

Usage of **Your** is euphemistic and conveys concern for the reader.

E.g. **Your** goods will reach by March 20th

Present tense is preferred over past tense.

Generally active voice is preferred over passive voice.

Passive voice is used in unpleasant transaction to achieve language euphemism and appropriateness.

E.g. You have to make an offer before next Friday. (Active voice)

This sentence can be made more polite by shifting to Passive Voice.

E.g. The offer has to be made before next Friday. (Passive voice)

Use of Vague Words without compromising over clarity.

E.g. our goods are '**moderately**' priced.

Moderately implies it is subject to condition. Thus, an uncomfortable situation has been smoothly navigated by using a vague word.

The core area of study of this thesis is Business English and Advertising is an inevitable part of any business. So the language of advertising was taken into account to ascertain the extra dimensions of Business English. Then the next question that arose was:

Should the language of advertising be considered a different variety?

Is advertising English different from the English spoken in schools and colleges?

To answer these question six print advertisements were critically evaluated at graphological, syntactical and lexical level.

Advertising English

Advertising is an inevitable part of our life now. The styles of advertising have undergone a profound transformation through the years but it basically consists of content related to the product delivered with varying degree of creativity.

Advertising English is neither a variety nor a register in its own right, but it takes on any form that is required for communicating its message; thus exploiting the entire linguistic continuum. G. N. Leech calls the language of advertising ‘loaded language’, as it intends to influence and change the will and attitude of its reader.

According to him an advertisement should embody the following:

Attention value.

Readability.

Memorability

Selling power.

All these above mentioned facets influence the language used for advertising. The stylistic feature of Advertising English was ascertained by studying six prints advertisement at graphological, syntactical and lexical level to reveal the following outcomes.

Attention Value

Advertisements target at arresting the attention of the reader. The study of advertisements at lexical level revealed that this feature was attained using –

Neologism : Coinage, Anagrammatic spellings,
Borrowing Exotic words.

Compound words : To convey unusual meaning and stimulate
association.

Using comparative and Superlative degree:

To boast the quality of the Product without discrediting any other product publicly as it may bring legal tangles.

Readability

To sustain the attention of the reader, the vocabulary should be simple and favourable. The study at graphological level concluded that sentence length was kept closer to 17 words by generously using full stops.

The lexical features supporting readability are the use of the following:

Monosyllabic words

Positive adjectives

Simple sentence : Sentences comprising of simple independent

clause are dominant. Minor sentences that do not conform to regular pattern of clause structure were used.

Personal Pronoun: Building bonds by profusely using ‘**you**’ and me. Though every reader knows ‘**you**’ actually refers to the audience of millions but they are still inclined to believe that they are personally being addressed.

Memorability

The message of the advertisement should be retained and for that it should feel familiar. This is achieved through repetition. The linguistic devices employed are alliteration, metrical rhythm, grammatical parallelism, rhymes etc.

Selling Power

Advertisements aim to sell. The people can be persuaded to take the right kind of action by providing them clear instruction. The study of the advertisements at syntactic level showed the use of declarative sentences to convey the attributes of the product with clarity. Interrogative and Imperative sentences are used as rhetoric devices. Hence **Weasel** words are used.

E.g. As the word '*buy*' has monetary connotation and people associate it with unwilling outgoing, so it is replaced by *bring, use, help etc.*

G. Hughes calls advertising linguistic capitalism, maintaining that it is dubious manifestation of free enterprise in which language is exploited by agencies in the sectional interest of the client's marketing programme (159).

The findings of the study of advertising English are not exactly consistent, but broadly in harmony with G.Hughes point of view as in spite of creativity in the advertising text, it followed a fairly narrow scheme of linguistic features so that the message is easily recognized and is easily interpreted.

After Advertising English the next spotlight was on Business process outsourcing English. The English used in BPOs is also a different example of Business English. This English has a major correlation with India's contemporary English scenario. One of the major reasons for growing demand of English in India in the last twenty years is the boom in IT sector.

BPO English

BPO is the contracting of non primary business activities and functions to a third party provider. It is also called Information Technology English services.

BPOs offer two types of job profiles:

(i) Voice Process

Task includes voice calls which may be inbound or outbound.

(ii) Non Voice Process

This does not include receiving or answering calls. It includes documentation or processing via e-mails or live chats.

Thus, BPOs require written and verbal correspondence with overseas customers who are native speakers of the English language in order to give updates, assurances and eventually a resolution to their problems. The companies which outsource work are US, UK, Canada and Australia. Indian BPOs have 2 million people working in the IT sector depending on projects exclusively from US. Consequently a greater thrust is to speak and behave like the parent country predominantly American. In the Voice Process BPOs focus is on speaking by eradicating Mother Tongue Influence and Voice inflection after learning English

as Second language. The goal is to learn to speak without any accent with perfect clarity so that anyone can understand over the distortion of a phone line.

In the Non Voice BPOs communication is carried out by e-mails or live chats. E-mail is used as it lends formality between customer and business. It acts as a permanent record just requiring only an e-mail account. Response to customer E-mails requires a professional standard compared to ordinary e-mails as it reflects the company's image. The following things are kept in mind –

Response is prompt.

Take time to review the email and provide assistance to all matters concerned.

Customer queries and complains are handled in a professional yet

conversational tone.

Emphasis is on correct spelling grammar and punctuation to build a positive impression by using spell check or editing. Answers are concise separated by paragraphs for facilitating reading. Closing and opening salutations are paramount to intimate the customer that they are not receiving an automated response.

Live Chat Sessions

This is another tool employed to help the customer and generate more business. During such chats precise and simple questions are used to locate the issue. Jargon is avoided as the customer may be unaware of specific terminology. Chat solutions offer dictionaries to avoid typographical errors and ensure correct spellings. Canned Responses (Predetermined answers to common questions) are preferred, to make chat efficient and save time.

Thus, the BPO English is a category of Business English which is formatted, concise and which aims at generating business by keeping native speaker (of English) client satisfied.

After discussing the general features of Business English the question that next arose was –

Does the Business English used in official correspondence in Indian Private and Public Sector vary? Do they exhibit substantial variation? Is concreteness in communication affected by varying degree in both the sectors?

For this, a corpus of ten business emails/letters was considered and concreteness in these letters was determined by observing the use of lexical devices, cohesive devices and rhetorical devices and by studying their syntactic pattern.

The Lexical devices used were nouns, adjectives and articles. Abstract nouns, adjective of quality and indefinite articles make writing vague and ambiguous. It was observed that with respect to the lexical devices, Indian Business letter did not vary substantially. E.g. if abstract noun was more in private sector then proper noun too was more. Both sectors used definite articles more than indefinite article. Though, definite article was used more in public sector, it cannot be considered more concrete as it missed indefinite article in crucial places. On the basis of the study of adjective Private sector correspondence appears to be more concrete as it uses more adjective of number, possessive adjectives and less of adjective of quality.

Rhetorical Devices:

They are employed to convince the reader or persuade him to consider the topic from a different perspective. The three types of rhetorical devices considered are-

Repetition

Parallelism

Euphemism

Both parallelism and euphemism were observed in private and public sector.

Syntactic Pattern:

It was observed in both kind of correspondence by studying passive voice and Relative clause.

Passive voice is used to achieve courtesy as it makes the request mild. It is generally used during unpleasant transactional situations to achieve language euphemism and appropriateness. Both Private and Public sector use Passive Voice.

E.g. You have to make an offer before next Monday.

Though, active voice is encouraged in Business English but in certain situation it can be too complaining or rude which can be made more polite and palatable by changing it into passive voice.

Relative Clause:

It was also observed that the use of non defining relative clause was rampant in both Private Clause and Public Sector. This did not specify the person, thing or object but gave extra unnecessary information which made the writing abstract and less easy to comprehend.

Cohesive Device:

much in rhetorical devices but definitely use euphemism to bring in more business. Thus the tone of communication varies to a certain degree in private and public sector correspondence.

So the next question that arose was that –

Does this difference affect communication?

Do they impede communication?

Now, communication is the art of sharing facts, thoughts, ideas and feelings through mutually understood signs. As the thesis targets Business English in the Corporate World, the area of study is Corporate Communication. Corporate Communication is Communication used to promote a product, service, or organization with the object of making a sale.

Communication can be oral or written through e- mails, letters, social networking, websites, sponsorship, philanthropy, Corporate Social Responsibility etc. As the thesis concentrates on written communication it has been observed that many a times the written content fails to create the desired impact due to the following reasons –

Table 16

Impediments of Written Communication in a Nutshell

| | |
|-----------------------------|--|
| Lacking clarity of purpose. | The why, how, when and what of the message is not addressed due to lack of planning. |
| Ignoring the receiver. | The writer fails to take the limitation of the reader into account. He may use too much jargon, legalese, officialese and verbose expressions instead plain English. Even while texting standard rules of English grammar and spelling should be adhered to. |
| Lacking conciseness. | It should convey necessary information through short sentences and should not combine too many ideas in one paragraph. |
| Semantic Barrier | Written words represent the organization. Consequently spelling, grammar and punctuation errors should be totally eliminated. |
| Mother Tongue Influence | Check Mother Tongue Influence by adhering to standard rules of English. |

Written communication is asynchronous, with the result, the need of interpretation and likely response of the reader should be taken into account while writing. This could be achieved by developing the content with coherence and cohesion. Hence the writer should carefully plan the purpose of the document ensuring it meets the needs of the reader and precisely represents the organization. The message should be drafted in lucid language without compromising on spelling and grammar conforming to social norms and protocol. Subsequently, the message should be reviewed to ensure it is clear, concise and would not lead to any misinterpretation.

Further, the module highlighted on the following aspects of written

correspondence with clear examples:

Sentence structure: Sentence should be clear concise and specific.

Plain English: Plain English should be used conforming to norms and protocols. Legalese should be used where the situation warrants.

Length: Regulate the length of the sentence by checking redundancy and repetition.

Nouns: Use strong but brief phrases to establish hierarchical positions rather than complex nouns.

Lengthy titles: It should be avoided.

Transition words: They bridge ideas and add coherence. A list of transition words with the situations where it is best suited was added in the module.

Grammar: The module differentiated the use of I and me in sentence and assisted in writing with reduced nominalization. Also it raised the importance of parallelism in written communication. It also warned the use of dangling modifiers.

Mother Tongue Influence: Indians have perennial confusion over the use of I or me, have problem in framing sentences with subject agreeing to verb, or making interrogative construction with subject or auxiliary inversion. All this was explained elaborately by means of requisite examples. Flaws in using certain compound words, unique phrases which do not have existence beyond the Indian subcontinent were also notified.

Thus the module identified and provided solution to the habitual inconsistencies in written business communication.

5.2 CONCLUSION

The topic of Research is **“A Linguistic Study of Communicative Aspect of Business English with special reference to Corporate World”**. Business English is an integral part of ESP. Though research in Business English has been scanty in the past but in the last three decades Business English completely overpowered ESP. However, the research has always been preoccupied with language learning and training, thus sidelining the linguistic aspect of Business English.

This research is a linguistic study of Business English to isolate its characteristic features and to identify its short comings in the Indian context to work for remedial purpose. So, after building a theoretical frame work by means of a review covering the journey of Business English through the decades the research progressed by qualitative and quantitative linguistic analysis of several attributes of Business English.

The findings of research can be concluded in the following manner:

English was mandated as the Global language of business.

“The gift of a common tongue is a priceless inheritance and it may well someday become the foundation of a common citizenship.”

Winston Churchill

The dynamics of global business substantiates Churchill’s words which maneuvered English to become the common tongue of Business. The internet manifested world, the successful model of capitalistic America, the political and military clout of US emanating from its robust economy, inspired countries world over to go global from local in business, transcending geographical boundaries.

Inception of Business English

When Japanese firm Rakuten switches to English as a corporate language, overnight or when German Company Siemen shifts to English for business then the English that finds valediction is categorically different from the language developed by Shakespeare or Dickens. This language originating from the lingua franca status of English is regulated by a sense of purpose that governs business, where performance objective takes precedence over language learning. The entire thrust is on the functional aspect of English rather than literary or cultural facet.

Definition of Business English

It is the English taught in Non English speaking countries through courses that reiterate its commercial rather than its cultural or literary importance. It is the English used in Business Correspondence focusing on propriety, spelling, correctness and punctuality.

Case Study

The corpus constituted of twenty five e-mails sent at management level in private sector. The corpus had a considerable share of jargon or terminology centering around advertising and branding section of business as majority of it was intradepartmental.

The implications of the analysis can be encapsulated in the following manner.

- Simple Sentence structure.
- Sustenance of courteous formal tone.
- Semantic study revealed use of abbreviation acronyms pertinent to the department and characteristic metaphors.
- A formatted homogeneous positive impersonal and dynamic lexis.

- As time constraint is non negotiable in business, e-mails were found to be concise for which most of the time they randomly compromised on spelling and grammar.

Study of Social Media

In a world literally infested with Social Media, business too finds it indispensable. Business uses Social Media to build trust and loyalty with customer giving

credibility to their venture, cultivate personal and professional network, to build relationships with customers, generate new leads and boost sale. Often Social Media is accused of distorting English language as in reality it was introduced as a means of leisure and past time mostly for the generation next. So the next argument that arose was--

“Is business promoted by redefining Business English in Social Media accommodating all the teenage slangs and smileys?

The study of the twitter handle of companies revealed that companies preconceive the image of a brand and predetermine the target customer base before starting a business. Therefore exclusive brands like Rolex, Rolls Royce etc. which deal with an elite clientele market their product as a legacy. The exclusiveness, the aristocratic feel attached to it is accentuated by means of the language. Twitter despite its 140 character limit promotes these brands by using declarative sentences abiding by the rules of grammar and without any unconventional punctuation. Brands like Levis, Pepsi Co. etc which target teenager customers use simple English with correct grammar and spelling. Sometimes ellipses are used. Twitter has a more professional approach than Face book. Companies while promoting on Face book do not compromise on grammar and spellings. Business English exhibits weasel words and euphemisms.

Sociolinguistic Orientation

Sociolinguistic entails the effect of culture norms, expectations and context on the way language is used i.e. how language varieties differ on the grounds of ethnicity, religion, status, gender, education etc. To illustrate this point consider Japan and America where the style of business communication vary because of their culture and belief. US is more vocal, liberal and receptive in its approach towards business while Japan is a hierarchical, bureaucratic society.

The next question that research studied was--

Do these general features of Business English vary when employed in diverse business or in different aspects of Business?

Advertisements are an inevitable part of business process where everything is in the public domain and luring the public is the core function. Advertisements aim to snare the audience while quality of product keeps the customer in its spell for long. But with millions of products and services infesting the market, the customer is spoilt for choice. So engaging a customer for a minute or two and inducing him to shell out of his pocket is challenging. Resultantly, advertisers weave a trap of words to lure the customer. The linguistic analysis of 6 print advertisement spotlighted on their lexical, grammatical, semantic, phonological competence.

The findings of the case study of print advertisement are –

- Use of creative punctuation to affect sentence length.
- The lexis constitutes of simple sentences heavily dependent on familiar monosyllabic words.
- New words are coined for novelty and creativity.
- Weasel words are used to persuade customer to buy but by neutralizing monetary connotations.

- Copious use of Personal pronouns to build a bond with the customer.
- The syntax of advertisement shows appreciative use of imperative and interrogative sentences.
- Though advertisers use every trick in the book to entice the customer they do not completely deviate from standard rules of grammar for the sake of creativity, as the entire campaign may backfire if the customer fails to grasp the gist of the advertisement.

As a result of globalization sprawling MNCs started to outsource their work from banking to real estate in low cost location thus creating BPO industry. A skillful pool of human resource was an added advantage. As majority of MNCs are native

English speaking countries English proficiency is mandatory. BPOs deal with the clients through voice and non-voice process. As the research is concentrated on linguistic study of written communication the non voice process was brought into focus where the employees interact with customers who are native speakers of English to give updates, assurances, resolve complaints etc. It was observed that responses were generally canned (automated) and if not then it was ensured that they were concise, free of jargon with emphasis on closing and opening salutations so that they may be easily differentiated from spam.

In order to facilitate communication the native ESL speakers are trained to adapt to the accent, idiom, phrase, slangs etc. related to that particular country. BPO English and Advertising English are both offshoots of Business English but they were at variance with each other in terms of their attributes.

Business English was evolved to promote fluid communication that is intrinsic to an organization's success. As Business English is affected by socio linguistic orientation, the next question that the research focused was –

Does Business English add different dimensions to its repertoire when used in Indian and Private Sector? Is it reasonable to assume that Private and Public sector correspondence show compelling variation?

The study proceeded with the qualitative and quantitative analysis of official correspondence of an Indian MNC and Railways to determine whether communicative process varied in both the sectors and in turn affected concreteness in communication.

Assumption

Indian Railways is our colonial legacy since Britishers envisioned and engineered our Railways. Hence, a vestigial British influence is perceived even today in operating laws, bureaucracy, paper work etc. So it was extrapolated that stiff formality would be retained in contemporary Railway correspondence to some extent due to colonial lag.

The findings of the case study:

Letters did not exhibit considerable difference in communication style in Private and Public correspondence.

▪ Lexical devices

The lexical Devices studied were Nouns, Articles adjectives:

Public and Private sector did not alter substantially in concreteness with respect to Nouns because both Abstract and Proper Nouns were more in private correspondence than Public . Thus the concreteness encouraged by Proper Nouns is negated by the vagueness of Abstract nouns. The study disclosed favorable use of articles especially definite article. Public sector correspondence used definite

articles almost double than Private Sector but it also cited instances where it missed articles that too in crucial places. The study of adjectives confirmed Private Sector correspondence to be more concrete as it used more adjectives of number. Public sector correspondence used adjective of quantity five times more. Adjective of quantity makes writing abstract as it does not specify the exact number.

▪ **Rhetorical Devices**

Repetition was found in both kind of letters. Repetition when used discriminately, adds impact and consistency. Parallelism makes the writing effective and accentuates the motive by means of a pattern. Several instances were noted in Public Sector correspondence when parallelism was ignored. Private Sector correspondence showed favourable use of parallelism. Both sector employed euphemism to build their customer base and to convey unpalatable truth without jeopardizing relations.

▪ **Syntactic Pattern**

The criteria for the study of syntax were the use of Passive Voice, Nominalization and Relative Clause. Passive Voice was almost double in Public Correspondence

compared to Private Sector. Extensive use of Non-defining Relative Clause made the correspondence lengthy and tedious affecting the level of comprehension.

▪ **Cohesive Devices**

They bridge the gap between ideas and add fluidity to writing. The devices to scrutinize cohesion were Referencing, Exemplification, Enumeration and Transition words. Public Sector Correspondence exhibits meticulous referencing. Public Sector profusely uses transition words and conjunction which make the

writing more cohesive and aesthetic. Private Sector conveyed facts and figures in an abrupt manner. Both the corpus did not vary in enumeration and did not exhibit exemplification.

In other words lexical variation is negligible in the correspondence of Public and Private sector. Over all Public Sector is more cohesive. Private sector uses Parallelism better. In the concerned corpus the Private sector favours more economy of words. In certain cases its approach was found to be more casual. The assumption that formality would be retained in Railways Correspondence has been validated by the case study. Better use of transition words, extensive use of passive voice and abstract noun, crystal clear referencing is the legacy of British rule. A certain format or pattern has been consistent in the official letters of Railways which could be an off shoot of our colonial past.

On the basis of Case Study of Chapter III it can be confirmed that both correspondence digress from standard rules of grammar and sentence structure which affects communication. However such kind of Correspondence with international clientele can show the company or organization in unfavorable light and even sabotage their image while Business is all about creating an Image and being consistent with it.

Therefore Research targeted the impediments which hinder fluid communication. They could be categorized as lacking in purpose, too much jargon, lacking in simplicity, lacking conciseness, semantic errors/spelling, grammatical and errors due to Mother Tongue influence.

In order to overcome them a Module has been suggested which takes into account the disparities and inconsistencies which are often found in Indian Business Correspondence.

CONTRIBUTION OF RESEARCH

The Research Topic has far reaching implications –

First and Foremost it is a linguistic study of Business English which is a relatively less explored subject. In the past three decades Business English monopolized ESP and has been extensively researched but that has always centered around language learning and training.

Linguistics is scientific study of a language which explores syntax, semantics morphology and phonetics. As the topic was confined to written communication, syntax and semantics of the corpus was exhaustively analyzed. Linguistic study has significant implications because it provides detailed suggestions that aid the preparation of syllabus, teaching material and methodology. Linguistics help language in the same way, the knowledge of the engine enhances driving skills of the driver.

Therefore the linguistic study highlighted the key features of Business English and the existing discrepancy in Business Writing which would help language policy makers to restructure language strategies to expedite business. As Business English is English learnt by ESL and EFL speakers to promote business, the language learning process would get a paradigm shift if the sociolinguistic perception is taken into account while designing the syllabus. Sociolinguistics helps the teacher to assimilate the subtle nuances of language as well as the social appropriateness of the language in teaching. The study explored the sociolinguistic perspective of the office e-mails and print advertisements.

Secondly the research provides a panoramic view of the Business English in use in the Indian society. Former Research in Business English has been conducted

with western perspective. The Indian point of view gives a practical approach to communication vagaries existing in Indian Corporate. The corpus for analyzing

the tone of communication constituted of an Indian MNC and India's biggest Public Sector Indian Railways.

Indian companies are expanding their footprint in the global market. But markets are becoming increasingly competitive. So apart from strategic objections, companies have to reinforce right capabilities. Communication certainly counts among it.

The analysis of Public Sector Correspondence clearly demonstrates excessive use of Passive voice, copious use of Relative Clause, Nominalization and lack of Parallelism. These are serious shortcomings and need added attention. The use of Passive Voice, Relative Clause and Nominalization should be regulated and the competence to judiciously accommodate them should be made available to employees by means of Language Learning Workshops.

Consumers are inundated with hundreds of marketing messages everyday as every business from a start up to a Fortune 500 is trying to post content that would stand out. In this haste, typographical errors are rampant. Studies show that single spelling mistake on a website can cut its online sale by 50% whereas consumer spend hardly 15 seconds on company website, advertisement etc. Hence the window to make a good impression is tiny. Thus this Competitive Corporate culture demands impressive command of written English in all forms of communications.

Private Sector Correspondence was found to be abrupt lacking in transitions words and conjunctions. Transition words link ideas and impart a flow to the sentence. The language learning workshops should focus on this aspect of writing.

As Mother tongue influence persists in our writing, being ESL speakers, the language teachers should focus on certain vulnerable areas:

- Incorrect use of preposition
- Attaching prepositions to certain verbs in unique manner to come up with wrong but extremely common words like ‘check out’.
- Perennial confusion over homonyms like ‘loose/lose’, ‘career /carrier.’ etc.
- Literal translation from mother tongue.
- Preference of Past Perfect over Simple Past.
- Extensive use of ‘Please revert’ for response.

As more and more private Indian companies are going international these discrepancies found in writing will reflect a poor image of the company. Immediate attention to these anomalies is needed. The workshops, seminars, Business English Training platforms could incorporate them in their syllabi and consolidate the Business English skill of the learners.

Majority of Business is conducted through e-mails. In 2014 Business users send and received on an average 121 e-mails a day which is expected to grow to 140 e-mails a day by 2018. The advantage of e-mail is quick feedback and prompt execution. With such enormous lot of mails flooding the inbox, the chances of attending to them promptly is rare. Hence a Module for writing an effective e-

BIBLIOGRAPHY

BIBLIOGRAPHY

- Adair, John, *Effective communication*. London: Pan Books, 1997. Print.
- Adler, Nancy J., "Communicating across Cultural Barriers. International Dimensions of Organizational Behaviour". Boston, M.A PWS-KEN Publisging Company 2 (): 63-91.
- Ager, Simon. *The Influence of French on the English language*. Cactus. 15 Nov 2012 . Web .24 April .2014.
- Anderson, Helle, and Erik S. Rasmussen. *The role of language skills in Corporate Communication* : 2004. Web. 20 Oct, 2013.
- Ali. Akbar "Concreteness in Business Letters: a Corpus – based Analysis of British and Pakistani English. Diss Dalarna University 2010.
- Aiwei, Shri "Advertisement as a writing style and strategies for its Translation"
- Akilandeswari, Dinesh Kumar, Freed and Niranchan Kumar. "Elements of Effective communication". New media and Mars Communication 3 7 (2015): 2224 - 3267 Print.
- Almeida, Prakash, *The story of English in India* . English Foundation 2008. Web 12 Nov. 2014.
- Advertisement English* testden. Web 22 March 2015.
- Ahluwalia,S.P. *Development of education in India, 1947-1966*, Dept of Education , Kurukshetra University,p. 65
- Aggarwal, J.C. Landmark s in the History of Modern Indian Education. New Delhi: Vikas Publishing House. 1984.

Baldrige, Jason. “ Linguistic and social Characteristics of Indian English”.

(2002). Print.

Bocos, Musta, and Popescu, Teodora. “On the Teachability of Business Lexis”

CLIE(2008). Web.

Bashir, Aneesa. “English in India: An Historic Perspective” .IJELH 4.1 (2016)

2321 – 7065. Print.

Bureau of Education. Selections from Educational Records, Part I(1781-1839).

Edited by H. Sharp. Calcutta: Superintendent, Govt. Printing, 1920.

Reprint Delhi: National Archives of India, 1965, 107-117.

Begum, Abida. “*Importance of English Language in India: Its Role in Present*

National and International set up”IJIMS1.10 (2014): 126-128. Print.

Casimer, Rozario . *The origin of Officialese* . Challenge . Jan 2008 . Web.

27 June , 2017

Crystal, David. *English as a Global Language* Cambridge University

Press, 199. Print.

Chetia. Barnali. “*Rhetorical Devices in English Advertisement*. International

Journal of Social Science and Humanity 5.11 (2015) Print.

Chaysin, Porntida. “*Analyzing the use of figures of speech in Print Advertising of*

Food Products from a Food Magazini” Diss. Language Institute,

Thammasat University. 2011.

Clayton, John . *Five Quick Ways to Trim-and Improve – Business Writing*

Harvard Management 2003.Web April 1, 2012.

Christopher , Williams. “Changing with the Times : The evolution of Plain

Language in the Legal Sphere.” Alicante Journal Of English Studies

28(2015) :183-203

Chun, Hui. "*English Advertising Language Features and Translation*". Sino-

US English Teaching, 20.5(2013): 1539-8072.

Conner, Cheryl. Battle of the Brands: Companies with the best grammar Wm

Forbes. 17 Aug 2013.

Digital India – *The next big Thing for native business*, CMSIT service 18 May

2013. Web 15 Oct. 2015.

Duboviciine, Tatjana, and Pavel Skorupa "*The Analysis of some stylistic Features*

of English Advertising Slogans". Svetimosio Kalbos. 16.3(2014): 1392-

8600 Print.

Dudley-Evans, T.& St John, M. *Developments in ESP: A multidisciplinary*

approach . Cambridge : Cambridge University Press. 1998.

Eggins, Suzanne. *A n introduction to systemic Functional Linguistics*.

Continuum, 1994. Print.

Effective Business Writing: Top Principles and Techniques. English Grammer. 5

March 2014. Web 26 Jan, 2015.

European discovery and the colonization of Australia . australia.gov.au .Web

24April.2014.

Evans, Stephen. "Macaulay's Minute Revisited: Colonial Language Policy in

Nineteenth – Century India ".Journal of Multilingual and Multicultural

Development 23.4 (2002).

Fennell, Cameron. *The High cost of Small Mistakes: The Most expensive Typos*

of all Tune. Six degrees. n.d. Web. 10 Aug. 2016. Effective

Communication skills, Booboon, 2010. Print.

Fishu, Bill. *Why English not Mandarin is the language of innovation.* Harward

Business Review 12 Jan. 2015. Web 23 July 2016. Business Insider .

2 May 2012. Web. 30 Nov. 2016.

Fowler, Henry Watson. *Fowler's Dictionary of Modern English Usage*,

Giang, Vivian. *The Reasons So many Business Deals go wrong in China.* Oxford

University Press , 2015.

Gilkin, Jasom. *Modern Means of Business Communication.* Chron.n.d. Web. 14

Aug 2015.

Grygiel, Marcin. Business English from a linguistic perspective.” English for

Specific Purpose World. 1.16(2015): 1682-3257.

Gusakowska Ela. Business English & Cross – Cultural Problems. n.p. n.d. Web.

13 Dec, 2013.

Gopal, Sarvepalli. *The English Language in India since Independence and its*

future Role – Twelfth Lecture n.p., 3 Nov 1988. Web 4 July. 2014.

Gregory, Michael. “Journal of Linguistics”. 3.2 (1967):177-274. Print.

Haonla, Liis. 21 Social Media marketing statistics You Need to know in 2017,

Dream Grow n.d. Web 5 June 2017.

Hamilton, Debra. Top Ten e-mail Blunders that cost companies Money. Special

Report, 2010, Web. 6th June, 2017.

Haider, Ghulam. An exploratory study of organizational problems faced by

Pakistani student Writers with Learning Difficulties in EFL writing 3.1

(2014):2278-4012: Print.

Hutchinson , Tom & Waters, Alan . English For Specific Purposes: A learning –
Centered approach. Cambridge: Cambridge University Press. 1987

Johnson, Keith. *Shakespeare's English: A Practical Linguistic Guide*. Routledge
2014. Print.

Joos, M. (1961). *The Five Clocks: A linguistic excursion* into the five styles of
English Usage. New York : Harcourt, Brace and World.

Kongchern, Tanwapa. A survey of the problems in English Communication of
staff in Export Companies.

Kothari, D.S. Report of the Education Commission 1964-1966. Government of
India, Ministry of Education.

Lockwood. June “English Language Assessment for the Business Process
Outsourcing (BPO) Industry: Business Needs Meet Communication
Needs” *English Language and Literature Studies* 2.4(2012):
1925-4768. Print.

Linghong, Zhu. “The Linguistic Features of English Advertising” *Celea Journal*
29.1 (2006).

Leech, G. *English in Advertising* London: Longman. 1966.

M.A.K. and Hasan R. Language Context and Text. *Aspects of
Language in a social Semiotic Perspective* Oxford. Oxford
University Press,

Mc Whorter, John. *Why learn Mandarin? China won't make you speak it?*
Newseek. Web 24 June, 2014. 17 Jan 2011.

Michael, Elegant Variation. Daily A Writing Tips n.d. Web 29 June 2017

Miles Andrew D. 15 Ways to improve Oral Communication Business 2013.

Menon, Sunita and Nimesh Patel. “Importance of English Language in Corporate

- World” IJRMP. 1.1 (2012)2320-0901. Print. Web. 16 Sept. 2014.
- Morgan, S. English will remain an official language of the EU, Curactive, 29 June, 2016. Web 5 Sept 2017.
- Nelson, M “A corpus based study f the lexis of Business English and Business English Teaching Materials” Diss, U of Manchester, 2000. Print.
- Nakayama, Asami. The Importance of Cohesion in Academic Writing” Journal of Nagoya Gakum University 25.2(2014): 71-78. Print.
- Nandi, Srma, “The status of English in Indian Adveertisement”. IJECT 4.1 (2013): 2230-9543
- Nielsen, Hans Frede. The Continental Backgrounds of English and its Insular Development Until 1154 . John benjamins Publishing, 1998 . Print
- Nordquist, Richard. What are weasel words? Thought Co. 14 Oct, 2014. Web: 28 June, 2017.
- Parida, B.R. *Improving English Teaching: Role of Psycho Social Factors, New Delhi*
- Parikh, Sahil. *The Saas Edge: How companies can leverage Saas for Competitive Advantage*. Tata Mc Graw – Hill Education 201. Print.
- Pierini, Francesco. *Definition and Main Features of Business English with a Special regard to Differences with the language of Economics*. Edipuglia. Web 12 Nov. 2016
- Pop , Anamaria, Mirabela. *Stylistic Features of Business e-mail*. n.p. n.d. Web 12 Nov 2015
- Prajitha, Abilash, “Perspective Problems in English Speaking, Reading, Communication and Writing among Indian Students” ISSN 4.3 (2016):

2347:4718 Web.

.Richardson , Malcolm. *Henry V, the English Chancery and Chancery English*

.

Speculum 1980journals chicago

Risvi, Ashraf. M. *Effective Technical Communication*. London: Pan Books,

1997. Print.

Robinson, Perri. Face Book vs Twitter Social Media Strategy difference

- Mettwater. n.p. 27 April. 2015. Web: 3 Feb 2016.

Raja Sekhar, G. “ The Impact of English Language on contemporary World: A

Global Perspective. AJMR 1.4 (2012): 2278-4853.

Robb, Alice. *How Capital Letters became internet code for yelling*. New

Republic 17 April, 2014. Web. 28 June, 2017.

Rozario, Casimir. *The origin of officialese Challenge*. Jan 2008. Web

27 June, 2017.

Robinson, Johnie. *Learning Sounds Jamiliar ?* British Library (n.d.) Web:

June 27, 2017.

Sami Ali Nasr Al-Wossabi. “Indian English in the EFL context: Claims and

Facts ”. American International Journal of Social Science 3.4 (2014).

Print.

Sharpening Your Writing skills. Duncan Kent & Associates Ltd. n.d. Web.

29 June 2017

Simon and Simon. The Benefits of using English in Business . 24 May

2017 .Web. 13 June,2017.

Suico, Angela. How the Internet has changed the English Language n.p. 18 May

2013. Web. 2 April 2015.

Senin, Anton. *How did English become a Lingua Franca*, n.p. 4 July 2011. Web

Stec, Carly. 11 Embarrassing spelling and Grammar Mistakes from

Brands. Hub Spot. 10 June, 2015. Web 3 Aug 2016.

Strunk and White *The Elements of style*. Macmillan Publishing Co. Inc, 1972.

Print.

Swift, Dean. English Section: Gobbledegook & Officialese. General history.

8 April 2013. Web. 22 Feb 2014.

Sripabha. M. "A study on Mother Tongue influence in English Communication".

International Journal of English Literature and Culture 3.11 (2015)

The Benefits of using English in Business . Simon and Simon. 24 May

2017 .Web. 13 June,2017.

Trivedi, R.S. and Ghanchi D.A. *Techniques of Teaching English*. Ahmedabad:

Bal Govind Prakashan, 1965. Print.

Tsedal, Neeley. Global Business Speaks English Harvard Business Review May

Web 25 Sept 2014.

Tune Six degree n.d. Web 10 Aug 2016. Effective communication skills,

Bookboom 2010. Print.

Tiersma Peter, *Legalese: the Origin of the English Language of the law*. *Legal*

Language 2000. Web. 27 June, 2017.

The Rolex Way – Rolex. Web 16 April 2016

The benefit of Using English in Business, Simon & Simon 24 May 2017 Web: 27

June, 2017.

- Trudgill, Peter. *A Glossary of Sociolinguistics*. Oxford; New York: Oxford University Press, 2003. Print.
- Uittamo Hanna. *Global English: Varieties of English in Text books*. Diss. U Jyvaskyla, 2009. Print.
- Unovi, Ana. *Kachru Model "Three Circles of English" Varieties of English*, 7 Nov 2016 . Web 12 March 2017.
- Vasiloaia, Michael. "Linguistic features of the Language of Advertising. n.p. n.s Web. 12 June, 2016.
- Weiner Edmund. *Early modern English pronunciation and spelling*. Oxford English Dictionary. Web 12 Nov. 2014.
- Williams, Christopher. "Changing with the Times: The Evolution of Plain Language in the Legal Sphere". *Alicante Journal of English Studies*. 28(2015):183-203.
- Wolfram, Walt . *Social Varieties of American English*. In E. Finegan and J.R Ruckford. *Language in the USA: themes for the twenty first century* . Cambridge University Press.
- Wright, S. *Language Policy and language planning :From Nationalism to Globalisation* Springer 2003. Print
- Yanxin, Jiang. "Study of Language Features of Business English". *C S canada*. 8.5 (2015): 1927-0232 . Print.
- Zhoo, Shunhui. *Analysis of Language Features in Business Correspondences*. Scientific Research. n.p. n.d. Web. 13 Aug. 2014.
- Zakrzewski, Kamil. *The Role of English in Business and Trade*. Academia.

ANNEXURE I

Email :1

From: (name)]

Sent: 21 June 2014 12:21

To: (Name)

Subject: BWC 360 Launch Network

Good to see all the activities mapped out with responsibilities etc. Am sure it will be a great restaging of BWC.!

A few qns:

1. The assumption is that as soon as the vendor delivers the new pack, production will start immediately...is that how it will happen? In my past experience, I've found the factory usually has stocks of old design material that has to be used up first.
2. Applicator and small contractor activation plan? Meets, contests etc? Is that being planned by the zonal team?

Let's see the BTL plan ie the zonal plans etc together with this once it is ready....by the end of June, after the ZM's meets? This would include activities for

- a) New retail expansion in the 120 markets identified
- b) Motivating exiting retail outlets to stock more and increase our share
- c) Retail outlet visibility plan

Also, hope the agency has worked out the 30 sec script...do send that over.

Am sure it will be a great launch...and a way to get to the 33% growth that we are looking for!

Looking forward

(Name)

(Name)

Group Head- Consumer Insights and Brand Development

AB-group

+91 -----

My blog xxxxxxxxx

Twitter: @ xxxxx

Email :2

From: (Name) e-mail ID

Sent: 21 June 2014 12:21

To: (Name)

Subject: BWC 360 Launch Network

Dear Sir(s),

Further to our conference call on the entire 360 launch plan for BWC on 13.06.2014.

As desired by you please find enclosed, a detailed Network worked on the same. This includes all the mix on ATL & BTL including packaging for roll-out.

The network schedule is devised with following codifications :

| Stages | Remarks |
|--------|--------------------------|
| | Planning & Discussion |
| | Finalisation & Approvals |
| | Roll-out/Implementations |

The BTL – shop visibility etc is being worked out with Zonal brand team, which is to be added in above along with Internal activities like Perfect Sales Employee, team etc is to be finalised with Mr. xxxxxx

We are looking at roll-out in 3rd week of Aug'14.

Best Regards
(name)

Email :3

From: (name and e-mail ID)

Sent: 21 June 2014 12:21

To: (addressee's name)

Cc: (Name)

Subject: BW WCP New Campaign : Film Production Costs & Comparative

Dear Sir,

This has reference to the upcoming BW –Deluxe campaign.. Basis the approval on the script from chairman office & senior management, our on board creative agency M/s Lowe Lintas has proposed two production houses to produce this new Television Commercial (TVC) basis the film treatment :

1. M/s BWP Tomato Films,Mumbai
2. M/s Potato Films,Mumbai

We at mumbai had round of negotiations, basis which the final quotes and comaprives are attached herewith in trail mail.

Request you to kindly advice us, as we intent to go into shoot from coming week.

Regards

Email :4

From: Name & e-mail ID

Sent: 10 November 2014 14:55

To: addrssee's Name

Cc: Name & e-mail ID

Subject: Comparative of production - New Film for BW-DELUXE

Sir,

As per our discussion and quotations provided, we have separately discussion with both the vendors. Now seeing the quality of our Film with least cost we may go with Coconut Films whose quotes is Rs.86,65,349/-.

BW-DELUXE - TVC Production

| | | BWP TOMATO Vincent Gogh) | |
|----------------|------------------------------|---|---|
| Sr. nos | Elements | Earlier estimate | Revised estimate |
| 1 | Films | 1 Master (Hindi) + Music + VO + Singing | 1 Master (Hindi) + Music + VO + Singing |
| 2 | Edits | 2 edits + mutes | 2 edits + mutes |
| 3 | Languages | 10 languages | 8 languages |
| 4 | Rights for 3 years | TV + Music + 3 medium rights in India | TV + Music+ 3 medium rights in India |
| 5 | 1 main film (Rs) | 8,450,000.00 | 7,875,000.00 |
| 6 | Agency Commission (11.77%) | 994565 | 926887.5 |
| 7 | S. Total in Rs | 9,444,565.00 | 8,801,887.50 |
| 8 | Service tax (12.36%) | 1,167,348.23 | 1,087,913.30 |
| | Grand Total (Rs) | 10,611,913.23 | 9,889,800.80 |
| | Round Fig. (In lakhs) | 109.8 | 98.89 |

| Sr. nos | Additional to be charged | |
|----------------|---|----------------------|
| 1 | Airing rights for international languages (for 3 years) | 3 lakhs per Language |
| 2 | Perpetuity rights for Music after three years | 10 lakhs |
| 3 | In case, we go for any Celebrity cast or celebrity singer & everything that comes with it like manager, | |

Regards,

Name

Email :5

From: (name & e-mail ID)
Sent: 10 November 2014 14:55
To: 'Kedar Tembe UT'

Subject: Comparative of production - New Film for ----coy.

Dear Sir,

PFA: Comparative, Estimate of BWP TOTEM films, Estimate of Coconut films

This is further to your discussion with Mr. xxxxx on the ongoing process for the production of the new TVC for xxxxxxxx

We've shortlisted 2 production houses (BWP Totem films & Coconut films) with the recommendation of our creative agency (Lowe Lintas) on the basis – by reviewing The competency of the production house to deliver the desired creative result.

Kindly have a look and suggest.

In case of any query kindly let us know.

Cheers,

(name)

Email :6

Currently the need of the hour is to transfer the amount of Rs 2.35 Cr to Zones so that the total zone allocation becomes Rs 8 Cr. Balance Rs 10 Cr can be utilized for the Film as well as below mentioned activities.

Because of low budget/No Budget in some sales areas the Sale is suffering and resulting in huge Revenue losses.

Prime importance right now is Sale and its almost Q1 end.

Transfer Budget on Immediate basis as per allocation already given to you.

CC: Mr.Kumar Menon—As per our telecom, please ensure that this budget is transferred by tomorrow and can be used by concerned Zones as per their requirement and market conditions. We also need to keep a separate Budget of Rs 10 lac for New products like Textura, Levelplast and Kool n Seal from the balance corpus of 10.00 crore left with CMO.

Email :7

Dear Sir,

It is with reference to your mail regarding the Budget transfer of 2.35cr in all zones from H.O. Advtg budget,

Keeping aside the critical amount that can't be compromised – i.e. for carrying out brand building/promotional activities for this years.

We have worked out the required amount (2.35cr) from the following heads/ that is a clear indication, that we'll not be able to carry out the following activities in this case.

| Advtg Heads | Products | Amounts |
|--------------------|-----------------|----------------|
| Co-Operative Advtg | Textura | 800000.00 |
| Contingencies | White Cement | 4000000.00 |
| Direct Mailing | GRC | 100000.00 |
| Export | White Cement | 2500000.00 |
| Glow Sign | Textura | 300000.00 |
| Glow Sign | Wall Care Putty | 1550000.00 |

| | | |
|------------------------|-----------------|------------|
| Helpline | Wall Care Putty | 400000.00 |
| Literatures | Wall Care Putty | 1000000.00 |
| Local Stockist Meet | White Cement | 400000.00 |
| Mason/Painter Meet etc | LevelPlast | 500000.00 |
| Press | GRC | 250000.00 |
| Research | Wall Care Putty | 1000000.00 |
| Retailer Meet | White Cement | 400000.00 |
| Tasc Demo | Level Plast | 300000.00 |
| Trade Exhibition | White Cement | 1000000.00 |
| Yuvaratna Awards | White Cement | 9000000.00 |

These are the major activities that we have to avoid this year including Yuvaratna to fulfill the budget requirement of all the Zones.

May I request you to give an approval to initiate the budget transfer of 2.35 Cr .

Email :8

Subject: Minutes of the meeting

Dear Kedar,

Pls find below the minutes of the meeting that took place yesterday in your office:

- To include Colors in the plan with their key programs- Udaan & Ashoka by taking out 10 lakhs each from Star Plus & Zee.
- Use of SD GECs will be limited only to 8-10 days, post which we will use HD GEC
- To avoid any scheduling of spots during key IPL matches- semi-finals & finals & on other IPL days reduce the spot frequency in the evening band (between 8 PM -12 PM- 5-6 spots only) & increase in the morning band.
- To boost the frequency of main line News channels in the evening band post IPL (2 spots per hour)
- To get savings from regional news channels in markets like AP, Kar & Ker & utilize the same to boost HSM
- To recommend the start date of the campaign basis 100% inventory availability
- To give DTH plan including Tata Sky & Dish TV
- To submit Cinema plan costings
- To plough back cable investments to DTH.
- The overall TV plan cost can be taken up to max 6 crs.

Do let me know, if I have missed out on anything.

Regards,

Email :9

From: Rahul Sharma[mailto:rahul.sharma@abg.in]

Sent: 04 October 2014 10:49

To: abg.in

Subject: FW: Beats 2014 - Global Employee Engagement Survey

Dear Colleagues,

Our Group is not just a 40 billion dollar conglomerate; it is a family of 235000 people in 70 countries. It is fast becoming a signature for the impressively large human element that gives our Group its true identity and we all are proud to be a part of ABX group. In our journey towards our vision to be a premium global conglomerate, we need to be successfully supported by sharper business strategy, impeccable execution plans, and employees that are emotionally driven towards this goal. This emotional connect to the goal is driven by transparent and consistent communication within the Group.

Vibes, our global employee engagement survey strives to capture the critical aspects of your workplace and your take on the future direction of our Group. It's not limited to knowing where you think we stand today in key areas, but where you would want us, as a Group, to reach. The consistent high participation rate in these surveys is a good indicator of the "trust" that all of you repose on us and the organization's objective of taking concerted action on the concerns highlighted.

It is that time of the year when "Beats" sets the platform to start a dialogue and deepen the connect with the Group and urges employees to give their feedback and contribute to change. This year it is reaching out to more than 37,000 employees, spanning 36 countries.

"Beats" 2014, slated from 8th to the 17th of October 2014 is an online survey, in 11 languages, given the geographies in which we operate. Group has engaged Corporate Executive Board (CEB), a renowned organization specializing in the employee engagement research process to conduct the survey.

We value your feedback and encourage you to participate in the "Beats" 2014 survey.

Please record your feedback with candour. Your response will be absolutely confidential and no individual data is ever shared with anyone.

For any clarification, please contact our Unit HR Team.

We wish you every success and a personally fulfilling and professionally rewarding time with our Group.

Regards,

Rahul Sharma



Email :10

From: Pooja. Ram [(p.ram @ abg.in)]

Sent: 24 July 2014 21:03

To: [pratish.nair.abm](mailto:pratish.nair.abm@abg.in) .in

Subject: ABCirculars: Strictly Confidential

Dear Colleagues,

This relates to the AB circulars, updating our teams across geographies on management moves, new appointments, business developments and strategic initiatives of importance

to our people. Every time a circular is put out, it is stressed that this information is meant exclusively for our people and is strictly for internal circulation. Regrettably, time and again the news contained in the circular is shared by some undiscerning colleague with the media. Consequently it is splashed in the leading newspapers. Such leakages, made intentionally or unintentionally, are most inappropriate. They are a breach of the trust that our Management reposes in our colleagues. In fact they are a violation of our Group's code of conduct. Since this has been happening regularly, we felt we should once again sound the caution - that the contents of our circulars be kept to ourselves – in the organization and not spoken about with outsiders. We request colleagues to abide by this principle in good faith and as a measure of our collective solidarity and sense of belongingness with our Group.

We thank you for your understanding and look forward to your support.

Best regards,
pragnya

Dr. (Mrs.) Pooja. Rao | Group Executive President - Corporate Communications & CSR
AC group

Email :11

Dear Sir,
Greetings from Zee Kovila,
We as a network are coming up with good opportunities of branding & with great innovative Ideas & concepts for amazing properties & events that are lined up.
As “ABC ”, is one of our esteemed clients so we would like to come and meet you to understand your perspective and discuss opportunities in conjunction for your brands.

Therefore Would request a meeting with you .

Looking forward to an affirmative response from your end.

Thanking you in anticipation

Email :12

From: Kedar [mailto:kedar.tembe@ab.com]
Sent: 21 June 2014 12:21
To: Ankit Angrish; Kumar Soman; Pradeep Nedungadi
Cc: Pratish Nair

Cc: 'Pratish'
Subject: Negotiation Meeting with BW Totem

Dear Mr. Dharmesh,
As discussed, we will be having negotiation meeting today at 4pm with agency at 2nd floor for new campaign.

Regards
Kedar Tembe

Email :13

From: Kedar [mailto:kedar.tembe@ab.com]

Sent: 21 June 2014 12:21

To: Ankit Angrish; Kumar Soman; Pradeep Nedungadi

Cc: Pratish Nair

Subject: Time Re-scheduled for BW WCP New Campaign Pre-production meeting today

Dear Sir(s),

Today's PPM for WallCare new campaign has been rescheduled at 4pm with Mr. Puranmalka & all of us. Agency along with Production house will present all shoot related parameters (dress, Props, House, Cast etc).

The shoot for the film has been planned on coming **29th/30th of Nov'14**.

Varun : Pratish will have the VC set-up ready from Mumbai by 3:45pm.

Regards

Kedar Tembe

Email :14

From: Kedar [mailto:kedar.tembe@ab.com]

Sent: 21 June 2014 12:21

To: Ankit Angrish; Kumar Soman; Pradeep Nedungadi

Cc: Pratish Nair

Subject: BW WCP New Campaign Pre-production meeting on 25/11/14

Dear Sir(s),

Further to the meeting which was proposed by agency today (i.e 21.11.2014) has been postponed now to **25th of Nov'14 i.e** Tuesday at 11:30am basis the availability of our MD.

Pl note that this meeting is to be held at **Worli office (AB –centre))**. This meeting will consists of creative team from agency M/s Lowe , production house M/s Potato films (Director) & us.

Trust this is fine.

Regards

Kedar Tembe

Email :15

Sent: 04 February 2014 11:19

To: x

Subject: RE: Lawn required for ABG ----- event

Dear Amit,

Further to your below email, we would like to inform you that we will not be position to adjust 1 room with the complimentary room.

Thanks and regards,
Janita Kangabam, Event Booking Centre Executive
x Hotel, Mumbai
Email:y...@photel.in
[Website](#) | [Facebook](#) | [Twitter](#) | [Instagram](#)

Email :16

From: Amit [mailto:amit.@ab.com]
Sent: Monday, 03 February, 2014 19:08
To: 'Janita Kangabam'
Subject: RE: Lawn required for ABG ----event

Dear Janita,

Thanks for the details

Please provide us tax break up in % as per our system requirement. Since we have not used the complementary room reserve for MS Birla requesting you to make one room on complimentary basis, out of three other. We would like to continue your venue for our future events.

-
Regards
Amit

Email :17

From: Janita Kangabam [mailto:janita.kangabam@palladiumhotel.in]
Sent: Monday, February 03, 2014 4:12 PM
To: amit.@ab.com
Subject: FW: RE: Lawn required for ABG ----event

Dear Amit,

Please find attached the bills for your reference.

Thanks and regards,
Janita Kangabam, Event Booking Centre Executive
x Hotel, Mumbai
Email:y...@photel.in
[Website](#) | [Facebook](#) | [Twitter](#) | [Instagram](#)

Email :18

From: Janita Kangabam [mailto:janita.kangabam@palladiumhotel.in]
Sent: Monday, February 03, 2014 4:12 PM
To: amit.@ab.com
Subject: FW: RE: Lawn required for ABG ----event

Our reservation team has already send you an email they are awaiting for your revert.

Thanks and regards,
Janita Kangabam, Event Booking Centre Executive

x Hotel, Mumbai

Email:y...@photel.in

Website | Facebook | Twitter | Instagram

Email :19

From: Amit [mailto:amit.ab.com]

Sent: Monday, 03 February, 2014 19:08

To: 'Janita Kangabam'

Subject: RE: Lawn required for ABG ----event

Dear Janita,

As few thing from following has been discussed with Shrinivas kindly confirm the same at your earliest.

- ☐ Confirmation on lawn blocking- Terrace Garden and The Ballroom at minimum revenue of INR 9,50,000 plus taxes.
- ☐ Dinner for 20 VIP's at restaurant 7 kitchens – It will be from Ala card and bill to company basis.
- ☐ 1 room for Rajashri Mam (29th Jan, 6 pm to 9 pm) complimentary basis.
- ☐ 3 room for artist (29th Jan 12:00 pm onwards) – On half day charges
- ☐ 2 room for judges on twin sharing basis (29th Jan 4.00 pm onwards till next day check out) – Please provide final negotiated rate as per contract.
- ☐ Working lunch will not be required but however needs to serve tea / coffee and water for 20 pax during rehearsal. (around 1-4 pm)
- ☐ Jain food for 25 people in dinner

As well required confirmation on Mr Mayoor Shah quarries

- ☐ We will be deputing our stage materials and backdrop erection team by midnight on the 28th please confirm the same.
- ☐ Lights, Sound ,LED, Video Camera and allied equipment will be all coming in by 10 am at the venue
- ☐ Speech prompter will come in by 3 pm

Regards

Amit

Email :20

From: Janita Kangabam [mailto:janita.kangabam@palladiumhotel.in]

Sent: Monday, February 03, 2014 4:12 PM

To: amit.@ab.com

Subject: FW: RE: Lawn required for ABG ----event

Dear Amit,

Please find my revert as below in **BOLD:**

Confirmation on lawn blocking- **We are happy to offer the Terrace Garden and The Ballroom at minimum revenue of**

- 1 room for Rajashri Mam (29th Jan, 6 pm to 9 pm + 2 room for artist (29th Jan 11:00 pm onwards) + 2 extra room (28th n 2000hrs), **however rest of the room will be on chargeable basis as per your corporate rate.**
- We will be required boll room from the midnight of 28th for stage set up- **We have event happening once the previous e**
- Dinner for 20 VIP's in restaurant - soon we will update you on venue.- **Request you to let us know at the earliest as w**
- Working lunch along with tea / coffee and water for 20 pax during rehearsal. (around 1-3 pm)- **Working Lunch can be**

Pelase feel free to get in touch with us for any further clarifications.

Thanks and regards,

Janita Kangabam, Event Booking Centre Executive

x Hotel, Mumbai

Email:y...@photel.in

[Website](#) | [Facebook](#) | [Twitter](#) | [Instagram](#)

Email :21

From: Amit [mailto:amit.@ab.com]

Sent: Monday, 03 February, 2014 19:08

To: 'Janita Kangabam'

Subject: RE: Lawn required ABC ----event

Subject: RE: Lawn required for ABC event

Dear Janita ,

As discuss we will be required following things. please confirm at your end.

1. Confirmation on lawn blocking

2. 1 room for Matoshri ma'am (29th Jan, 6 pm to 9 pm + 2 room for artist (29th Jan 11:00 pm onwards) + 2 extra
3. We will be required boll room from the midnight of 28th for stage set up
4. Dinner for 20 VIP's in restaurant - soon we will update you on venue.
5. Working lunch along with tea / coffee and water for 20 pax during rehearsal. (around 1-3 pm)

&n

Please find event flow for your reference

| Platina Hotel, Mumbai | |
|---|--|
| Program Schedule - 29th January 2014 | |
| Time | Flow of the Function |
| 7.00 PM | Welcome/ Introduction by Anchor |
| 7.05 PM | Launch of the National Anthem |
| 7.10 PM | Fusion Band & Dance performance |
| 7.40 PM | Lighting of Lamp by Smt Rashi ji, BH, Sr.President -BW, FH(M), Dr. Ram and Jud |
| 7.45 PM | Welcome address by Sr.President-BW |
| 7.50 PM | Anchor Continues Talk |
| 7.55 PM | Group Ad film - Check on the new film |
| 8.05 PM | Corporate Film on BW –DELUXE along with Katni |
| 8.10 PM | Welcome Chief Guest -Smt. Matoshri ji.(Bouquet by Sr.President) |
| 8.15 PM | Address by Smt. matoshrii ji |
| 8.20 PM | Anchor Talks About Award |
| 8.25 PM | Theme Film (Lights Off) |
| 8.30 PM | Curtain Raiser Film (Lights Off) |
| 8.35 PM | Anchor Introduces Architecture Judges (Bouquets to be presented to Judges by Sr.Pr |
| 8.40 PM | Judges to speak a few words - ArchitectNeela Doshi to speak on the theme. |
| 8.45 PM | Announcement of Architecture Prizes (Prizes to be presented by Judges) (Appreciat |
| 8.55 PM | 1st Prize of Architecture to be presented by Smt.Rajashreeji Birla |

| | |
|---------|--|
| 9.00 PM | Release of Yuva mani booklet by Smt Matoshri |
| 9.05 PM | Vote of Thanks by FH (M) |
| 9.10 PM | Group Photograph |
| 9.15 PM | Cocktails & Dinner |

...

CONTRACT

1. All Tentative bookings made within one month of the date of function will be held for a maximum of 72 hours from the date of booking / request received.
2. For all events at which food is served, the guarantee of attendance must be specified at least 72 hours prior to the event. This number shall constitute the guarantee. It is not subject to reduction and charges will be made accordingly. The Hotel will be set for an additional 10% beyond the guaranteed number. The Hotel cannot be responsible for attendance greater than 10%. If no guarantee is received at the appropriate time, the Hotel will assume the patrons expected count to be the guaranteed number. Charges shall be made accordingly.
3. All functions involving a gathering of more than 100 persons, the organizers should intimate the maximum number, which would not exceed 10 % of the minimum guaranteed number. The hotel would not be held responsible for the failure to handle the unexpected numbers of cars & persons. Given below would be the break up of charge, which the hotel reserves to levy, in case there is an increase beyond 10% of the minimum guarantee.

4.

| | |
|----------------------------|--|
| Increase in no. of persons | Percentage of additional charge on the |
| contracted rate | |

| | |
|--------------------|-------|
| Upto 100 persons | 10% |
| 101 to 200 persons | 25% |
| 201 to 300 persons | 50% |
| Above 301 persons | 100 % |

1 Should the Client make any change in the agreed terms & conditions as per the contract, the Hotel shall reserve the right to change its prices, event location and other contractual conditions accordingly. Any and all changes, additions or conditions introduced shall not be binding on the Hotel until approved in writing by the Hotel representative. Upon signature of the present agreement, any previous agreement concerning this group booking / function shall become null and void.

2 A deposit equivalent to 50% of the total expected billing is required to confirm a banquet booking. In the event that the period of time between conclusion of the agreement and date of event is more than one hundred and twenty (120) days, the Hotel reserves the right to increase prices and shall be deemed final and binding.

3 There are no discounted rates for children.

4 As per our policy, all food and beverage items served by the hotel are to be consumed in the banquet room itself. No leftover food will be permitted to be taken off the buffet for consumption outside the venue. The client may not bring food & beverages to the event. However, in special cases, an agreement can be reached permitting same wherein the Hotel charges a service fee as mutually agreed.

5 The client shall be liable for loss or damages caused by its employees, other assistants or by event participants. The client assumes liability for the conformity to fire, police, excise & entertainment and other applicable rules & regulations in force.

6 The handling of banners/posters on the walls, partitions and door using nails, thumb tags and tape is not permitted. Freestanding-framed banners shall be allowed. Any such item left behind whatsoever, shall be at clients own discretion and cost and hotel does not take any responsibility for the same.

7 We do not allow any kind of focus lights, which are loose and generate heat in the premise. All external lighting fixture used by the contractor to beautify his work has to be subject to the approval of our safety team. All the safety requirements / regulations should be strictly adhered to. Hotel is not liable for any damage to "property or human life". This is to reiterate that no event management companies will be allowed to use confetti blast in our Gardens or Ball Room

To the extent that the Hotel obtains technical or other equipment from third parties for the Client for the conduct of the event, the Hotel shall act in the name of and for the account of the Client. The Client shall be liable for the proper

8 handling and orderly return of this equipment and shall indemnify and hold the Hotel harmless from all claims of third parties arising from the transfer of the rights to use such equipments.

9 Settlement of the Bill will be made on the same day. If the payment is delayed beyond agreed date and time an interest of 20% will be added to the bill till date of settlement.

10 As per notification received from Income Tax, in event of billing exceeding Rs. 25,000/- per booking the company has to provide their PAN Number. Should the company not have the same, a declaration in form no.60 should be made available to the Hotel.

11 **REQUIREMENTS FOR LICENSE FOR LAWNS OR BALLROOM:** As discussed, to hold function at our lawns or Ballroom, there are certain requirements that would need to be procured from external agencies by either yourselves or by the event managers. Copies of the licenses should be submitted to the hotel at least 24 hrs prior to the function, failing which hotel reserves the right to terminate the contract and / or cancel the function.

In case after obtaining the NOC from entertainment dept, authorities find any violation of the same, the host (guest) would be responsible for the fine levied by them

Illustrative List:

- **Type of function with date/ time:**
- **No of PAX and important dignitaries attending:**
- **Ticketed / By Invitation (photocopy of the ticket / invitation card):**
- **Name(s) of Performers (with Nationality):**

- **Site plan (Layout of stage, seating, etc.):**
- **Whether outdoors function (for NOC from Fire Department):**
- **Lighting arrangements for outdoors function (NOC from PWD):**
- **NOC for usage of generators – Electrical inspectors office,**
- **NOC for T Series performance license for all DJ performances.**
- **NOC from hotel to enable Organizers apply for Performance Licenses.**
- **IPRS for all kinds of performances.**
- **NOC from Raangabhoomi Prayog Parinirikshram Mandal.**
- **NOC from Sr Police Inspector Sahar Police Station, Traffic Police & ACP Airport Zone.**
- **Application to be made to Commissioner of Police's Office (Theater Branch) for Performance License.**
- **NOC for Entertainment tax license / receipt for the tax paid.**
- **Temporary Premises license (for venue of Performance) is issued when all above inputs are available, and ACP Airport Zone will issue Performance License/ permission for loudspeakers based on the Temp Premises License.**
- **Any other license/s / permission/s that may be required.**
- **The above list is only illustrative and not an exhaustive one.**

12 Management of ITC Maratha, Mumbai is not liable for any loss of belongings/ personal effects with regard to either the client and/or their invitees during any function held in the banquet / hotel premises.

13 ITC Maratha, Mumbai reserves the right of admission/entry into the hotel and reserves the right of removing persons not conducting themselves properly and appropriately.

14 Cancellation: In case of cancellation, no refund will be made. If it is bill to company the company will be charged 100%retention charges as per the minimum guaranteed persons.

15 No email communication will be accepted as a legal notice/ claim served on the company. Such communication must be served at the appropriate address only by registered post.

16 It is agreed between the parties that all questions, differences and dispute arising between the parties here to relating to any matter under or touching this contract, its performance, breach or termination, including interpretation of any clause there in shall be settled by arbitration. The decision of the arbitrator shall be final and binding on all the parties. All arbitration proceedings shall be conducted at Mumbai as per the provision of the arbitration and conciliation act, 1996. The court in Mumbai alone shall have jurisdiction.

17 Indemnity Clause: The Hotel agrees to indemnify, protect, defend and hold harmless client and will reimburse client for any and all claims, demands, liabilities,

costs, and expenses, for any injury to, including the death of persons and any loss of or damage arising from or in connection the negligence or willful misconduct of Hotel's employees, agents or persons under its control or any Hotel equipment or property failure or otherwise in connection with the conference. Client agrees to indemnify, protect, defend and hold harmless Hotel and will reimburse Hotel for any and all claims, demands, liabilities, costs, and expenses, for any injury to, including the death of persons and any loss of or damage arising from or in connection the negligence or willful misconduct of client's members in connection with the function.

18 Force Majeure: Neither party shall be liable for any failure or delay in its part in performance under this agreement if such failure or delay is due to " Force Majeure" conditions in whole or in part such as strikes, damages to the property, direct or indirect acts, regulations or orders including restriction and other licenses imposed by the government, wars, riots, fire, floods, earthquakes and other acts of God or of public enemy. The party affected by such force Majeure conditions shall forthwith notify the other party of the nature and extent thereof and shall make best efforts to mitigate such condition. The performance under his agreement shall be suspended for the period during which the force majeure conditions continue.

19 Acceptance/ Execution of this order shall be deemed to be (a) a confirmation by you that no benefit, either in cash or in kind, has been provided by you to any officer or employee, or any relative/ associate of any officer or employee of the company or any of its associate companies, in order to secure this contract, and (b) and undertaking by you not to provide any benefit, either in cash or kind, to any such officer/ employee/ relative/ associate as reward or consideration either by securing this contract or any other matter relating to this contract.

20 In the event that individual provisions of these general conditions are unenforceable for events, they shall not affect the validity of the remaining provisions. A valid provision, which most closely approximates the invalid provision, shall be substituted in its place.

21 A 20% outdoor catering charges will be levied on all functions catered to outside the hotel premises and shall be over and above the agreed price. In case of outdoor catering functions, no left over food items (cooked or uncooked) shall be left behind, unless otherwise decided by the hotel.

22 The Event Organizer agrees herewith, to have read all of the above terms & conditions spelt out by ITC Maratha Mumbai and agree to comply fully with the same.

Banquet Manager / Executive
NAME _____

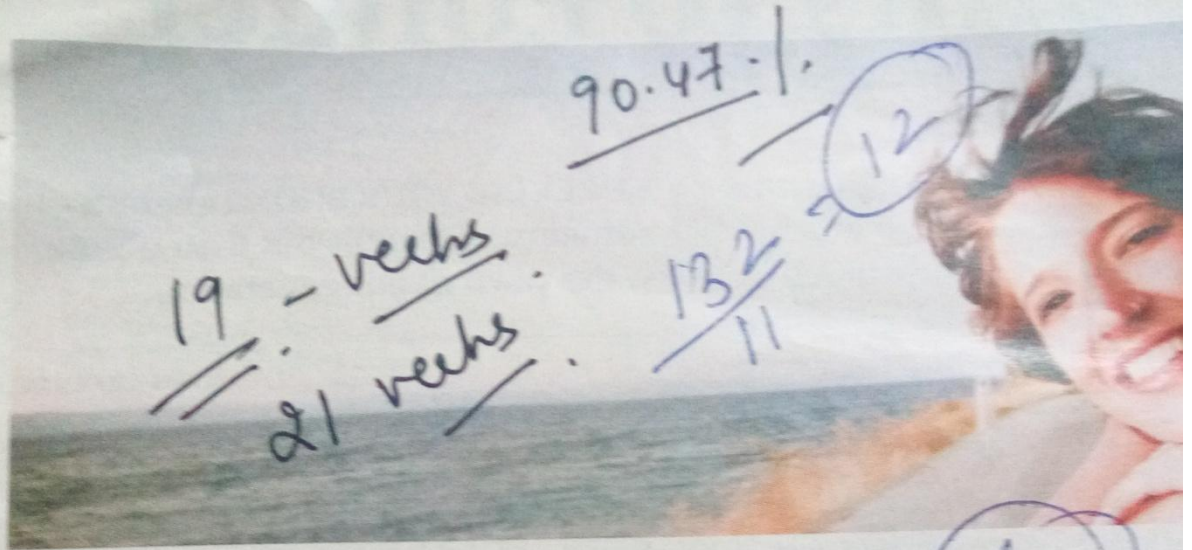
DATE _____

Authorized Signatory
NAME _____

DATE _____

Would request you to kindly sign the terms and condition and fax it back to us.

ANNEXURE II



WE MADE ALL DISTANCES SMALLER TO MAKE OUR COUNTRY BIGGER.

Lucknow or Lonavla, Madurai or Meerut, Shillong or Surat, Maruti Suzuki gives every Indian family the power to drive to every corner of India. In safety and comfort, every lane, every tree and every neighbourhood as their own, however far away it may be. Maruti Suzuki has given countless families the power to discover their country. To discover, however different we are, how much the same we all are.

Whatever the challenges one faces, it is your faith that gives us the strength to move forward. It helps us be there for you around every corner, servicing more than 1000 cars a day. And we make ever more delightful cars that exceed every expectation of your love.





make tea drinking healthy ^{with} tulsi in **four** refreshing flavours

'The Queen of Herbs' – Tulsi, has been revered in our country for over five thousand years. It soothes the body, mind and spirit and is known to bestow an amazing number of health benefits.

Sample Print Ads

Tulsi Green Tea **Stress Relieving & Energizing**

Tulsi Green Tea is a unique combination of Tulsi and Green Tea which helps in stress relieving and that green tea boost metabolism. Tulsi and Green tea are rich in antioxidants and help in removing free radicals from the body and have a number of health benefits. Our wonderful combination helps in refreshing and energizing.



Always Restless

Presenting the new GLA-Class. The stylish luxury SUV from Mercedes-Benz.

Discover all the passion your heart has been asking for, with the new GLA-Class. Its off-road comfort suspension with a ground-clearance of 183 mm matches in its class, revs up your restless spirit and is more than a willing adventurer. It's way ahead, with best-in-class fuel efficiency and is also the only SUV in its class to offer a petrol engine. Don't rest, till you experience the adventure.

7G-DCT 7-speed dual-clutch transmission | Steering wheel with shift paddles | 18" light alloy wheels | Harman Kardon® Logic 7™ Surround-sound system | Panoramic sliding sunroof | Ambient lighting | Reversing camera | ATTENTION ASSIST | 7 Airbags



Capture images in high resolution with the instant of agility embedded in new lightweight DX-format D7100 powered with the 51-point AF system and more. So go ahead & add speed to your inst



D7000

16.2M pixels ISO 6400 39 FPS 6 FPS FULL HD 5-MINUTE 7.5cm LCD

Body MRP: ₹ 51,450/-
VR Kit (18-105mm) MRP: ₹ 66,950/-

*7 FPS in 1.3x Crop of DX mode with JPEG/12-bit NEF (RAW).
MRP inclusive of all taxes. Price quoted is for one unit of product.

Investment area, Gurgaon-122001, Haryana, Ph: 0124 6688500, Fax: 0124 6688527, Service Ph: 0124 6688514, E-mail: nindsupport@nikon.com, Sales and
as & service centre, Mumbai, Satellite, Silver, Ground Floor, Opp Star Plus office, Marol Naka, Andheri-Kurla Road, Andheri (E), Mumbai-400059, Ph: 4082125,
ose Road, Kolkata 700020, Ph: 033 402711, Fax: 033 402712, E-mail: info@sony.co.in, Sony India Pvt. Ltd., 101, 102, 103, 104, 105, 106, 107, 108, 109, 110, 111, 112,
113, 114, 115, 116, 117, 118, 119, 120, 121, 122, 123, 124, 125, 126, 127, 128, 129, 130, 131, 132, 133, 134, 135, 136, 137, 138, 139, 140, 141, 142, 143, 144, 145, 146, 147, 148, 149, 150,
151, 152, 153, 154, 155, 156, 157, 158, 159, 160, 161, 162, 163, 164, 165, 166, 167, 168, 169, 170, 171, 172, 173, 174, 175, 176, 177, 178, 179, 180, 181, 182, 183, 184, 185, 186, 187, 188, 189, 190,
191, 192, 193, 194, 195, 196, 197, 198, 199, 200, 201, 202, 203, 204, 205, 206, 207, 208, 209, 210, 211, 212, 213, 214, 215, 216, 217, 218, 219, 220, 221, 222, 223, 224, 225, 226, 227, 228, 229, 230,
231, 232, 233, 234, 235, 236, 237, 238, 239, 240, 241, 242, 243, 244, 245, 246, 247, 248, 249, 250, 251, 252, 253, 254, 255, 256, 257, 258, 259, 260, 261, 262, 263, 264, 265, 266, 267, 268, 269, 270,
271, 272, 273, 274, 275, 276, 277, 278, 279, 280, 281, 282, 283, 284, 285, 286, 287, 288, 289, 290, 291, 292, 293, 294, 295, 296, 297, 298, 299, 300, 301, 302, 303, 304, 305, 306, 307, 308, 309, 310,
311, 312, 313, 314, 315, 316, 317, 318, 319, 320, 321, 322, 323, 324, 325, 326, 327, 328, 329, 330, 331, 332, 333, 334, 335, 336, 337, 338, 339, 340, 341, 342, 343, 344, 345, 346, 347, 348, 349, 350,
351, 352, 353, 354, 355, 356, 357, 358, 359, 360, 361, 362, 363, 364, 365, 366, 367, 368, 369, 370, 371, 372, 373, 374, 375, 376, 377, 378, 379, 380, 381, 382, 383, 384, 385, 386, 387, 388, 389, 390,
391, 392, 393, 394, 395, 396, 397, 398, 399, 400, 401, 402, 403, 404, 405, 406, 407, 408, 409, 410, 411, 412, 413, 414, 415, 416, 417, 418, 419, 420, 421, 422, 423, 424, 425, 426, 427, 428, 429, 430,
431, 432, 433, 434, 435, 436, 437, 438, 439, 440, 441, 442, 443, 444, 445, 446, 447, 448, 449, 450, 451, 452, 453, 454, 455, 456, 457, 458, 459, 460, 461, 462, 463, 464, 465, 466, 467, 468, 469, 470,
471, 472, 473, 474, 475, 476, 477, 478, 479, 480, 481, 482, 483, 484, 485, 486, 487, 488, 489, 490, 491, 492, 493, 494, 495, 496, 497, 498, 499, 500, 501, 502, 503, 504, 505, 506, 507, 508, 509, 510,
511, 512, 513, 514, 515, 516, 517, 518, 519, 520, 521, 522, 523, 524, 525, 526, 527, 528, 529, 530, 531, 532, 533, 534, 535, 536, 537, 538, 539, 540, 541, 542, 543, 544, 545, 546, 547, 548, 549, 550,
551, 552, 553, 554, 555, 556, 557, 558, 559, 560, 561, 562, 563, 564, 565, 566, 567, 568, 569, 570, 571, 572, 573, 574, 575, 576, 577, 578, 579, 580, 581, 582, 583, 584, 585, 586, 587, 588, 589, 590,
591, 592, 593, 594, 595, 596, 597, 598, 599, 600, 601, 602, 603, 604, 605, 606, 607, 608, 609, 610, 611, 612, 613, 614, 615, 616, 617, 618, 619, 620, 621, 622, 623, 624, 625, 626, 627, 628, 629, 630,
631, 632, 633, 634, 635, 636, 637, 638, 639, 640, 641, 642, 643, 644, 645, 646, 647, 648, 649, 650, 651, 652, 653, 654, 655, 656, 657, 658, 659, 660, 661, 662, 663, 664, 665, 666, 667, 668, 669, 670,
671, 672, 673, 674, 675, 676, 677, 678, 679, 680, 681, 682, 683, 684, 685, 686, 687, 688, 689, 690, 691, 692, 693, 694, 695, 696, 697, 698, 699, 700, 701, 702, 703, 704, 705, 706, 707, 708, 709, 710,
711, 712, 713, 714, 715, 716, 717, 718, 719, 720, 721, 722, 723, 724, 725, 726, 727, 728, 729, 730, 731, 732, 733, 734, 735, 736, 737, 738, 739, 740, 741, 742, 743, 744, 745, 746, 747, 748, 749, 750,
751, 752, 753, 754, 755, 756, 757, 758, 759, 760, 761, 762, 763, 764, 765, 766, 767, 768, 769, 770, 771, 772, 773, 774, 775, 776, 777, 778, 779, 780, 781, 782, 783, 784, 785, 786, 787, 788, 789, 790,
791, 792, 793, 794, 795, 796, 797, 798, 799, 800, 801, 802, 803, 804, 805, 806, 807, 808, 809, 810, 811, 812, 813, 814, 815, 816, 817, 818, 819, 820, 821, 822, 823, 824, 825, 826, 827, 828, 829, 830,
831, 832, 833, 834, 835, 836, 837, 838, 839, 840, 841, 842, 843, 844, 845, 846, 847, 848, 849, 850, 851, 852, 853, 854, 855, 856, 857, 858, 859, 860, 861, 862, 863, 864, 865, 866, 867, 868, 869,

When your skin glows, you look and feel beautiful. But the winter air steals the skin's natural moisture and makes it dull. The cold winter air lacks humidity and dries up natural oils in the skin, causing it to lose its moisture and glow.

This winter, use Vaseline Cocoa Glow, enriched with cocoa butter and micro droplets of petrolatum jelly to keep your skin wonderfully moisturized and glowing.

REDISCOVER GLOWING SKIN WITH *THE GOODNESS* OF COCOA

"Cocoa butter derived from the cacao bean is rich in natural fatty acids, vitamins and antioxidants. The fatty acids make it a very effective moisturizer for the skin, aiding in penetration and in binding of water to the epithelial cells. Cocoa water loss (TEWL) increases skin elasticity and improved moisturization."

— Dr. Aparna Santhanam



Wrap yourself in luxurious cocoa butter, which melts in infusing skin with deep moisture and that glow of cocoa!

Now look and feel your best all through winter with a rich cocoa butter formula that keeps your skin soft and gorgeously glowing.

52

15-11

Drink to the
Pink
of health



The best quality Pink Guavas go into making **RÉAL GUAVA**. Being rare, Pink Guavas nurtured in the unique climate and soil conditions of the Deccan Plateau, and our experts ensure the thick pulpy lusciousness of the fruit is maintained to give unmatched nutrition and taste of **RÉAL GUAVA**.

Reveal and share moments of your child's happiness with us on 'Healthy is Happy' contest.
Log on to www.realfruitpower.com and win Réal goodies.

ANNEXURE III

No. E/Tele/890/15

Office.

Dated: 01.08.2013.

OFFICE ORDER

Sub: Appointment on Railway – Non-Gazetted – Apprentice J.E (Tele) –
Telecom Department – Kota Divison

Ref: (i) Chief Personnel Officer, West Central Railway, Jabalpur's letter No.
WCR/HQ/Recruitment/110/10/RRB/AII/J.E(Tele) dated 20.9.2012
(ii) This Office's letter of even No. dated 25.7.2013.

The following Apprentice J.E. (Tele) Grade Rs.9300-34800 + 4200 Grade pay who have been allotted to Kota Division as per reference No. 1 mentioned above and they have been given 52 weeks training also. After successful completion of training, as per reference No. 2 in the final retention test they have been found suitable, as such they have been posted under SSE(Tele) at the stations as mentioned below in scale Rs. 9300-34800 +Rs.4200/- grade pay and pay of Rs. 9300 + 4200 grade pay along with other existing allowances:

| Sr. No. | Candidate's Name | Date of Birth | Medical Category | Certificate No. & dated | Station | Under SSE(Tele) |
|---------|------------------|---------------|------------------|-------------------------|---------|-----------------|
| 01 | xxxxxxx | 23.8.85 | A-3 | 427219 dt. 10.4.12 | Kota | M Kota |
| 02 | xxxxxxxxx | 08.07.82 | A-3 | 427227 dt.02.5.12 | Bundi | Bundi |

+2. The following staff on the basis of his name noting has been transferred and posted on the same scale and pay as per station mentioned against his name:

| S. No | Employee's Name | Designation | Present Stn. | Under SSE(Tele) | Transferred station | Under SSE(Tele) | Remarks |
|-------|-----------------|-------------|--------------|------------------|---------------------|-----------------|-------------|
| 01 | xxxxxxx | JE(Tel) | Bundi | Bundi | Kota | M-Kota | On Request. |

This has the approval of Competent Authority. The implementation of these orders should be intimated to this office.

Sd/-

Copy to:

For xxxxxxxx.

Sr.DFM, Sr.DAUI, Kota, Sr.DSTE(Co-ord))Kota, DSTE(Tele)Kota. All ADSTE Kota Divison. All SSE(Tele) Kota Div. CTS(Tele) Kota, COS(Pay Bill(Engg) Brnch, Divisional Secy, WCREU.

(Name of Railway)

D.O. No. T

Office.

Dated: 13.9.12.

My dear xxxxxxxx

Sub: Decrease in Railway Coefficient (Cement)

....

It is observed that rail co-efficient of your plant is decreasing progressively, which resulted into idling of empty rakes with the Railway.

Please look at the comparative rail coefficient figures of your plant as below:

| Month | Rail Coefficient | | Variation | % variation |
|--------|------------------|------|-----------|-------------|
| | 2011 | 2012 | | |
| May | 71.3 | 63.9 | -7.7 | -10.8 |
| June | 79.3 | 60.6 | -18.7 | -23.6 |
| July | 72.2 | 71.4 | -0.8 | -1.11 |
| August | 83.8 | 65.2 | -18.7 | -22.3 |

Your would appreciate that idling of empties is a national loss. Based on the demand forecast, empties are arranged from hinterland. It is a known fact our country is facing resource crunch against the ever increasing demand. The empties brought here for loading, certainly creates shortage of empties at other demand areas. Thus idling of empties ultimately leads to double national loss.

Railways have been trying hard to provide empties to its customers on priorities. Kota division has particularly labored hard for this. But the current trends of dispatches by your plant are not encouraging.

I am sure under your dynamic leadership; your plant would be able to reverse the trend in near future. I am sure, we can keep national interests at the top of our agenda.

Yours faithfully

Sd/-

xxxxxxxxxx.

Shri xxxxxxxxxxxx

xxxxxxxxxx

(Name of Railway)

D.O. No. T 97/CFCL

Office,

Dated: 10.12.14

Dear Shri xxxxxxxx

Sub: Loading performance from April to November, 2014.

The analysis of the loading performance of the above mentioned period as compared to the same period of last year has been carried out. The observations are as under:

| | Total No. of rakes | | Average time for loading. | | Rail coefficient | | % variation. |
|---------|--------------------|------|---------------------------|-------|------------------|------|--------------|
| | 2013 | 2014 | 2013 | 2014 | 2013 | 2014 | |
| Loading | 454 | 446 | 10:45 | 11.03 | 96.1 | 91.4 | - 4.89% |

| | | | | | | | |
|---------|--|--|--|--|--|--|--|
| of Urea | | | | | | | |
|---------|--|--|--|--|--|--|--|

In view of the above it is clear that the loading time has increased as compared to last year. In addition, the rail coefficient has also shown a significant decline.

I would, therefore, request you to kindly look into the matter and arrange to reduce the terminal detention and also improve the rail coefficient. All possible help from Railways is assured in this regard.

Yours faithfully,

Sd/-

XXXXXXXXXXXX

Shri XXXXXXXXXXXX

XXXXXXXXXXXXXXXX

(Name of Railway)

D.O. No. T 425/2/2

Office.

Dated:

09.10.15

XXXXXXXXXXXX

Sub: Poor running performance of Kota – Patna (13237/13238,
13239/13240 from 01.07.15 to 30.09.15

The running position of above mentioned trains has been analyzed for last three months. It has been observed that the connecting rake has been received late in 90 days out of 92 days with delay ranging from 10 minutes to 06 hours. This has resulted in late departure of the connecting rake and loss of punctuality on LALR on 25 days out of 92 days. The details of arrival of train and its handing over are enclosed as Annexure I for ready reference. A large number of complaints have been received from the passenger for the poor punctuality of the train.

In view of the above, it is requested that –

- ECR, NCR and NR may be requested to ensure punctual running of the train .
- In addition, time tabling of the train may be analyzed and corrective action taken so that punctuality of Kota division (in turn of WCR) may not be affected.

The above mentioned steps may be urgently initiated to redress the complaint regarding punctuality of this train.

Encl: Annex.I

Sd/-

XXXXXXXXXX

(Name of Railway)

D.O. No. T 97/2/LKE

Office,
Dated: 08.10.15

The XXXXXXXXX
XXXXXXXXXXXXXX

Sub: Review of loading performance -

The review of loading performance for the period from April to September, 2015 has revealed that 65643 wagons have been loaded in the above mentioned period as against 6842 wagons in the same period of last year reflecting a drop of about 5%. The detention of rakes placed for loading has been 16 hours as against the allowed free time of 9 hours.

Similarly, the detention of rakes for unloading has been 15.37 hours as against the allowed free time of 9 hours.

It is, therefore, requested to look into the matter and take suitable steps for reducing the detention and increase the dispatches by Railways. Action taken may kindly be advised for onward submission to HQrs. Office.

Sd/-

XXXXXXXXXXXXXX,
Kota.

(Name of Railway)

XXXXXXX

Office

Dated:
08.10.15

XXXXXXXXXX

D.O. No. T 582/9

Dear Shri xxxxxx

Sub: Poor Utilization of Track Machines in your Division.

Ref: HQrs. Office D.O. letter No. WCR/W-HQ/501/TMC/32 dated
03.08.15.

The position of the blocks of Engineering machines for the period April-
July and the corresponding period of last year is as under:

| | | 2014 | 2015 | |
|-------|---------------------------|-------------------|-----------------|---|
| S.No. | Machine | Granted (Hrs.) | Granted Hrs. | Remarks. |
| 1. | 3X3959 | 240 | 220.5 | 2 days machine under shifting 7 days under repair. |
| 2. | CSM953 | 45:50 | 243.5 | 5 days machine under shifting & 2 days under repair. |
| 3. | WST(DUO3042, 8041,8097 | 425 | 590 | 20 days under shifting, 12 days under repair. |
| 4. | Unimate MP-03 | 197.10 | 163 | 8 days under shifting, 2 days under repair. |
| 5. | BCM(345,319) | 285 | 267 | 21 days machine under shifting 10days under repair, 18 days at BPL. |
| | Total | 1193 | 1984 | |

In view of the above, it is clear that the blocks granted in 2015 is +24.4%
more than the block granted in same period of last year.

However the actual output of the machine is much less the stipulated
output as per IRPWM.

The main reason for less blocks in July 2015 have been the derailment in
ET-KNW section, b reaches in Bhildi – Palanpur section due to which large
number of diverted trains were handled and the corridor blocks could not be fully

availed. In addition, the machine was under repair and under shifting for days mentioned against each. The BCM machines were not available due to working in BPL.

However, instructions have been given to Operating department for granting adequate blocks as per corridor. The Engineering department has also been advised to closely coordinate with Operating department to maximize the availability and optimum utilization of the blocks.

With best wishes.

Yours Sincerely,

Sd/-

xxxxxxx

Shri xxxxxxxx

(Name of Railway)

No. T 183/114/MPP

Office
Dated: 28.5.15

xxxxxxxxxx

Sub: Practical training of Traffic Apprentices.

.....

One Traffic Apprentice has reported for Practical training of 45 weeks. As per guidelines issued by Central Railway vide letter No. HPB/7058544/DTR TFC App date d 24.01.2005 (copy enclosed), the Traffic Apprentice is to b e deputed for working as ASM, MVI, TI, CTNL, CYM. However, no guidelines for practical training have been issued b y WCR/JBP HQrs. Office. A batch of 31 Traffic Apprentices is expected to b e received shortly.

In view of the above, it is requested to kindly issue necessary guidelines as regards practical training of Traffic Apprentices so that their services can be utilized properly by the Division.

Encl: as above.

Sd/-
xxxxxxxxxx

(Name of the Railway)

Xxxxxxxxxx

No. T. 183/96/Loose (ii)

(office)
Dated:22.09.2005.

To xxxxxxxxx

Sub: Procurement of Line Printer for Control Offrice, Kota.

Ref: COS-WCR/JBP's letter NoWCR/S-HQ/Mee/Return/2005 dated
25.8.05

Please refer to this office letter of even number dated 09.09.2005 wherein it was requested to advise th e Consignee Code given to CTNL Kota after formation of WCR so that the same can be given in requisition No. 42510012

dated 06.04.2005 for procurement of a Line Printer for Control office which was returned by COS-WCR/JBP for want of new consignee Code of CTNL, Kota.

When Kota Division was in W.Railway, the Consignee Code given to CTNL-Kota was 42511.

It is again requested to advise the Consignee code given to CTNL Kota after formation of WCR so that the same can be furnished in above requisition.

Sd/-
xxxxxxxxxx

(Name of the Railway)

No. Sr.DOM/Kota/Genl/Misc.

Dated : 12.02.2004.

To

XXXXXXXXXX
XXXXXXXXXX

Sub: Appreciation of good work done.

On 10.02.04 NRBL Good with engine No. 27086 arrived ex BON to GQL at 19.35 hours and after changing power this train started from GQL at 19.55 hours and was handed over to BXN at 23.55 hrs. This could be possible due to your efficient planning while functional as Dy.TNL on 18-24 hours shift in KTT-GGC Board.

In appreciation of the good work done by you a Cash Award of Rs. 50/- is given to you along with this appreciation letter.

I hope you will keep this trend in future also.

Sd/-
xxxxxxxxxx.

(Name of Railway)

No. T. 183/52

Office

Dated: 18.08.2004.

To xxxxxxxxxxxx
xxxxxxxxxx

Sub: Siding for dealing full rake in one placement.

Ref: (i) This office letter No. T/183/52 dated 26.8.96 & 13.3.97.

(ii) Your letter No. MCL/RS/SVP/11139 dated 1.9.96.

Dear Sir,

In reference to above, it was decided to provide full length loading/unloading facility in your siding for which Engineering Plan No. KOTA/12244/45-F was developed and copy of the same along with estimate of Rs. 188.95 lakh was sent to your office to you for your acceptance, but no reply has been received so far.

This matter was discussed during our General Manager along with HODs from HQ & DRM's visit of your siding on 14.07.04. According to discussion, after remodeling "Engine On Load" concept can be adopted to avail following benefits:

If a siding holder required to utilize the train engine during loading or unloading of the rake, with in the free time prescribed, the same will be allowed without levying any additional charges. The siding owner may, therefore, not be required to maintain a captive engine at his cost under the EOL operation.

- ii) For the bulb type siding freight will be charged on the basis of the rough distance up to a specified loading or unloading point and not for the entire length of the siding. No siding/shunting chargeable for haulage of wagons within the siding will be leviable under the "Engine-on-load" operations.
- iii) The Railway will bear the entire cost of all railway staff deployed at the siding operated under the EOL scheme.
- iv) A system of debit/credit hours in regard to detention to wagons shall introduce in the EOL siding for the purpose of levying demurrage.

If still loading within 5 hours is not possible, after making full loading/unloading line rake can be placed & removed by Railway train engine direct and you can save fixed & running cost of siding loco & staff for this.

Copy of Railway Board's circular on "Engine on load" concept is enclosed for your ready reference.

Therefore, it is requested again to reconsider the above referred plan and give acceptance so that matter is finalized.

Encl: 1 in 5 pages.

Yours Sincerely,

Sd/-

(xxxxxxxxxx)

xxxxxxx

C/- to xxxxxxxx.

C/-to xxxxxxxx

24th May, 2010

Mr. Pratish Prabhakaran,
"Ashirwad" Plot Nos. – 12, Durga Nagar,
Beyond Poonam Colony,
Kota,
Rajasthan - 324002.

Dear Mr. Pratish Prabhakaran,

With reference to your application and subsequent personal interview you had with us, we are pleased to appoint you on the terms and conditions hereinafter listed:

1. **Designation:** You will be designated as "Officer – Advertising (Marketing)".
2. **Salary:** You will be paid a basic salary of **Rs. 12,816/- (Rupees Twelve thousand Eight Hundred Sixteen Only)** per month inclusive of Dearness Allowance.
3. **Perquisites:** You will be entitled to other benefits, viz. LTA, Medical, Conveyance and Education Allowance, Uniform Maint. Allowance, P.F., Gratuity, Leave etc. according to rules and regulations in force from time to time, as applicable to the persons of your category. Besides, you will also be paid Special Allowance of **Rs. 8196/- (Rupees Eight Thousand One Hundred Ninety Six Only)** per month.
4. **Probation:** You will be on probation for a period of **six months** from the date of your joining.
5. **Confirmation:** You will be deemed to be confirmed in your present position only when a letter is issued to you on satisfactory completion of your period of probation. This confirmation will be effective only on issuance of the necessary orders by the Management.
6. **Retirement:** In the ordinary course, you shall retire on attaining the age of **60 years**.
7. **Place of posting:** Initially you will be posted at **Mumbai (Maharashtra)**. However, your services are liable to be transferred to any location or office of the cement Division. The Management at its own discretion can also transfer your services to any of the Division of the Company or any other company of the Aditya Birla Group. The terms and conditions applicable to your cadre at that location/division/unit shall be applicable for you as well.
8. **Separation:** i) In Probation: - The Management reserves the rights to terminate your services at any time without assigning any reasons during probation period.
ii) After Confirmation: - The Management will be at liberty to terminate your services at any time without assigning any reasons thereof by giving a notice of **three months**. The Management can also pay you notice pay in lieu of the notice period. Similarly you will also be free to terminate this contract by giving notice at the rate of three months in lieu of the notice period. However, the management reserves the right to take the final decision regarding, your relieving on resignation on payment or on completion of three months as per notice period.
9. **Confidentiality:** During your tenure you shall not divulge any information of any nature to any person not connected with the company. You shall also work exclusively for us and shall not accept any employment-honorary or otherwise without the prior written consent of

SAMPLE 2

Dear All,

As we gain experience through our day-today working, we must also focus on Our own Self development. It would be beneficial both for self and Organization if we were able to develop competencies which would help the Organization also during the course of our skills acquisition. Even better if these could be obtained on the job.

Globally, Six Sigma has been recognized as a proven methodology for process improvement leading to competitive advantages. In ABG, CWCM has been driving Six Sigma Initiative through competency building & project hand holding. This has demonstrated power of Six Sigma in solving various business problems.

To derive significant business benefit out of this initiative, there is a need to involve more people to use this methodology by developing their competencies in solving business issues. Some of the topics of GB module is already active on GVC and employees have gone through it in parts. CWCM has packaged all knowledge piece required for GB Competency in collaboration with Gyanodaya and launched a comprehensive e-Learning GB course to provide opportunity to larger cross section of management employees to develop Green Belt level competency.

I would like to share some of the unique features of this course.

- This is **“Learning-Cum-Application”** course in which participants will work on real business issue in his ownership areas to apply learning.
- This course is suitable for Manufacturing, Service Businesses and Non-Manufacturing Functions like Sales & Marketing, Purchase, HR, R&D etc.
- CWCM together with Six Sigma resource of business will facilitate application of learning using improvement opportunities identified by participants.
- Six Sigma Green Belt certificate will be awarded only upon successful completion of e-GB learning course + Class Room Workshop by CWCM + Project work within defined timeline.

Further, the course is divided into **4** Phases as indicated below.

✓ **Phase-I: Define Phase** - e-Learning and Pass Exam with 65% Score

- Identify an Improvement Opportunities to apply learning followed by 1 Day face-to-face workshop with CWCM Facilitator

✓ **Phase-II: Measure Phase** - e-Learning and Pass Exam with 65% Score

- Working on project by an Individual + 1 Day face-to-face workshop with CWCM Facilitator

✓ **Phase-III: Analyze, Improve & Control Phase** – e-Learning and Pass Exam with 65% Score

- Working on project by an Individual + 1 Day face-to-face workshop with CWCM Facilitator

✓ **Phase-IV: Project Work and Recognition** through e-GB Certificate

- Project closure by UH’s Signed Off followed by Evaluation and GB Certification.

As indicated above, first 3 Phases of this course will be attached with Physical Class Room Workshop for 1 day each to cover topics which needs further clarifications by participants and which are not covered in this course. Class Room Workshop and Project Support (Phase-IV) will be provided by CWCM representative OR Unit BB based on requirements. An “e-GB User Guide” which indicates on course purpose, various Phases and Topic wise duration etc. It is attached as an **Annexure-I** with this communication. Gyanodaya has also developed an “GVC User Induction Kit” for this purpose. The detailed “**GVC User Induction Kit**” is attached as **Annexure-II** for your reference.

I would also advise Unit HR to keep track of participation in this course and co-ordinate with CMC requirement of Face-to-Face workshop. Typically all management staff should be GB certified for effective problem solving capability.

After completing all modules and the project work, a candidate will be awarded **Six Sigma Green Belt certification.**

I advise everyone to take advantage of this wonderful opportunity and acquire a skill set which would help both the individual and the organization to grow. While most of the details have been enclosed as annexure along with this mail, still you may contact CMC who will guide you as needed.

Regards,

CIRCULAR

| | |
|----------|---|
| Date | 7 th April, 2015 |
| Subject | Reporting Structure of DH Commercial Marketing & Depot as per the revised structure |
| Ref. No. | Circular/MKTHR/FY15-16/1 |

As per the revised organizational structure, Mr Vikram Bhutra, DH Commercial Marketing & Depot will report to FH (F&C), Mr Bajrang Bardia with dotted line reporting to FH (Marketing), Mr Anurag Angrish.

Consequent upon this change, the Zonal Accountants will report to DH Commercial Marketing & Depot with dotted line reporting to the Zonal Heads. The Section Head – Sales Accounts will report to DH Commercial Marketing & Depot.

All concerned should ensure its implementation with full accountability, proper checks and controls including following of SOPs. With these changes, we are confident that there will be greater rigor and responsiveness in the processes and systems.

The above changes comes into force w.e.f. from 1st April, 2015.

November 1, 2005,

XXXXXXXXXX

**T1: Kanjur Mfg Plant,
Kanjur East,
Mumbai – 400 042.
Tel- 022-55558173.**

Kind Attention Mr. XXXXXXXXXXXX

Dear Sir,

It has been a pleasure being associated with you the years. We thank you for your continuous patronage and support in the past and look forward to the same in the future.

As a consequence of the external, dynamics of the Aluminum industry we have no choice but be effective for all dispatches from 1st January 2006.

We request you to make necessary changes in your purchase order.

All other price components, namely, packing, freight, excise duty, Sales Tax would remain unchanged. General conditions of Sale & Majeure Clause as applicable.

Assuring you of our highest attention and best service at all times,

We remain

Yours truly

XXXXXXXXXX

DeputyManager, Sales
Rolled Products.

PS: This increase is over and above Rs 5000/T w.e.f from 16.12.2005.

20.07.05

To
The V.C. & M.D
xxxxxxxxxx
xxxxxxxxxxxx,
Mumbai 400 008.

Respected Sir,

We are thankful to you for your meeting held on 15.07.2005 at your office.

We appreciate the assurance given by you, for price increase amendment for the period March 2005 to Sept 2005 subject to terms of price revision mentioned in Rate Contract No. 389 & 390/

For your ready reference we are enclosing Xerox copy of Tender, our quotation and Rate Contract in which terms mention.

Please take note that we had already submitted all documentary evidence of price increase.

We would highly oblige if the same matter will be solved at earliest.

Expecting your best co operation.

Thanking you,

Yours truly,
For xyz Co.

(xxxxxxxxxxxx)
Encl: As above.

c.c. The Gen. Managers S & P Dept.

Ordonance Factory,
Ministry of Defence,
xxxxxxxxxx
xxxxxxxxxx
Kind attn: Mr. xyz – Joint General Manager,

Sub: xyx.

Dear Sir,

This is to inform you that xxxxxx has been with its metal business demerged to xyx.

We wish to intimate you that a Scheme of Arrangement between Indian Aluminium Company, Limited and Hindalco Industries Limited and their respective shareholders and creditors (the 'Scheme') has been proposed, which envisages, inter alia, the transfer of the Demerged Undertaking being all the business of Indian Aluminium Company, Limited. (INDAL) other than the aluminium foils by business at Kollur, Andhra Pradesh, by way of a demerger to xyxxxxxx

In terms of the Scheme, upon coming into effect of the Scheme, all the right s, title, interest and claims of INDAL in any leasehold properties, including the mining leases and prospecting licenses (including) applications made thereof) of INDAL in relation to the Demerged Undertaking shall pursuant to Section 394(2) of the Act, without any further act or deed, b e transferred to any vest in xdxxxxxxx

The Scheme has been approved by the shareholders and creditors of INDAL at the court convened meetinbs held on November 18, 2004 ;and by the shareholders and creditors ofn HINDALCO at the court convened meeting held on November 16, 2004. The scheme has also been sanctioned by the High Court at Calcutta on 23 December 2004and High Court of judicature at Bombay on 14 January 2005. Upon effeetiveness of the Scheme of Arrangements, the lease agreements shall stand transferred to xxxxxx in terms of the order of the respective High Courts.

We request you to kindly arrange amendments to the name of Indian Aluminium Company, Limited to xxxxxx Industries Limited in all your transactions namely all existing purchase orders, communication, payments, inspection notes and all existing offers given under the name Indian Aluminium Company, Limited.

Please find enclosed in this regard a copy of the Scheme of arrangement along with the order of the High Court at Calcutta and High Court Bombay for your reference and record.

Thanking you,

Yours very truly,
For xyz coy.

XXXXXXXXXX
Dy. Manager – Sales
Rolled Products

Kind Attention:

Sales Return

Dear Sir,

This is with reference to your letter informing us about the rejection of _____. The complaint has been investigated by us and found to be genuine. We would request your to return the rejected material to our Pune works on “Freight to pay” basis on any day except Friday by 2.00 p.m.

The material should be insured by you from your plant to our plant. Indal does not have any open insurance policy for sales return material and hence will not be liable for any damage/theft in transit.

The material should weighed on weigh bridge near your location and the weigh bridge slip to be attached along with the documents.

Invoice details.

| Sr.No. | Invoice No. | Date | Gauge/Width/Length | Complaint Qty. |
|--------|-------------|------|--------------------|----------------|
| | | | | |
| | | | | |
| | | | | |
| | | | | |

| | | | | |
|--|--|--|--|--|
| | | | | |
| | | | | |
| | | | | |

The total quantity which is to be returned by you should be _____ kgs which has been accepted by Indal R&D.

Please ensure that the following documents accompany the goods without which we will not be able to give you credit for excise duty amount.

1. Fresh excise gate pass issued by your concerned range office indicating correct value of duty and clearly mentioning on the gate pass removal of duty paid inputs under 57F(I)II
- 2.. Your delivery challan indicating specification and quantity.
3. Your rejection letter clearly giving reference to our MCR No. _____
4. One copy of this sales return letter.

Thanking you,

Yours very truly,

We confirm the receipt of your documents with reference to your claim number D160320150908450999.

Your claim will be reviewed and processed with 8 – 10 working days from the date of receipt of your claim documents/ Date of acknowledgement. During the review process, if we need any additional documents/clarifications, you will be intimated on e-mail and the appropriate status will be updated on the Medi Assist portal.

If you have any queries/clarifications with regards to your claim, you may contact our Branch spec's to whom you have submitted the hard copies of the claim. Details are mentioned under **Contract Matrix and Address for claim submission tab on Medi Assist. Home Page.**

We wish you and your Family happy and healthy living.

SOP E-Waste Management.

1. Preamble

Electronic Waste, also known as e-waste, consists of electronic products that have outlived their utility and are due for disposal. Such wastes encompass a wide range of electrical and electronic devices such as c

computers, cellular phones, personal stereos, including electrical appliances such as refrigerators, air conditioners etc.

The products have toxic components such as lead, mercury and cadmium. Improper disposal of electronic waste pollutes the environment with hazardous toxins, thereby causing widespread health problems and environmental degradation. With increase of e-waste generation and the consequent threat of environmental degradation, there is a need for a regulatory framework to reduce this hazard.

All our offices dispose these gadgets, which either gather dust or land up with scrap dealer. However, e-waste should be handled in an eco-friendly manner to prevent the hazardous material from polluting the environment and causing harm in general.

2. Objective of SOP.

To provide framework for compliance of the provisions of e-waste (Management & Handling Rules, 2011 prescribed by the Ministry of Environment and Forest (hereinafter “the Rules) to the extent applicable to the company as a Bulk Consumer (defined in the Rules), in managing and disposing of certain notified Electronic Equipment & also to provide information to the stakeholder for fixing their accountability.

In developing this e-waste policy, UTCL seeks to meet the following objectives:

- To minimize e-waste generation.
- Proper management & handling of e-waste on sustainable basis.
- To fix up role & responsibility.

3. Scope

As per the Rules, our Company qualifies as a ‘Bulk Consumer’. In accordance with the said Rules, this policy shall be applicable for discard/disposal of all electrical and electronic equipments as listed in Schedule 1 of the Rules (Refer Annexure -1) (hereinafter referred as

‘Notified Equipment’ for the purpose of the Policy), on or after May 1, 2012 (As per rules).

4. General Guidelines

- No personal / Official e-waste material to be stored in office storage areas like office table, cupboard & cabinets.
- No Personal / Official e-waste material to be thrown or dumped in office dust bin or open space.
- For Personal Items:
 - If user want to dispose the personal e-waste (small items like mobile phones, charger, headphones, calculator, CD, DVD, pen drive external hard disk etc) he/she should dump it in designated e-bins installed in office.
 - Clearance of these e-bins will be done monthly by Central Admin.
 - If user want to dispose off big items of personal e-waste like computer, laptop or any other electrical appliances, Central Admin will inform the user 2-3 days in advance of final disposal of official e-waste so that he can bring the same for disposal.
- For Official items:
 - Official IT related e-waste has to be handed over to the IT department along with Handover from Attached Annexure-2)
 - Official Non IT related e-waste hand over to Admin Dept.
- Before depositing of any storage media user should ensure wiping of cleaning the data from the media as per ABG information Security Policy.
- E-waste will be collected & kept at a central location in a hazard free area for final disposal to the authorized e-waste handler or recycler as per the guidelines issues by the ABG e-waste management policy.

(Company's Name)

SOP – E Waste Management
----- Division.

The Ministry of Environment and Forest, Government of India has formulated the e-waste (Management And Handling Rules 2011 (E-Waste

Rules) to deal with the problem of e-waste. These rules has come into effect from 1st May 2012 and apply to every producer, consumer or bulk consumer involved in the manufacture, sale, purchase and processing of electrical and electronic equipment or components.

For the compliance of provision of Rules, SOP of E-Waste Management has been formulated for various offices of

The objective of the SOP is to regulate the generation, collection, storage, and disposal of e-wastes at all the offices of

It is joint responsibility of IT & Administration to implement, monitor & create awareness about guideline provided in this SOP.

Sd/-.....

Head – Office Safety Committee.

SAMPLE 10

To

XXXXXXXXXX

XXXXXXXXXX

Patalganga, Dist Raigad,

Dear Sirs:

This has reference to your complaint. We deeply regret for the inconvenience caused to you on account of defective supply covered by our following invoices.

The complaint has been investigated by the undersigned and found genuine. We request you to return the following material to reach our Taloja Godwon on “Freight to Pay” basis

| INVOICE NO. | Specification | Rejected Qty (KGS.) |
|---|--------------------------|---------------------|
| Godown challan: 078 dt 2/11/02 Plant Inv : 23/28/2 dt 3/10/02 Challan no : 4446 | SHA/46/14/0.91/1219/3048 | 551 |
| Godown challan: 077 dt 2/11/02 Plant Inv : 23/28/2 dt 3/10/02 Challan no : 4446 | SHA/46/14/1.22/1219/2743 | 50kgs (5pcs) |

Please ensure that the following documents accompany the goods without which we will not be able to give you credit

- One copy of each of the Sales Return Letter and our Material Complaint Report.

Thanking you,

Yours very truly,

xxxxxxxxxx
Sales executive

MCR No. – 20/02/0018/2 dt. – 11/11/02

PUBLISHED PAPERS

MKLM's
B.L.AMLANI COLLEGE OF COMM. & ECO.
M.R.NATHWANI COLLEGE OF ARTS

Organizes

NATIONAL CONFERENCE

ON

“Media: Leading the way to the society”

15TH JULY 2017

**One Day National Conference On
“Media: Leading the way to the society”
(Proceedings)**

First Edition: 15th July 2017

Chief Editor : Jitendra Aherkar

Organized By:

B. L. Amlani College of Com & Eco.
M. R. Nathwani College of Arts,
N S Rd.6, JVPD Scheme,
Vile Parle(W),
Mumbai.

Publisher:

B. L. Amlani College of Com. & Eco.
M. R. Nathwani College of Arts,
N S Rd.6, JVPD Scheme, Vile Parle(W)
Mumbai – 400056.
Mobile : 9223341254
E-mail : jitendraaherkar@gmail.com

Cover Design: Prof. Amar Salve

Printer: B. L. Amlani College of Com. & Eco.
M. R. Nathwani College of Arts,
N S Rd.6, JVPD Scheme, Vile Parle(W), Mumbai-56.

Price: Rs. 400/-

E-ISBN: 978-93-5268-835-7

The views and opinions expressed in this book are the authors own and not necessarily those of the publisher. While every effort has been made to ensure that all facts are stated correctly, the publishers regret their inability to accept responsibility for any inadvertent error or inaccuracies.

The publishers shall endeavor, wherever possible to remedy all errors and omissions which are brought to their attention in subsequent editions

All rights reserved. No part of this publication may be reproduced, stored or introduced into retrieval system, or transmitted in any form or by any means (electronic, photocopying, recording or otherwise) without the prior written permission of the copyright owner.

**MKLM's B.L.AMLANI COLLEGE OF COMM. & ECO.
& M.R.NATHWANI COLLEGE OF ARTS Organize
NATIONAL CONFERENCE ON "Media: Leading the way to the
society"
15th July 2017**

The Status of Business English in Social Media.

Preeta Prabhakaran

Research Scholar

Department of English ,University of Kota,
Kota

Abstract

Prime Minister Narendra Modi envisions a Digital India constituting of 2,50,000 villages connected by Broad band by 2020. The initiative of a cashless society, booming e-commerce affecting all facets of our life establishes the quantum leap business has taken. Business is trotting ahead on the wheels of social media. With social media ushering in palatable and unpalatable changes in the English language, this paper wants to find out whether companies dilute Business English with acronyms and slangs while conducting business on Social Media.

Keywords: Social Media, Business English , Lingua Franca

Introduction:

Social Media refers to websites that bring about social interaction. They facilitate creation and sharing of information, ideas, career interests etc. They may be in the form of blog, wikis or social networking sites. The prominent social networking sites of our times are Face Book, Twitter, Instagram, LinkedIn etc.

Face Book, twitter etc though launched with the aim to connect people as a mode of fun and entertainment, today has a substantial presence in business. Social Media is used as a platform for brand building. It targets niche audience providing a platform for open exchange of ideas, expectations and propositions. It provides

E-ISBN No. : 978-93-5268-835-7

**MKLM's B.L.AMLANI COLLEGE OF COMM. & ECO.
& M.R.NATHWANI COLLEGE OF ARTS Organize
NATIONAL CONFERENCE ON "Media: Leading the way to the
society"
15th July 2017**

global exposure in a cost effective manner. But whether the customer understands, depends on the way the idea is communicated. Consequently language has a dominant role to play.

Twitter is used to promote ongoing marketing campaigns, share curated content and direct customer service request. It is a challenge to express a business proposition succinctly on twitter with its 140 character limit, but the tweets have easy visibility and immediate feed back. Facebook creates brand awareness and provides customer support. Since it has no word limit ,disclosing the campaign is less challenging and a story can be build around it thus engaging the users better. Since it attracts a huge number of people (1936 million users in Q1 of 2017) , the scope for attracting business is tremendous . Facebook can analyse all the information that users enter in their profile and so by paying to access them companies can literally strike gold .

Companies upload videos and pictures on twitter and facebook related to their campaign. Now visual content and design have a huge impact on the customers but the language used processes the idea into a message which decides the campaign. Social media faces the brunt of spoiling English language with users resorting to acronyms, slangs and exaggerated emoticons.

Promotion through Twitter:

The official page of Rolls Royce on twitter indicates that it exclusively targets the premium customers. As a Rolls Royce car is a priceless possession the sense of luxury and the feel of legacy attached to it is reflected by each word of the tweet. The tweets carry a professional accent .No use of unconventional punctuation .Language abides by the rules of grammar. To accommodate the constraints of 140 characters tweets do not use personal pronoun but

**MKLM's B.L.AMLANI COLLEGE OF COMM. & ECO.
& M.R.NATHWANI COLLEGE OF ARTS Organize
NATIONAL CONFERENCE ON "Media: Leading the way to the
society"
15th July 2017**

state the features of campaign emphatically without any ambiguity. Clear cut declarative sentences without diluting its meaning by using slangs to add humour. The official Pages of Pepsi Co., Levi Strauss which target a comparatively young customer base do not convolute their language to adapt to the so called teenage lingo. In these pages exclamatory mark is seen in place of full stop, but negligible use of acronyms. Tweets of Cadbury reflect the same though they abound in words like savour, delicious, relish which add different connotations to the word taste. This *lingua franca* status of English across 5 continents arise due to its flexible vocabulary with almost 4 – 5 words for a single word varying in connotations.

Promotion through Facebook:

As facebook has a huge number of users that too from diverse strata of society, compared to twitter the English used is simple. The English used to explain the campaigns do not compromise on grammar and spellings. The Business English used is focused, abounding in weasel words and euphemisms. It negligibly uses acronyms and that too to add fun element.

Conclusion:

We see the world thriving on social media reacting to news and updates from remote corners of the earth, customizing their reactions with emotional expressions, yet, when it comes to business, minding their p's and q's, the formal, courteous and impersonal status of Business English is retained. Though companies pander to the whims and fancies of the customer but the language they employ is clear, in sync with the conventions of grammar to ensure that they mean business.

References:

**MKLM's B.L.AMLANI COLLEGE OF COMM. & ECO.
& M.R.NATHWANI COLLEGE OF ARTS Organize
NATIONAL CONFERENCE ON "Media: Leading the way to the
society"
15th July 2017**

1. Robinson, Perri. *Facebook vs Twitter Social Media Strategy Difference-Meltwater*, n.p. April 27, 2015, Web, <<http://www.meltwater.com> >
2. Hainla, Liis. *21 Social Media Marketing Statistics You Need to know in 2017*, n.p. n.d. Web <<http://www.dreamgrow.com>>
3. *Digital India-The next big Thing for native Businesses*, n.p. . January 27, 2016
4. Suico, Angela. *How the Internet has changed the language?* n.p. . May 18, 2013 <<http://www.inboundmarketingagents.com>>

REVIEW ARTICLE



INTERNATIONAL
STANDARD
SERIAL
NUMBER
INDIA
2395-2636 (Print); 2321-3108 (online)

HOW ENGLISH CONQUERED OUR TONGUE!

PREETA PRABHAKARAN

Ph.D Research Scholar, Department of English, University of Kota, Kota

Email ID : preetnov12@gmail.com

Research Guide : Prof G.M.Mehta , Dept. of English, Guru Nanak Girls College
Udaipur (Raj)



ABSTRACT

This paper explores the journey of English from a dialect confined to West Germanic tribes in a secluded corner of Europe and then taking massive proportion during the course of time and eventually covering the entire globe. This paper also investigates the reasons for its extensive growth . It also looks into possible threats for its numero uno status as an international language of business in the near future.

Key words ENL, ESL, ELF, Braj Kachru's 3 circles of English.

Introduction

English from its humble beginnings as a dialect of West Germanic tribes in a remote corner of Europe today manifests the entire globe. The beauty of English lies in its ability to incorporate the essence of the times. It has been always willing to expand its thesaurus by accepting words of Celtic, Greek, Latin, French, Scandinavian, Asian, African words !!

Figuring out its momentous journey Braj Kachru gave the 3 circles of English. Inner Circle constitutes countries like UK, US, Australia etc which form the English as Native Language (ENL) bracket. The former colonies of England occupy the space in the Outer Circle establishing English as Second Language (ESL). Countries with no historical or geographical connection of English make the expanding circle like China, Russia, Japan, etc who unprecedentedly bonded with English for reasons of their own forming English as Lingua Franca (ELF). The making of ENL: The Germanic tribes (Angles, Saxons and Jutes) marched into British Isles in the 5th Century AD and a medley of their dialects resulted in Anglo Saxon which prevailed. The

present day English owes its roots to it. The three types of gender in use (He, She, It) is purely Germanic. Prior to 5th Century AD, Celtic and Latin were spoken. Celtic influence is perceived in words like *Kent, Dover, Thames* etc. The ecclesiastical words of contemporary English like *Church, Monk, Bishop* are quintessentially Latin. The Viking influence brought the Scandinavian touch with words like *their, they, eggs, cakes*, etc. which roll over our tongue with infinite ease. The Norman conquest engraved French superiority in the English mindset. Words constituting the aristocratic vocabulary like *Court, Castle, Crown* are essentially French.

English continued to be the language of the common people. Names of domestic animals like *Ox, Cow, Pig* etc. are English and the meat enjoyed by the upper echelons of the society like *beef, veal*, etc. are exclusively French. French etiquettes, culinary delights, fashion has been ingrained as superlative in the British psyche from time immemorial . e.g. in Jane Austen's *Pride & Prejudice* " Mrs Bennet preens when Mr. Darcy approves of

the partridges dish of her party claiming that he may be having at least 2 – 3 French cooks.

The Bard of Avon William Shakespeare contributed over one thousand seven hundred words to the English vocabulary by changing nouns into verbs, changing verbs into adjectives, adding prefixes and suffixes e.g. *blood stained, compromise, frugal* etc. Industrial Revolution added words of innovation like *engine, train* etc. The mercenary cravings of English navigated them through uncharted territories like America and Australia where they settled spreading their language and in return assimilated words like *Kangaroo, Boomerang* etc and words of Native American Origin like *Caucus, Possum* etc. In this way English developed pushing the envelope, but in reality got validity when President Woodrow Wilson in 1914 requested to frame the Treaty of Versailles in English along with French.

Rise of ESL: The economic aspirations of England drove them to colonize Asia and Africa to find market for their sprawling factories courtesy Industrial Revolution. From being mere merchants they entrenched into the administration of these continents and introduced English to facilitate ruling. English got woven into the social fabric of countries like India where even patriotic fervour was nurtured through English. Moreover Indians personalized pronunciation and grammar of English to create an indigenous variety called Indian English. However the English vocabulary was enriched with words of Indian origin like *bungalow, dacoit, cheetah* etc. Consequently post independence, English occupied the position of ESL.

The economic liberalization in 1990s introduced the Business process outsourcing Industry where a strong English backup opened up employment opportunities for millions of youth and accelerated our national GDP. Today English opens up avenues for social mobility.

The ELF Story: First World War declared US as a mighty force to reckon with and the Second World War substantiated its supernatural presence across the globe. With US making quantum leaps in science and innovation, its military omnipotence, its glamorous Hollywood and fashion, its out and out consumer driven life style lured the youth breaching

barriers of geography and culture. US was a mega success story and everybody wanted to join the bandwagon and the medium to associate with it was English.

Business strived to go global from local and regional and the last resort was to secure it through English.

Thus this created ELF/English as a Lingua Franca. Thus countries like China and Japan with no colonial past clinched the English deal for monetary connotations. Thus ELF secured its position in trade, tourism and media.

Today the ELF status of English is undisputed and unparalleled. David Crystal in 2006 in English World Wide stated that there are approximately 400million ENL speakers, 400 ESL speakers and 600-700 ELF speakers!! The growing popularity of English as ESL can be substantiated by following examples:

- Chung Dong Young a former TV anchor of South Korea campaigned for Presidential position by promising huge increase in English teaching, so that young Koreans do not have to go abroad to learn English.
- Chile a country crazy about its soccer now shares its allegiance to English as well as the Government wants its people to be bilingual in Spanish (their native tongue) and English.
- The colossal repercussions of Brexit did not affect the position of English as it continues to be the official language of European Union. English dominated among its 3 working language (English – 38%, French – 12%, German 11%)

Removing English would have catastrophic results as EU already spends 1% of its annual budget on translation. Further, to bring this dramatic change several recruits would be needed which could take years to appoint.

Well the grass is always greener on the other side. Consequently it has tempted many in the past, but people have often been skeptical of taking the leap of faith. Today globalization fills the trust deficit.

Eg. Hiroshi Mikitani CEO of Rakuten, a company almost like amazon with 7100 employees, one fine day declared English as company's official language

of Business. The CEO of Honda, Takanobu Ito ridiculed this initiative but, unfazed Mr Mikitani continued and bought Price Minister.com in France, Buy.com and Free Cause in US, Play.com in UK, Tradoria in Germany, Kobo eBooks in Canada and established joint ventures with major companies in China, Indonesia, Taiwan, Thailand and Brazil. The seismic shift paid off after initial stumbles. In April 2012 the apprehensive Mr Ito, CEO of Honda theatrically declared English as the official language of global meetings. He said, "all decisions about global operations will be in English and oh! by the way, if you don't understand it, get an interpreter." Similarly Japanese based Nissan made this shift in the 1990s. German electronics company Siemens, SAP, France based Food services Company SODEXO have all made English their official corporate language.

According to David Crystal a language becomes global not because more number of people are speaking it but what matters is who are speaking it. Like Latin remained a global language firstly due to the imperial powers of Roman army and later due to the ecclesiastical authority. Thus English rose in the world horizon due to the political clout of Britain which colonized almost the world to build an empire on which the sun would never set. Post world war America enjoyed that clout. But both US & UK are two countries divided by a common language.

So today with China's growing economic and political clout can we anticipate a threat to ELF status of English??

Recently Mark Zuckerberg's 30 minute address to students at Tsinghua University at Beijing in Mandarin raised several eyebrows.

In spite of all this English can rest assured because QWERTY keyboards in use are designed for Roman alphabets and cannot accommodate 2000+ Chinese characters and the world can't imagine a minute, forget a day without computers. Mandarin with its pictorial script is a very tough nut to crack. For e.g. a word 'mao' in Mandarin can vary its meaning from being a horse, a mother, scold or hemp by simply pronouncing it in different pitches.

The top ten programming languages are in English and two out of them Python and Ruby were created by Dutch and Japanese speakers.

The internet was born in US as a Pentagon Research and development network which was later opened for public use. Internet and www got their roots in the US. Consequently, 80% of all electronic information in computer and transferred via Internet is in English (Guardian, Rohde, Economist Walker).

Thus English has put down roots in the 21st century for good.

In times when capitalism has written the obituary of socialism, the world is a giant market where only money of any denomination - be it dollar, yen, frank, rupee etc speaks and that too in the language of ENGLISH!!

References

1. Austen, Jane. *Pride and Prejudice*, Harper Press, 239
2. Crystal, David. *English as a Global Language* Cambridge University Press, 1997
3. Fisher, Bill. *Why English not Mandarin is the language of innovation*. Harvard Business Review. January 12, 2015, Web, <<http://hbr.org>>
4. McWhorter, John. *Why learn mandarin? China won't make you speak it?* Newsweek, January 17, 2011, web.
5. S.Morgan, Sam. *English will remain an official language of the EU*, euractiv, June 29, 2016, Web, <<http://euractiv.com>>
6. Neelay, Tsedal. *Global Business speaks English*. Harvard Business Review, May 2012, web
7. Senin, Anton. *How did English become a Lingua franca*, n.p. July 4, 2011, web <<http://wagetanton.blogspot.com>>
8. Unovi, Ana. *Kachru Model "The Three Circles of English"* Varieties of English, November 7, 2016