

## **The Role of English as the Means of International Communication for the Development of World Market**

The article points out the role of English as the means of international communication in the formation and development of the global market. The process of globalization of international relations is referred to as the factor which puts forward a requirement to form and introduce into the world linguistic circulation the universal means of international communication. The role of transnational corporations in the globalization of world market and establishing English as the means of international communication is highlighted. The implementation of latest informational – communications technologies, based on a wide use of English as well as global communication systems is elucidated.

*Keywords: trade market, globalization of economic relations, international economic relations, transnational monopolies, investments, means of international communication.*

## **РОЛЬ І ЗНАЧЕННЯ АНГЛІЙСЬКОЇ МОВИ ЯК ЗАСОБУ МІЖНАРОДНОЇ КОМУНІКАЦІЇ У ПОШИРЕННІ СВІТОВОГО РИНКУ**

В статті розкривається роль англійської мови як засобу міжнародної комунікації в утворенні та розвитку глобального ринку. Процес глобалізації міжнародних відносин вважається чинником, який висуває вимогу створення і впровадження у світовий комунікаційний обіг універсального засобу міжнародного спілкування. Висвітлюється роль транснаціональних корпорацій у глобалізації світового ринку та закріпленні за англійською мовою ролі засобу міжнародної комунікації. Досліджується впровадження новітніх інформаційно-комунікаційних технологій, які базуються на широкому використанні англійської мови, а також глобальні комунікаційні системи.

*Ключові слова : торговий ринок, глобалізація економічних відносин, міжнародні економічні відносини, транснаціональні корпорації, інвестиції, засоби міжнародної комунікації.*

## **ZNACZENIE ANGELSKIEGO JAKO POMOĄ KOMUNIKACJI MIĘDZYNARODOWEJ DLA ROZWOJU ŚWIĄTOWYCH RYNKACH**

W artykule podkreślono rolę języka angielskiego jako środka komunikacji międzynarodowej w rozwoju globalnego rynku towarowym. Rola globalizacji stosunków międzynarodowych, które w naturalny sposób podnosi popyt tworzenia i zarządzania globalnego obrotu środków językowych w komunikacji międzynarodowej. Wskazano na rolę korporacji transnarodowych w globalizacji rynku światowym oraz zatwierdzenie języka angielskiego jako powszechnie przyjętych środków komunikacji międzynarodowej. To rzuca światło na wpływ na globalny wprowadzenia na rynek nowoczesnych technologii informacyjnych i komunikacyjnych, w oparciu o szerokie zastosowanie języka angielskiego, jak i globalnych systemów komunikacyjnych.

*Słowa kluczowe: handel, globalizacja rynku stosunków gospodarczych, międzynarodowych stosunków gospodarczych, ponadnarodowych monopoli, inwestycje, środki komunikacji międzynarodowej.*

The formation and effective functioning of a multi-level system of global economic relations, that is, the world market, is the prerequisite for successful economic development of all the countries of the world. This requirement gained particular importance in conditions of globalization of international connections and relations, which stipulate integration and convergence of national markets. Although, according to D.Graddol, "the globalization era is nearing its end"<sup>1</sup>, global financial system, global market of goods and services is functioning and developing as an objective reality.

It is overall globalization of economic relations of all countries that has led to fundamental qualitative changes in the structure of the world commodity market.

The expansion and development of world market has put forward the requirement to improve the relations between the players of the market.

The contacts between the players in the sphere of global exchange of goods represent a continuous communication along "production-trade-consumption" chain and increase the efficiency of these contacts, a common universal means of communication, primarily a verbal one, is necessary. In other words, the language of international communication is the tool to facilitate international finance and trade.

It is quite obvious that for a successful sales process, a buyer and a seller should communicate through mutually acceptable means of communication, that is to say communicate in the same language and understand each other.

It should be noted, that the formation of national languages was taking place concurrently with the formation of national markets. To be more precise, it is in the market places where,

<sup>1</sup> David Graddol, English Next: Why Global English May Mean the End of English as a Foreign Language, London 2006, p.97.

in the process of buying and selling, the need for standardized forms of verbal communication objectively arose. The degree of integration, into a particular national market of a certain part of the population living in this or that area determines the peculiarities of their language. For example, the language spoken in Eastern Galicia is significantly different from that of Eastern Ukraine, as these regions for centuries belonged to different states, hence, were involved in different national markets.

The gradual formation, expansion and improvement of the planetary, global commodity market naturally require universally recognized linguistic means of communication. V. Alpatov points out that "... the laws of the market can help meet the needs of mutual understanding, a reduction of linguistic diversity and the spread of major languages" [6, 25]. These properties of market laws gained a particular role in the period of globalization of international relations, when the national economies of nearly all countries became involved in a single world economic system.

There is no doubt that the dominant role of certain countries in the global market is ensured by their military, political and economic power.

It is also undeniable that the language of these countries necessarily acquires the features of the means of international communication.

As D. Crystal writes, "The influence and authority of the international language results not only from the military power of its speakers, who can impose their language, it requires a strong economy to preserve it and spread further".<sup>2</sup>

It can be argued that it is the level of economic development of the country speaking a particular language that creates conditions for global linguistic dominance of that language over others, for its establishment as the universal means of communication.

Since English-speaking countries possess the most powerful economic potential, it is quite natural that English is the dominant means of international communication in the global trade environment.

According to F. Grin, "English is the de facto language of communication between people speaking different languages"<sup>3</sup>. And it is this feature of the English language that makes it an effective means of international communication in establishing market contacts.

At the institutional level the influence of English language in the international economic relations is reflected in the fact that international organizations, which form and regulate these relations, use English as an official language. That is why the players of market relations are supposed to know English. Apart from other advantages, the knowledge of the language helps the parties to market transactions to familiarize themselves with legal and regulatory framework for commercial behavior in the global market.

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<sup>2</sup> Дэвид Кристал, *Английский язык как глобальный*, Москва 2001, с.25.

<sup>3</sup> Francois Grin, *European Economic Integration and the Fate of Lesser-Used Languages*, "Languages Problems & Language Planning", Vol.17 Number 2 1993p.

It should be noted that even the eventual exit of Great Britain from the EU can't change the linguistic situation in the market environment of the European Union. English is deeply ingrained in the sphere of formal and informal communication in the institutional system of the EU. So it is hard to imagine that it will be substituted by some other, equal language.

Globalization of international relations facilitated international business activities and the emergence of transnational corporations. This, in turn, made global transnational corporations the main driving force of economic growth and emphasized their role in international production and international exchange of goods. The United Nations has justly described these corporations as "the productive core of the globalizing world economy." Moreover, transnational corporations not only monopolize the world market, but also make a significant contribution to the development of many countries. TNCs played a pivotal role in rapidly and successfully advancing such economies as India, China and South Korea.

It should be noted that TNCs plan and carry out their activity taking into consideration not national, but international interests. Partners from many countries are involved in this activity, and active business communication between them requires the use of international means of communication. Business communication in a universal language is becoming increasingly urgent, as business contacts are constantly widening. To ensure fruitful cooperation between specialists of different countries it is necessary to know the language of business communication which at the same time will be the international means of communication. English has all features to gain the position of a universal language. Moreover, TNCs business activities "are less identified with particular countries or even don't want to be identified with them"<sup>4</sup>.

The national languages of the host countries where head offices of TNCs are located are not so popular with the TNC officials, because they prefer to use English as an official language.

On this occasion, the world-renowned linguist K. Tryusho writes that «the process of granting a special status to the English language ... embraced all the big firms in the 1990s, and especially those which sought to achieve positions in the global markets»<sup>5</sup>.

Thus, the strengthening of a commercial position in the international market is directly dependent on the degree of the use of English in this activity as an international means of communication.

At the same time it should be noted that the globalization of market relations involves not only an active international exchange of goods, but also of labor force, that causes labor migration, the movement of employees from one country to another.

Hiring these employees is impossible without contacts with the employers which, in turn, implies linguistic communication between them.

And it is English that became the most appropriate language of such communication.

<sup>4</sup> Claude Truchot, Key Aspect of the Use of the English in Europe, Language Policy Division Directorate of School, Strasbourg 2002.

<sup>5</sup> Claude Truchot, Key Aspects of the Use of the English in Europe. Language Policy Division Directorate of School, Strasbourg 2002.

Thus, by improving the efficiency of business contacts, the use of English contributes to the development and improvement of the structure of the world market and brings closer the interests of subjects of world economic relations.

At the same time, it should be emphasized that English itself in conditions of globalization acquires all the features of a commodity resource, its use, distribution and promotion in the international linguistic space being a form of business activity.

Therefore, it is quite possible to speak about competition within the planetary linguistic environment where English proves to be highly competitive, surpassing the corresponding indexes of other world languages.

The opinion that “the knowledge of the English language is a key to global competitiveness”<sup>6</sup> is now widely shared in the international business community.

However, there are many developed non-English-speaking countries, which consider their own national languages to be a precious capital and regard their languages as equal to English on the global linguistic market. In fact, we can see attempts to bolster the competitiveness of national languages on the global market, primarily Chinese and Japanese being examples of this on the global linguistic market. An American statesman, lawyer, and professor L. Panetta writes in this respect, that “all the Japanese corporations pay for the English language courses and invest much into linguistic training ... of their managers. And yet, the complications of doing business in Japan result from the businessmen’s demands to use Japanese in all the business dealings... They use their complicated language as the most valuable capital”<sup>7</sup>. It is not hard to presume that other countries may start to put forward similar requirements, as long as their global economic influence continues growing.

It is noteworthy that to market a product (especially it concerns the promotion of goods to the international market) requires certain marketing efforts, the most important of them being preparation and carrying out advertising campaigns. The spread of information in the form of advertisement facilitates the promotion of a certain product to the global consumer market. Experts in the field of advertising (PR) consider a commercial to be a form of a personal ‘exhortative’ communication<sup>8</sup>. That is why the availability of a universally understood language is a prerequisite for an effective and efficient advertising. English plays the role of such a universally spoken language in today’s globalized world. It is not surprising that in 1972, only three out of thirty world’s biggest advertising agencies were not the USA property (two belonged to Japan and one to Great Britain). Moreover, as D. Crystall writes, “the official language of all

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<sup>6</sup> Anne Jonson, *The Rise of English. The Language of Globalization in China and European Union*, Macalister International, 2009 Vol.22, Article 12.

<sup>7</sup> Leon Panetta. *Foreign Language Education: If Scandalous in the 20th Century, What Will Be in the 21<sup>st</sup> Century*, Retrieved June 3rd, 2011 from.

<sup>8</sup> Anne Jonson. *Op. cit.*, p.54-55.

the advertising agencies, such as The European Association of Communications Agencies, was and still is the English language”<sup>9</sup>.

Since production and consumption of goods in current conditions has an international character, the description of the product and instructions for the consumer of these goods should become comprehensible to all.

The marketing situation is created where a consumer should understand the language of the producer.

This requirement gained particular importance considering the fact that all manufacturers use English as a working language. It especially, concerns manufacturers from China, India, South Korea, Arab and other countries whose languages are inaccessible for the majority of foreign consumers.

Therefore, market attractiveness of goods that are produced in these countries, marketed within their country, and expanded to the global market, must be not only well grounded but also accompanied by an English text.

Proceeding from the above said, we can declare that dominance of English in the world market has a logical and objective character.

It should be noted that global economy, in general, and the world market, in particular, are becoming more dependent on information flows.

The use of information and communication technologies creates an absolutely new situation in the world market that is becoming increasingly dependent on its information component of flows. Moreover, the information is acquiring the features of a specific product more and more, thus expanding the opportunities of global market and saturating it with qualitatively new content.

It is easy to notice that in the era of globalization, a planetary linguistic space is increasingly governed purely by market laws, and it has gradually turned into a global linguistic market. Beginning with the first half of the previous century a new kind of commercial activity in the field of global business was formed: English language training in English. For example, transnational organizations promoting British culture and language such as the British Council (1934), the International House (1953) etc. were established. Among their main aims have **always** been to promote a wider knowledge of the English language. Moreover, many of them openly proclaim the protection of business interests in the global market as the main purpose of their activity. For example, the English 2000 project of The British Council clearly stated objective of the organization: “Use the position of English as the language of the world market in the interests of Great Britain...”<sup>10</sup> The ability to speak English helps people to understand the British approach to life, British...values and business goals.”<sup>10</sup>

<sup>9</sup> Дэвид Кристалл. Наз. раб., с.143.

<sup>10</sup> Anne Jonson, Op. cit., p. 9.

TNCs pursue the same policy. As Leon Panetta has noted: “American corporations are keen to invest in teaching English in various countries. For example, a big corporation hires native English teachers to conduct English courses abroad.”<sup>11</sup> The corporations often retain them on staff to guarantee that their employees are good enough to communicate in English, which means a greater saturation among young people with English language skills. Such practices, undoubtedly, impact the overall situation in linguistic and goods and services market globally.

At the same time universities in Europe and Asia more and more actively use English to teach some subjects, first of all because of internationalization of education. Students from many different countries are trained at these universities, and they are sure to face language problem unless they know an international language understood by all. That is why it is only natural that German and French universities introduce courses for both foreign and native students taught in English. It gives grounds for R. Phillipson to conclude that “English is becoming the dominant language of higher education in the whole world.”<sup>12</sup>

Supply with information of business highly increases the efficiency of exchange of goods, promotes trade facilitation and enhances business activity on a global scale.

Moreover, electronic information communication (the Internet) creates marvelous opportunities for global marketing by promoting products through advertising to the mass market. Massive spread of advertisements and commercial offers of all sorts through the Internet raises the issue of the language to be used for such purposes. According to D. Crystal, «so far we can only dream of a really multi - language “Global network” ...English still remains the language of international communication in the Internet »<sup>13</sup>.

Thus, the conclusion can be drawn that on the one hand, English as the language of international communication is an effective instrument for promotion of goods and services in the world market. On the other hand, market economy laws and rules of commercial behavior in the global market objectively require the formation and introduction into international practice of certain means of international communication, one of which is the use of English.

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<sup>11</sup> Leon Panetta, *Op. cit.*, p. 7.

<sup>12</sup> Robert Phillipson, *The new linguistic imperial order: English as in EU lingua franca or lingua frankensteinia? 'Unions: past-present-future'*, *Journal of Irish and Scottish Studies*, Vol.1: Issue 2, 2008, 189-203, 201.

<sup>13</sup> Дэвид Кристалл, *Назв. раб.*, с.176.