

BUSINESS ENGLISH VS LITERARY ENGLISH

Bharathikumar.S,
Assistant Professor,
Saveetha Engineering College,
Chennai
Tamilnadu India.

Abstract

The topic of Business English Vs Literary English clearly depicts the prime motive of the benefit through which a candidate perceives and thereby it checks how it can uplift the life of English Loving Student. Initially, it examines the status of English in the current scenario and recollects the glory it had in olden days. Further, it explicates the problems of the new learner and the practice to be recommended. In the competitive world, the student cannot confine with subject alone. The activity-oriented learning and teaching are so important. Business English can be experienced through scientific and technical advancements. Let the classroom should get the smart way of teaching. In popular TV channels, Business English is stupendously used. At the outset, this research paper clearly defines the exact usage of English for the practical world.

Keywords: Business English, competitive, explicate, scientific etc

Introduction:

"The beauty of English remains

In not what we say but

How we will say".....says Kenneth James a famous literary personality. (4 lines)

It would be better to remember before we indulge in this research. As we all know that English in the classical period, remained as a platform to expose the dramatic skill, poetical skill and grammatical skill. Later it did not confine to be with little circle alone thereby it evolved in a lot of inquiries. (3 lines)

For any kind of Research, there will be three indispensable principles apart from the structure and the style. Most of the time it(ref.no.1) focuses the Aim, Benefit and the Plan irrespective of any subject. In the Modern Era, science is giving advancement of work with modern technology and the skill of Language is given less priority. But if we introspect into it, the benefit may be caught hold in terms of 1.Presentation skill 2. Poetical Sense (ref.no.2), 3.Competitive Skills.(5 lines)

To a person who involves in prove him for good recognition in this competitive world, he must maintain well affinity with language by keeping Vast Reading Practice later he needs to do practice in a regular term. Now a day, through the online sources will fulfill the method of gathering information regarding Language Development. For the Graduates of current scenario lot of exams are there like GRE, TOEFL, BEC, and ESL. (5 lines)

English Literature in those days and in the Digital world.

So much of literary contributions are waiting for the Darshan(ref.no.3) of the current generation and keep sleeping in Library. Though the life turned so mechanical one could feel pleasure if they spare some span in Library. The modern advance will create weariness and lack of creativity to the mind. Whereas the books of the Library will definitely induce interest and energy to the mind. There is an assured innovative skill for the future. (5 lines)

In the classical period it (ref.no.4) English started its growth from the tree of Literature in a form of Drama and Poetry. Both of them were performed in Theatre. No one forgets the performances and plot done in English Theatres such as Black Friaries and The Globe Theatre of London. Shakespeare cleverly handled this for the full conceit of audience and the write-up of him hilariously applauded. Romeo and Juliet, Antony and Cleopatra, Othello and Desdemona are epitome's plays hence it lives in a young generation with perennial value. (6 lines)

To contrast with the above ideas the Modern English ventures much to apply English than to take it as a theory. (2 lines)

"Reading maketh a full man


Writing maketh a perfect man, but

Conference maketh a ready man – says Bacon in his essay "OF BOOKS".

His Anthology clearly defines that the practice will give much excellence and the world will elevate the language exponents. Chaucer, Shakespeare, Wordsworth, and Shelly are the proven truth. As of now to any kind of candidate, he has to develop the skill of language to attend Interview, to prepare the project without mistakes and to proceed his journey of studies in overseas countries. Aspiring students should make some arrangements by forming a Team and the Team should evolve in collecting relevant language software and practice of language. (9 lines)

A simple way of talks in formal and informal ambiance and the mastery of PUN (Ref.no.5) are mandatory in the competitive scenario. All sort of exams is having four skills such as 1.LISTENING 2.SPEAKING 3.READING and 4.WRITING. A good trainer is needed undoubtedly to appear for exams like TOEFL or BEC.(4 lines)

Ideas related to BEC exam:

Various Department in Factory	Questions
1. Stock Room 2. Packing Section 3. Production Section  4. Office Room	a. Where the goods are created with toil?
	b. In which area the raw materials stored?
	c. Over which place the finance of marketing calculated?
	d. Where the products are wrapped up and fixed with the label before it is taken to marketing place?

Business English scrutinizes the effective coaching via 1.LISTENING 2.SPEAKING 3.READING and 4.WRITING. In the beginning, the learner will face writing skill through the work-sheets of grammar and verbal analogy questions. (3 lines)

For instance, factory related captions will be given. Followed by that, there will be questions like (1lines)

Various Department in Factory

Questions

Stock Room

Packing Section

Production Section

Office Room

Where the goods are created with toil?

In which are the raw materials stored?

Over which place the finance of marketing calculated?

Where the products are wrapped up and fixed with a label before it is taken to marketing place?

(Table – 1)

The above sample questions will trace the apt answers in the column A. This is one of the examples of BEC. There is yet another example question in TOEFL to induce the talent of Business English. It is named after "Prediction of apt expressions". A small text box will be shown to the learner and he has to check the relevant option from the 3 choices. (4 lines)

Most of the occasion out of 3 answers, 2 will seem as if it has cohesion with the text box. As evidence, the following Text-Box will give the clear-cut idea. (2 lines)

Page: 2

Stephen is willing to go to Andaman Nicobar Island on 26 of May 2018.
His friend recommends 2 options

1. Flight charge – 4500 Rupees (per head) – Economic class
2. Ship charge -- 3800 Rupees (per head) - second class

Stephen has chosen affordable one as he is in financial constraint.

Figure - 1



The learner has to choose the exact option for the text box.

a) Stephen is willing to use Flight as it has amazing facilities as it is Economic class.

Stephen is willing to go to Andaman Nicobar Island on 26 of May 2018. His friend recommends 2 options

Flight charge – 4500 Rupees (per head) – Economic class

2. Ship charge -- 3800 Rupees (per head) - second class

Stephen has chosen affordable one as he is in the financial constraint.

Figure - 1

A learner has to choose the exact option for the text box.

a) Stephen is willing to use Flight as it has amazing facilities as it is Economic class.

b) Stephen is not willing to use both flight and Ship to enjoy his tour to Andaman Nicobar Island.

c) Stephen is reluctant to choose Ship as he has to manage other expenses

Figure - 2

If a learner reads carefully the above 3 options both a) and c) will definitely confuse to choose the right option. But the habitual practice or word and expression will give maturity to choose that C) will be an exact answer as it has maximum fusion with the text box. (3 lines)

With regard to the Listening and Speaking Skills, audio of popular talks or a topic will be played before the participants and will be shoot with questions. Only the active listener will get to know the apt word to be placed in the worksheet. Most of the language teachers will say to the new learners to maintain good touch with newspapers and journals which are available in the Library of University as well as in Colleges. The interested candidate should view the news channels and can confirm the pronunciation of various words. The language of Business English is so simple when compared with Literary English. To give decorum to the structure of Poem and Drama writers use Bombastic languages and of course, that can be enjoyed by par excellence people. (8 lines)

To the learner who has just started the journey of learning the Business English the write-up should be given in a simple way. Because then he can give the response faster than anyone. Further, the main motive of the course in BUSINESS ENGLISH everyone should understand the concept. (3 lines)

Places of Business English:

In today's trend Business English is enhanced among youth to project the products in a catchy way in Television channels. They are welcoming the usage of Phrase and Idioms. The literary terms like metaphor, alliteration, and rhyme are wonderfully used in commercial advertisements. (3 lines)

In Factories and in Educational Institutions the quotes and special terms are innovatively used. Even this is the truth invariably accepted that the students who would care to do his

higher studies and to work in overseas countries, he needs to possess the certificates like GRE or TOEFL.(3 lines)

Technical Facilities to be used to improve knowledge:

Students are to be encouraged by PPT, PDF, VLC files instead of doing stereotypical lecturing method and classical chalk and talk method. Instead of making them acquire boredom and yawn it would be better to make to participate in activities. (3 lines)

Conclusion:

"Doing different things is not important

But doing the thing to be different is important"- is an old adage.

So the aspiration should occur in the hearts of all to learn English. The language teacher should create a platform in terms of activities and discussion with the above forum. Unique style and method of teaching should be there for teaching the English Language for Business and Education. It will correspond to the idea of career development. It is scholarly thinking to check the online sources and YouTube series. But should be to a certain extent than taking everything in a blind manner. The taste of language remains in understanding and application. (8 lines)

Thank you.

TOTAL LINES : 84 LINES

Glossary:

Page – 1,

Ref.no (1) - "it" = Research.

Ref.no (2) - "poetical sense" = which has the close relativity with Art and Music.

Ref.no(3) - "darshan" = it is a native derivation and the meaning of darshan is "getting the view"

Ref.no (4) - "it" = it refers to English Literature.

Page-- 2

Ref.no (5) - "PUN" = word play with vocabulary knowledge.

References:

- Whitby Normal., "BUSINESS BENCHMARK PRE-INTERMEDIATE TO INTERMEDIATE STUDENT'S BOOK"- Cambridge University Press., Date: April 2006.
- CookRolf. "SUCCESS WITH BEC PRELIMINARY BOOK" – Summertown Publishing., Date: January 2008.
- Williams Anne and Wood Ian. "PASS CAMBRIDGE BEC PRELIMINARY" -Date: April 2002

- Pile Louise "PROGRESS TO VANTAGE" - Summertown Publishing., Date: April 2002.
- Bacon Francis, "ESSAYS OF FRANCIS BACON"- (OF STUDIES), Authorama classic literature Publication Date: November 2003.