

# Pressure of Speaking English Language in the Corporate World

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**Abstract:** The main objective of this research is to know that how corporate world is coping up with the pressure of using English language in the present times. English is now the global language of business due to arrivals of Multi National Companies in the business platform. These companies are mandating English as the common corporate language in an attempt to facilitate communication and performance across geographically diverse function and business endeavors.

**Keywords:** Global language, mandating English language, lack of English language, learning English language

## INTRODUCTION:

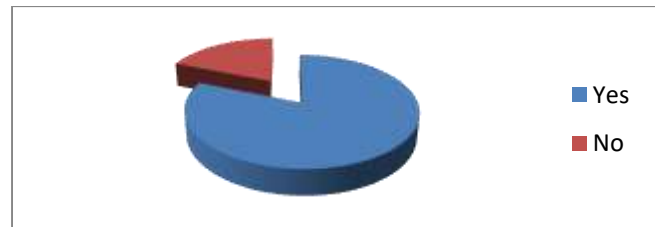
- Nowadays, English Language is very much important in corporate world.
- English being the most widely spoken language easily became the business language.
- Success in business is often hinged on one single important word – **communication**; and most of it happens in English.

## OBJECTIVES:

1. To find out problems faced by people who cannot understand the English language.
2. To know whether people come from vernacular medium have any scope or not in corporate world.
3. To find out why English language is important in corporate world.
4. To know whether people are fluent in English language contributes in the development of business or not.

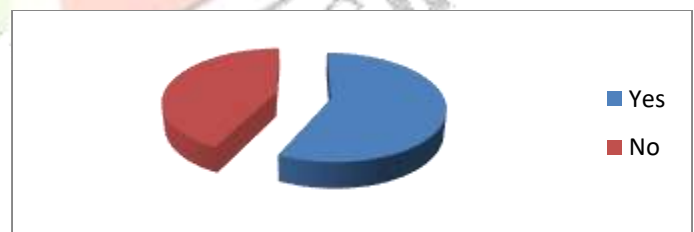
## COLLECTION OF DATA

Do you feel that English language is vital in business?



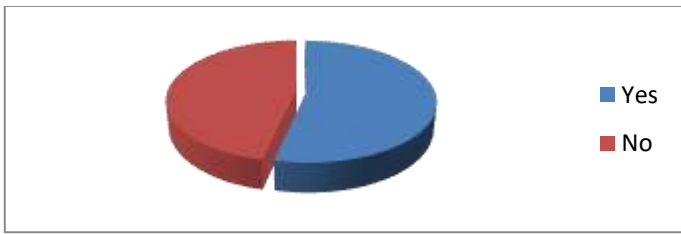
From above data we can conclude that, majority of the people feel that ENGLISH LANGUAGE is vital in corporate world as it solves many problems but the two major problems are while dealing with the international level and the recent problem faced by the people is job opportunities. People who are expert in English have more and more job opportunity and very less opportunities for the people who do not know the language as now a days every manager wants that their employee should be fluent in English language.

**Is there any problem with you while speaking English language?**



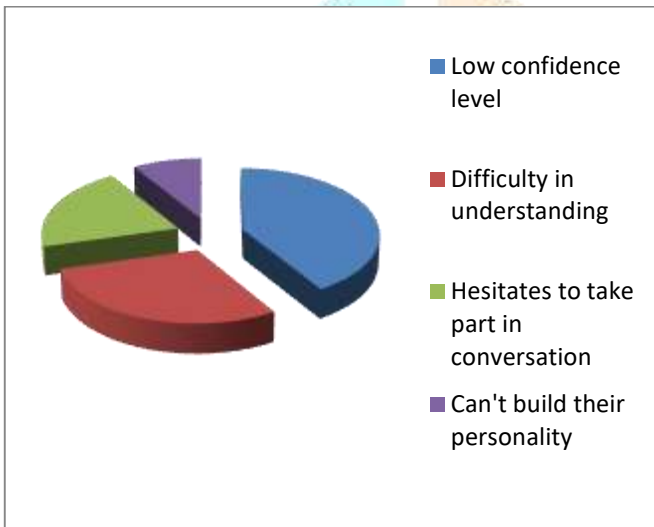
Still maximum number of people in business find difficulty in speaking English language which they need to learn for the smooth running of the business without any hesitation which will help to increase their standard of living and also they can achieve good reputation in the society.

**Do the company get affected due to the people coming from vernacular medium?**



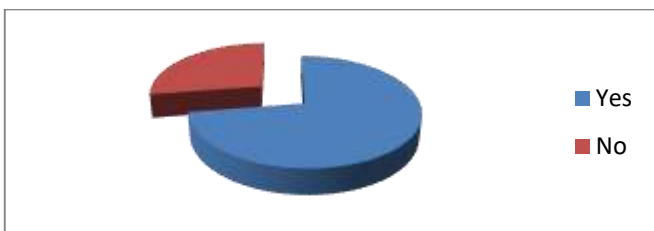
By observing the above data it is clear that maximum people think business is being affected by the people who come from vernacular medium. It can affect their goal and achievement because now a days competition in corporate world is increasing rapidly for which English language is playing a vital role to survive in the market.

**What are the problems faced by the people coming from vernacular medium?**



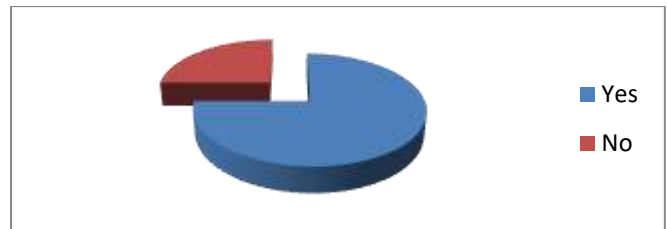
Most of the employees who come from Vernacular Medium feel that major problem faced by them is Low confidence level, followed by Difficulty in understanding and so on. say for example in any general meeting the speaker is speaking in a English language so it might create a problem for the people who don't know English language that reduces their confidence level which gets ultimate effect on business.

**Do the company get benefits due to the people who are fluent in English language?**



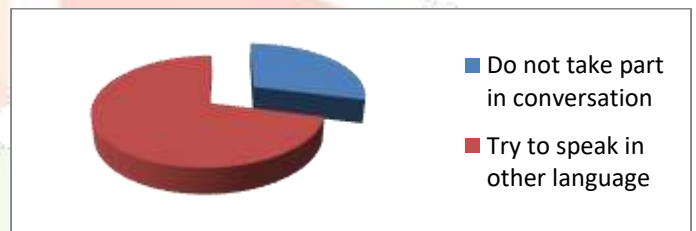
Most of the People in the present times feel that business is really benefited by the people who are fluent in English Language they can get more and more opportunity due to which the business can get expand to the international level and get more and more profits.

**Is there any problem arising while dealing with the International Countries?**



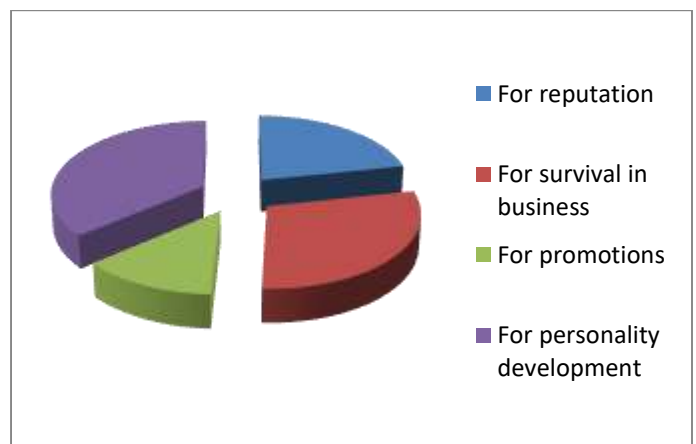
75% of the people agree that due to lack of knowledge of English language, the problem arises in the business especially while dealing with the International Companies.

**How can you join a conversation if you do not understand English language?**



71% of people think that if we do not understand English language, the best way is that we should not join the conversation. But if some conversation becomes very much important to attend then the people who donot know English language might have to face the problems. Therefore it is most important to learn the language .

**What is the need of English language in business?**



From the above data collected from the people we can say that ENGLISH LANGUAGE is more important in corporate world for their personality development as well as for survival in business which is extremely important. Also it can solve many other problems of people.

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## SWOT ANALYSIS

### Strength:

- English language is the primary language of business all over the world.
- English language is the medium to get success in the corporate world, as now-a-days competition is at the peak.

### Weakness:

- English language may be difficult to learn, especially for the people from vernacular medium.
- The person who are working in corporate world since many years, they are not ready to accept English language as a medium for communication and do not try to learn it.

### Opportunities:

- Employment opportunities are readily available for people who are able to speak English fluently.
- The company having employees who are fluent in English can expand their business worldwide.

### Threats:

- Difference between American and British English language sometimes becomes threat while dealing with International companies.
- In countries like India, some people are able to speak English but among them very less people know the use of correct grammar, and thus it may act as threat while dealing with other companies especially foreign companies.

## REFERENCES :