



Business English



I NEED
ENGLISH FOR
MY WORK



I can see on your application that you speak German, French, English, Greek and do shorthand, but the question is: Do you make a decent cup of coffee?

Definitions for "Business English"

- - Language for business situations
 - English in business usage, especially the styles and forms of business correspondence
 - Useful language for getting a job
 - Business English is a form of international English
 - useful language and phrases to improve your spoken/written communication skills in English in different business situations
 - a specialism within the English language

- For some, Business English focuses on the vocabulary used in the universe of commerce, trade, finance, professions, politics and international relations.
- Many people refer to "BE" as the language for commerce topics such as government and corporate policy, programs, functions and procedures.

- "BE" Communication is any communication used to promote a product, service, or organization; relay information within or outside the business; or deal with public, legal or government issues.

Variety of functions

Marketing

Branding

**Customer
relations**

Media relations

**Corporate
communication**

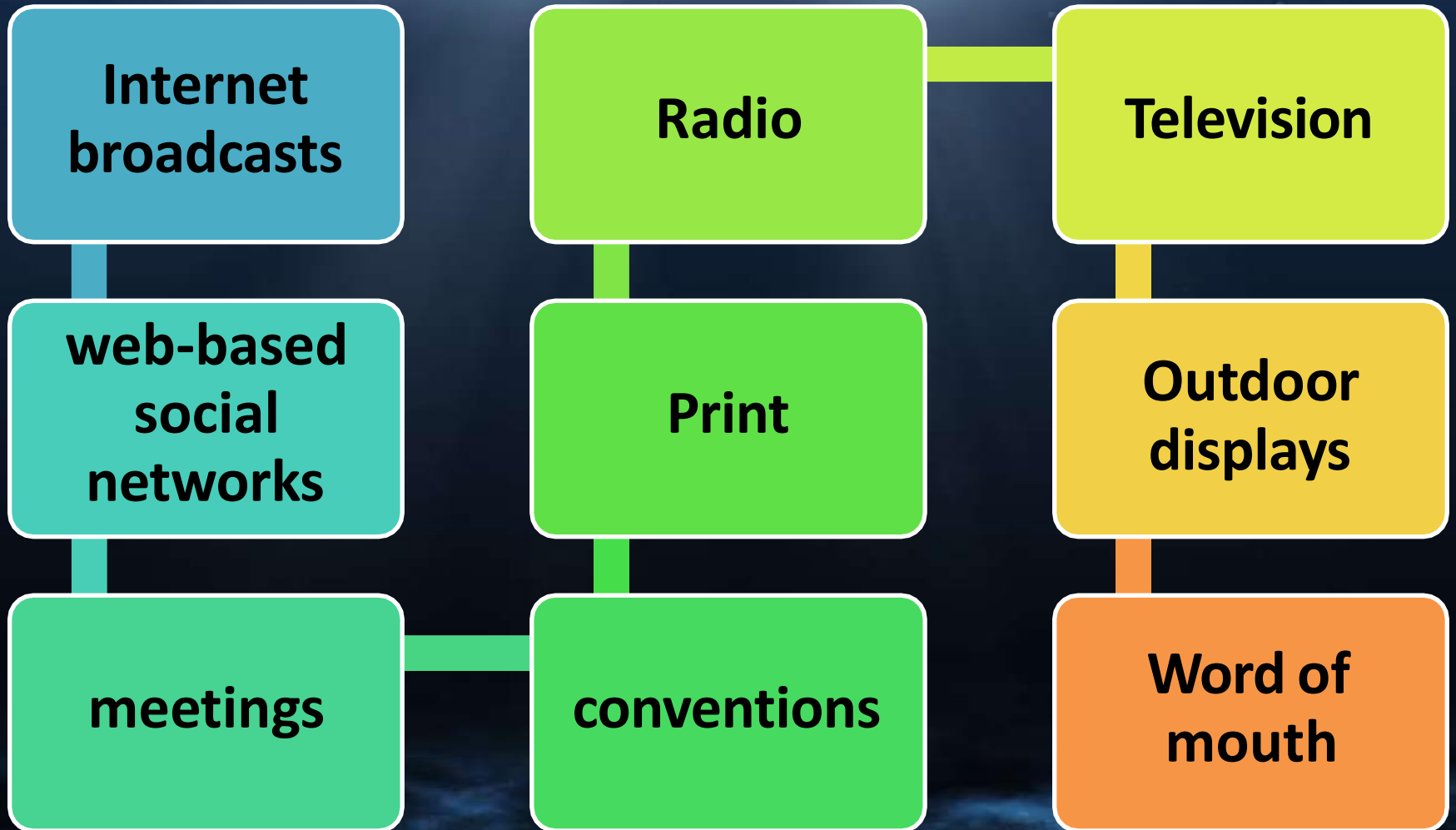
**Community
engagement**

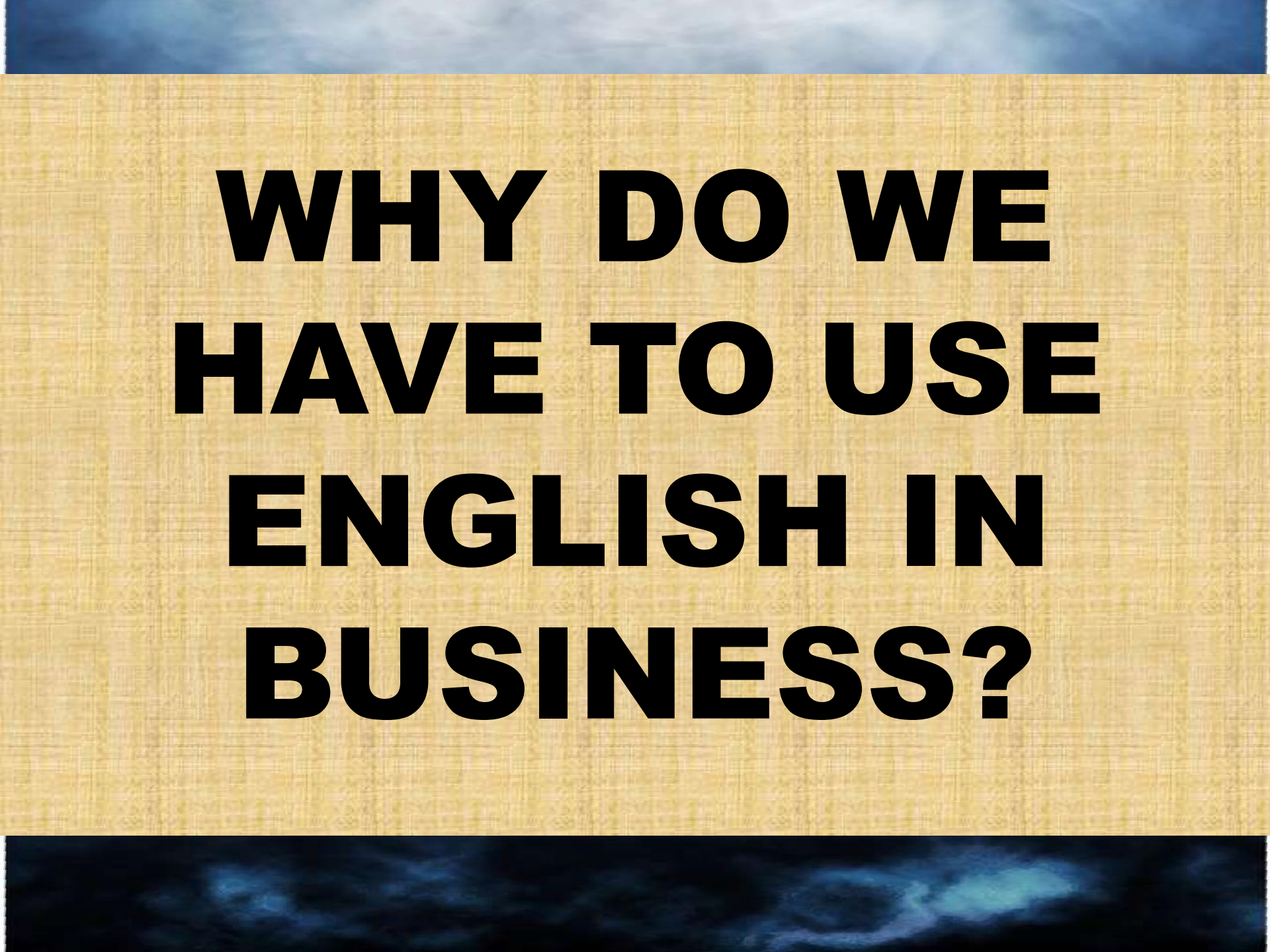
**Employee
engagement**

**Online
communication**

**Event
management**

WAYS OF TRANSMITTING “BC”





**WHY DO WE
HAVE TO USE
ENGLISH IN
BUSINESS?**

English is global.

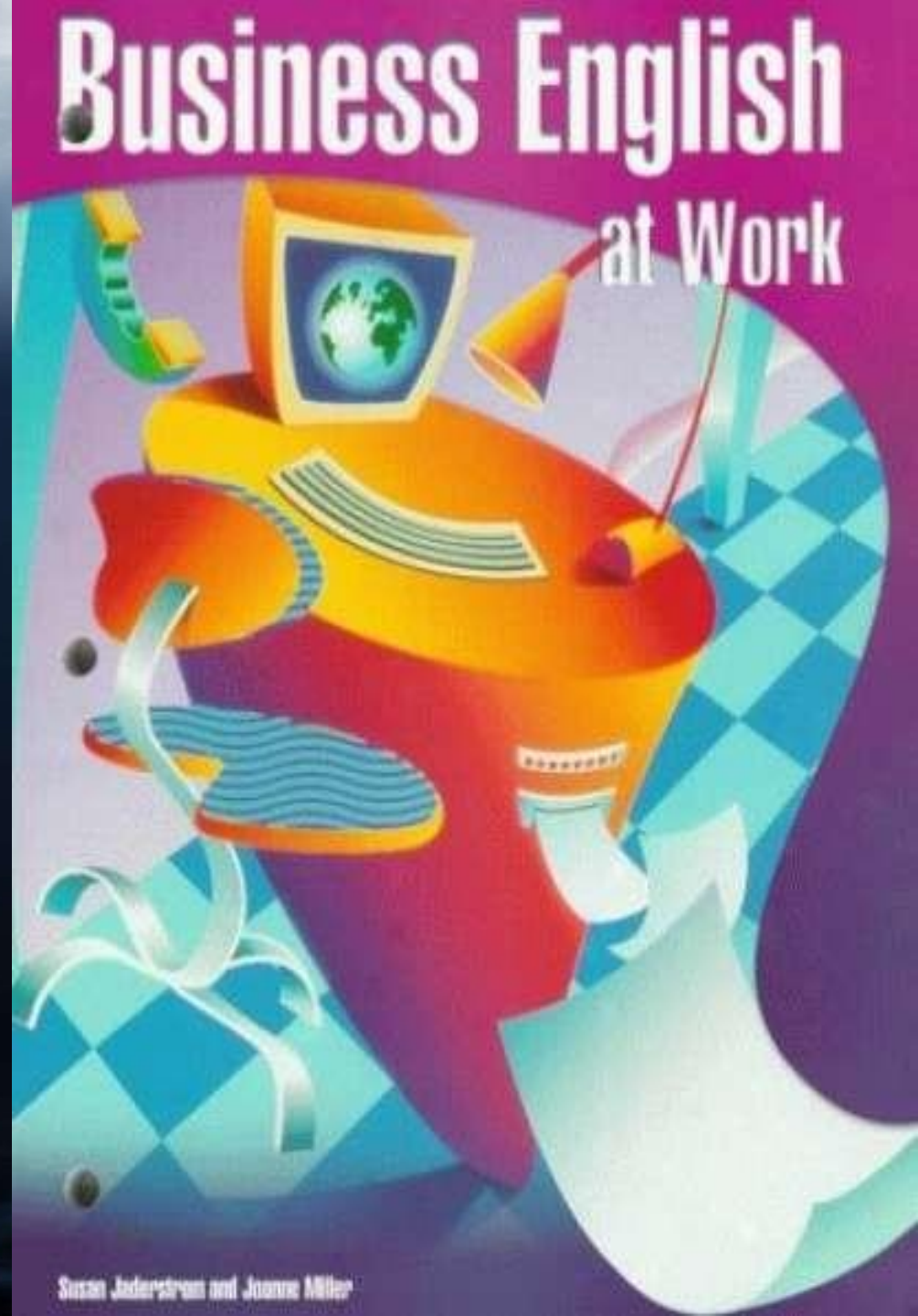




Most
employees
use English
primarily at
work.

Using
English
at Work

Work has
become
more solitary
with
computers.





IMPORTANCE OF BUSINESS ENGLISH

Business Leverage

- One of the reasons why people fail in businesses is its failure in knowing the basics which is communication, business English. In addition, business English means respect. Respect for the person you are talking to and respect for the business. Having good command of the English language gives you an advantage.

Career Growth

- Knowledge of business English = confidence. In turn, confidence might turn into good performance. Intelligence does not really put you up the corporate ladder. You need confidence to back you up, and business English provides you that. Knowing that nothing will go wrong as you present in front of the people, you are sure to get approval.

The Internet

- Majority of Web contents is written in English. We all know that the Internet is an essential part of a business. It is hard to filter good contents from the Internet. What gives you an edge is the manner the item is written or done. Having business English in those contents means that there is something to say and there is substance to be said.

**HOW WILL I
DEAL WITH
BUSINESS
ENGLISH?**

***1. BE A
GOOD
LANGUAGE
STUDENT.***



**10 WAYS ON HOW
TO BE A GOOD
LANGUAGE
STUDENT**

1. *Do make sure you have something to record new items of language (notebook, netbook etc)*
2. *Don't rely solely on your memory.*
3. *Do make sure you have access to a dictionary.*
4. *Don't miss the opportunity to pick up new words and check their meaning.*
5. *Do go over the day's lesson, make a note of anything you don't understand ready to ask your teacher at the next lesson.*

6. *Don't be afraid to ask your teacher to go over things or explain things again – it's an opportunity to make sure everything is clear before moving on.*
7. *Do watch TV in English if you have the chance.*
8. *Don't feel that you have to understand everything. Relax and enjoy the experience, if you can get a good overview of the conversation or TV program that might be enough (then, as in No 6, ask your teacher the next lesson).*

9. Do write a learner diary – a few lines after each day's experience will not only give you a lovely record of your course, but it is also an interesting and personal way to make a record of your learning. This can be useful for language recycling and sharing with teachers and/or classmates.

10. Do enjoy your learning experience – something you enjoy and are absorbed in will be both successful and valuable.

*2. Broaden
your skills.*

exercises to broaden your skills:

- **Top 10 best films ever** – this works well as a discussion topic at lunch or in the office you have to get a consensus
- **Jokes and humor** – very important in a business environment
- **Poetry** – don't dismiss this as a language exercise, poems often short and easily accessible

**3. *Increase
your
vocabulary.***

10 WAYS TO INCREASE VOCABULARY

1. **Use a bilingual dictionary** - look up words you come across but don't understand and make a note of them or even better use them straight away!
2. **Choose one lexical set at a time** - for example *animals*, can you, hand on heart, say that you know the English word for all the animals? Think of all those you don't know and look them up in your own language. Do the same for other lexical sets.

- 3. Sign up to Gap fillers word of the day** - *it's free* and you can get your word sent by email if you register as a free member, 5 words a week, 20+ per month, that's 260 a year and you don't have to do anything!
- 4. Play scrabble!**- you're allowed to use your dictionary!
- 5. Read and translate** – choose a short passage in your own language and translate it into *good* English.

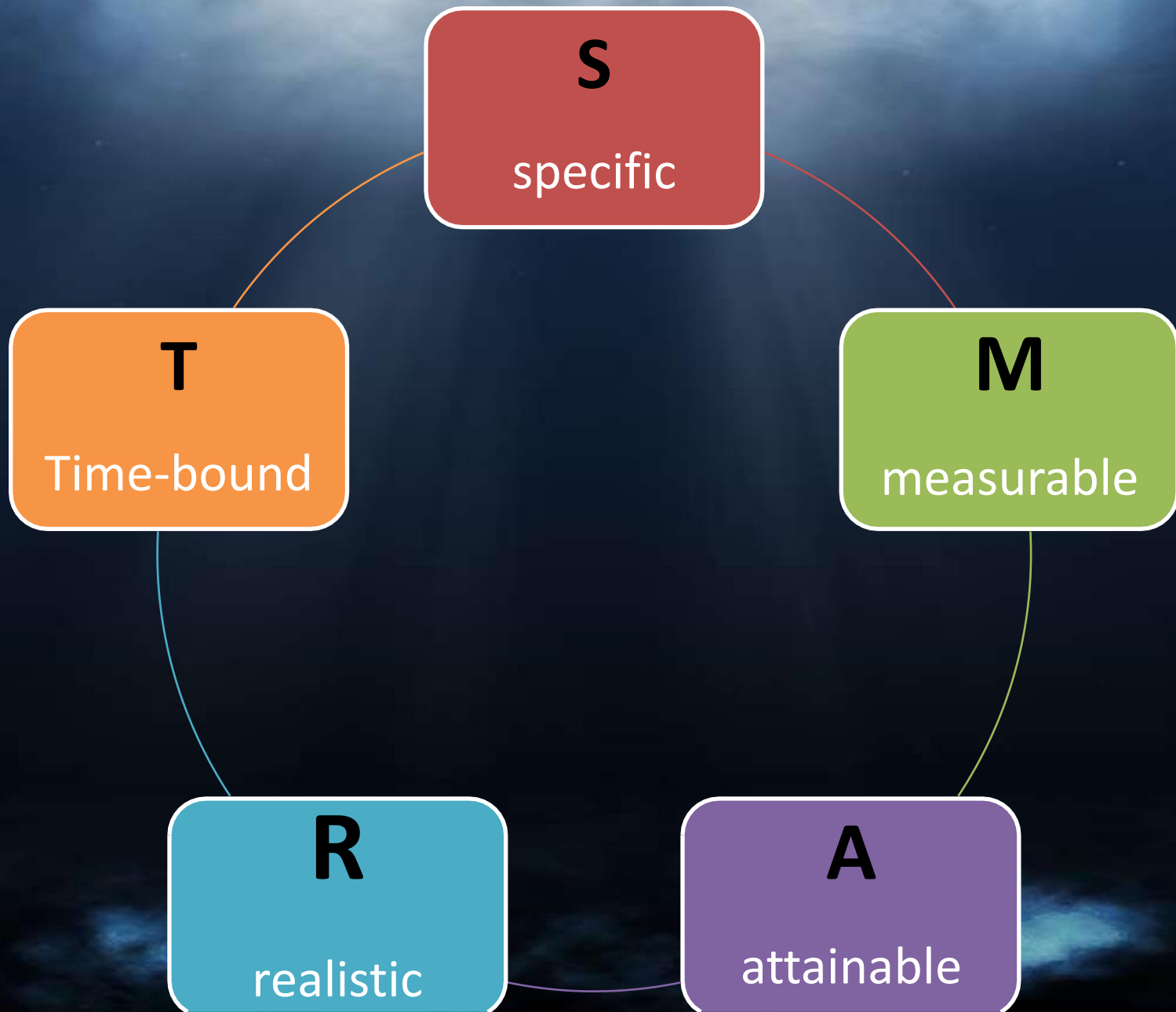
6. **Use a thesaurus** – write down a list of words you like to use and look up 3 synonyms for each in the thesaurus.
7. **Do crosswords** – use a dictionary to help you or do interactive ones online (there are a few on Gap_fillers)
8. **Listen to the radio and write down any words you don't know** – choose a short piece, you can approximate the spelling and then look them up in your dictionary.

9. **Choose a short, difficult, reading passage and do the same** – make a list of the words and look them up.

10. Look around where you are now - do you know the words for everything you can see? – make a note of the ones you don't in your own language and then use your dictionary to find out the English word. Do this whenever you have a few spare minutes.

***4. Set SMART goals
for your English
language learning***

What does SMART mean?



**PROBLEMS THAT
WILL BE LESSENERED
WITH GOOD
BUSINESS ENGLISH**

Wrong words



Interpersonal relationships

Business English

Writing in the Workplace



Self-esteem

Don't let your
English skills
hold you back



Misconception of messages



Loss of words

I'M AT A
LOSS FOR
WORDS



What to Say When
You Don't Know
What to Say

• I AM SO SORRY TO HEAR
• THANK YOU FOR YOUR VERY
• THIS IS A LITTLE AWKWARD
• I HOPE THIS NOTE FINDS
• LISTEN, I'VE GOT
• MAYBE

Limited ideas



Family problems

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"How did things go at the office today?"

Analysis of issues



Angry “Boss”



Professional failure



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SECRETARIADO
DO BRASIL

*Thank you for
listening!*