



VIDHYAYANA

ISSN 2454-8596

www.vidhyayanaejournal.org

An International Multidisciplinary Research e-Journal

Good Business with English in the Advertisement Industry

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Declaration

I, hereby, declare that this paper is not submitted to elsewhere either for presentation or publication. I am also assuring you, this paper is original and free from the Plagiarism.

Abstract

Reference No: 104

English language has widely been used in various sectors in India. It has great impact especially on advertisements and film industries. Today advertisements are used as a tool to make people aware about the newly introduce products in the market, and they are doing good business also on national and international levels because of English language. Advertisements are appealing to our psyche, credit goes to second language. Advertisements are playing pivotal role to sell and buy products across the globe, is now possible due to English language. Today many foreign trade companies are investing in India on the basis of many policies, among them one is English language. My topic would present how advertisements are doing good business by using second language. People tend to become possessive over English because of its multiple accepted tendencies. Propose of the advertisements are to sell the products and they are success to compel and convince us also to buy things because of English. Following paper will present in details how to do good business with English in the advertisements industry.

Key words: Second language, Good Business, Advertisements



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Introduction:

English is a tool for communication. Today English has become chief exponent to express our potentiality. In order to live good life, to do good business, to be effective candid speaker, and to make your personality positive, command over the English language must require. English is widely accepted tool of communication across the globe. It becomes medium to express emotion, feelings, sharing loves, on domestic level as well as import, export of the products, dealing with different kinds of people, selling and buying products etc. on corporation level. Today in order to do good business on different levels especially on international level, one has to have command over the LSRW. English has a characteristic of universality and because of this, different communities of different countries are coming together for business purpose and providing conveniences to ordinary human beings. Earlier, English was often widely regarded as a language of the Royals because they were more engaged in the field of commerce and trade. Decorum, well settlement, precision, neatness, effectiveness, all elements are mandatory in the field of commerce and trade and command over the English easily helps to gain this factors on the corporate level. If we scrutinise our lives, we are doing nothing but business in all levels i.e. on domestic level, institutional level, national level, international level etc.

Today main factor responsible for enhancement of the world is business and people are getting more conveniences and comforts by it. Success, in the domain of corporate fields, goes to proper verbal communication in English. One has rightly said that “Language is an ultimate reality” and entire things exist on the planet depend upon the language including business. If we look at from political, cultural, economic, and social levels, effective business is happening only on the ground of good English language. Good business depends upon good communication through language. In our society, various service sectors and companies are demanding employee who are good and fluent in English. You have to be explorer of your latent desires in commercial fields in order to make your companies on light and top, for that person who are having good communication skills need badly. Development of different sectors of the business like IT, IC, Automobile, Software developing, call centres etc. all are flourishing on its heights and making good repo with different peoples of the deferent locality is only done with power of English language.

English is in the world today a symbol of people’s aspirations for quality in education and at corporate level a fuller participation in national and international life. Today businesses, educational domains, and even realms that deal with security all use English as a language of communication. In practical sense one could



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survive without English, but with globalised nature of the world and commerce, knowledge of English is quite essential. In terms of the appreciation of language and literature. Knowledge of English is extremely in understanding some of the best writing offered. This is not to say other languages do not possess the same amount of introspection and talent. Far from it. Yet, the knowledge of English could help to open many professional and literary doors. Apart from its (English Language) use in multiple domains, my concern is to how we can do good business with good English. I have taken various commercial fields like advertisements, understanding of foreign strategy, E-commerce and E-trade etc. where communication in English provides more conveniences to the human beings.

Advertisements:

Today multiple products have been produced and coming into the market for the selling and buying purpose. People become conscious about the products, advertisements are must require. Today in corporate domain, advertisements are playing chief role of selling and buying goods. As we know that it reaches to us through the mediums of television, radio, mobiles, internet, and so on. Role of English in advertisements are immense. If advertisements are in English language then it easily becomes approachable to different communities who do not know languages of the particular region. Advertisements are displaying across the globe and appeal to all but language which is used in it remains common to all which help them to understand and scrutinise about the products. **The English plays major role in fields of advertisements.** For examples.

There is an advertisement of dairy milk Cadbury which is telecasted across the globe, caption of the dairy milk chocolate is “Utterly, Butterly, Sweetly”. If we look it into deep, they have made word “Butter” adjective by imparting suffixes “LY” and made a new word “Butterly”. The existence of the word you cannot find in the dictionary. Though in order to draw the attention of the people and it seems fascinating to others, such kinds of the mistakes are allowed. If this advertisement is not made in English language, popularity and charm we could not gain in any other languages.

Today impact of the English language can see on the film industries also. Many Bollywood films have been made from adoption of the Hollywood movies. According to report, for last 5 years 35% of English is spoken in Hindi movies which attract to watch Bollywood movie of those who do not belong to Indian languages, and a result box-office ratio has increased.



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English language is also playing the role of awareness in human. For example advertisement of the condom, problems related to sex all are appealing today in English language so it seems genuine. If these are made in other Indian languages, people might get embarrassment for these advertisements. Thus, an impact of the English on advertisements are immense.

Understanding of foreign strategy:

Many foreign strategy are seen on various fields especially on corporate level. As we know that, English language has been regarded as a universal language. In order to apply different kinds of foreign strategies, one must have command over the second language. Policies, terms, condition, rules and regulation etc. are mandatory in order to do good business. We can communicate with any international scholars, visitors at our place if we have command over English with good communication. It also helps to develop relationship among others, as sometimes we see the gap or lack of communication because of fear of English. Some people feel nervous while talking to strangers. It prevents one's growth and development. English language helps us to communicate with the international people and in that way we can make our reputation at a larger level and can make new relation with good people. In order to know strategy of import export, selling and buying products on national international level, dealing and trading with different people, English would help to comprehend their strategy and methodology for business. Employees need to develop some working etiquettes like foreigners do. As a good tea makes one's day, a day with greetings doubles one's energy for the work. You must greet to all co-workers while arriving at the work place. Thus, having command over the second language must require in order to understand strategies of different countries.

E- Commerce and E-trade:

Today world has been regarded as an era of technology and science. Internet has taken prominent place among the humans. Today new world has created and people would like to dwell on virtual world. Many things are now possible through internet. Internet is not helping to us only on domestic level but on many levels. Nowadays, many things are not as happening in reality as it does in virtual world. Business on domestic and international level are possible through internet. On domestic level, as we have seen that many new online shopping sites have flourished like Flip kart, Amazon, Patym, Snap deal, Jabong, Myntra which provide easy comforts and conveniences to people. Even social sites like Facebook, Google Plus, LinkedIn, We Chat, Hike, and Line help to approach the people who are seating on the corner in different countries. Through the medium of communication in English add more conveniences and easy. Earlier, offline trading with foreigners or people who are remote in the countries were limited but now it becomes possible through



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internet. Now people do business with anyone, anywhere and anyplace through online and this is often been cited as E-Commerce and E-Trade. For an example Stock market is selling and buying shares through online. Sensex and Nifty are showing ratio of the increasing or decreasing of the products. In order to understand language of the business one must know English language. Knowledge of English would help and allow to take participation in E-trade and E-commerce.

Service Sectors:

Today different service sectors have employed English as their main language. English is language of sophistication, it appeals people with more courtesy, politeness, honesty, respect. For example phrases like “Excuse me” “May I help you” “How are you” compel people to follow discipline and manners. In restaurants, masters are recruiting to those employees who are very well good with English. Today we have seen that sometimes waiters are more comfortable with English than customers.

In different molls, suggestion and advices are given in English. Impact of English is seeing on different service sectors also.

In hospitals and medicals, doctors often have been prescribed medicines in English so if you go to outside the countries, you easily meet with it.

Nowadays impact of the English language is dominating on academic level also. Academicians prefer English as a main tool for teaching and learnings. Teachers are also employing English as a main language for the communication with students. Students are too aware that command over the English will provide good placement and salary in future. National and international seminars, workshops, conferences and meeting are often been held in English. In some of organisations English has become mandatory for communication among students and faculties.

In short, English is becoming dominate in all service sectors in present era and impact of it on different levels is extensively and intensively.

Communication skills:

Communication when we define then it means sharing emotion, feelings, ideas, and thoughts. Without communication, existence of the human beings is not imagining. All things are occurring in the world is on the basis of communication of language. Language is ultimate reality of the universe. It is permanent by nature. In order to live comfort and easy lives, one has to have command over the language especially



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English. English gives recognition, identity, and personality to people in the world. It has often been cited that if one is not able to communicate in English, they have less chances to get employability in today's present era. In whatever fields we are, we must know LSRW because it makes your personality, attitude, approach effective and decent in the mind of the others.

Conclusion :

Thus, concern of the topic is that if one is good with English, we create our own values and attitude in our institution where we are associated and in society. In whatever domains we are, we able to do good business with good English.

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