

BUSINESS ENGLISH COMMUNICATION AND CORRESPONDENCE

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Foreword

Business English Communication and Correspondence is a course book intended for the students at the “Blaže Koneski” Faculty of Philology in Skopje, who have taken the elective course Business English Communication and Correspondence. These are students who wish to deepen their knowledge and understanding of communication, specifically, business English communication, and all aspects connected with this ever-developing branch and increasingly significant field of study.

Undoubtedly, communication is crucial in any sphere of life, but in business it is especially important as the way we communicate with colleagues plays a vital role in achieving our goals and advancing our careers. In fact, the ability to communicate well might be the most important skill that we possess; leadership is all about great communication. A lack of communication skills ultimately leads to frustration and demotivation. As such, it is crucial that we are aware of the fact that actual words are just a small portion of how we communicate with people on a daily basis, since much of what we are communicating is rooted in our actions, the non-verbal cues we emit, and our behavior while communicating.

Effective communication produces a meeting of the minds where everyone involved shares the same information. In business, this serves a practical purpose. Communication establishes order and unity, it enables people to act, and it promotes wise decisions. Effective communication powers a successful business, since it is the only way to share a company’s goals and coordinate the work that achieves those goals. All communication has the same components, and knowing how these components apply to a business can help in improving communication within an organization.

Undoubtedly, understanding communication, the communication process, as well as the segments it consists of, is vital for future success in any field, and especially in business. In fact, business, trade, commerce are all spheres that are at the moment enjoying an unprecedented expansion in today’s fast-paced world, and being, and staying on top is a game that needs to be played carefully, and with great tact and precision.

No matter what the different types of communication skills are, communicating is an on-going process, happening all the time, and it is as important to life, in general, as it is to day-to-day existence.

There is no one universally accepted and acceptable communication style, and the same is true for the business context, too. People communicate in different ways, and everyone has their own preferred way to do so. This may sometimes lead to conflicts and misunderstandings, but recognizing the differences can result in increased awareness not only of them, but also of the fact that effective communication can be learned and developed, which, in turn, is good for successfully dealing with the potential issues that may arise.

Bearing all this in mind, this course book has been tailored specifically to meet the needs of those students who wish to expand their knowledge of this field and tackle something new and exciting that will benefit them not just within the academic context, but outside it, as well.

In terms of the structure of the course book – it consists of 10 chapters dealing with various concepts in business English communication and correspondence, and each chapter is further sub-divided into three main sections: 1) texts connected to related topics on the specific focus of that particular chapter; 2) discussion points, which are meant to motivate the students to think more in-depth about various issues and points; and 3) an assignment section, requiring students to write a short piece on a given topic out of several options. The chapters are individual in that they all stand alone; each chapter has its own particular topic that it deals with and looks at in more detail, covering various aspects of business English communication and correspondence. However, the chapters often intertwine and tie in together as a whole, as well.

The Appendix, which follows Chapter 10, consists of a compilation of various exercises with a business English focus. The variety of exercises is intended to provide students with additional practice in brushing up their English skills, grammar and vocabulary, set in a business context, as well as some further writing and/or speaking practice with a list of selected topics for discussion.

The References section comes at the end of the course book, and it provides a detailed list of online sources for each chapter, while the general Bibliography provides an overview of significant books that have been consulted in the writing of this course book.

The beauty of this subject, *Business English Communication and Correspondence*, and this course book as a learning aid, lies in the fact that it is

not only limited to the academic context, but it goes beyond that – it ties into a real-life context, as well.

This course book has been created with great care to meet the needs of its users, and the author sincerely hopes that that is what it will ultimately achieve. It goes without saying that she is very grateful for all the help and encouragement received in the preparation of this work, assuming all responsibility for any mistakes that might have inadvertently made their way into the final version.

Happy reading!

Biljana Naumoska-Sarakinska, PhD

Chapter 1

Introductory Notes and Basics

RELATED TOPICS: introduction; business English vocabulary; business English idiomatic expressions; notes on functional language.

Introduction

Business plays an important role in current, and not-so-current global trends, and it is safe to say that English is the lingua franca of our times, so combining the two – business and English – is basically an unbeatable combination, a win-win, if you will. Add the notion of communication, and that would be essentially the cherry on the cake. These three concepts can stand on their own perfectly well, but when united, they present a formidable little independent army, ready to take on the world.

There are so many phrases and idiomatic expressions connected to money that there really is no need to prove the significance of that concept; rather, the question at hand is how to make the most of our knowledge of English, and combine it with an expanded knowledge of business and communication in order to keep up with all the changes taking place in the world.

It is a fact that we are always on display, judged, intentionally or otherwise, by a great number of people we come across on a daily basis. Essentially, from the time we wake up in the morning to the time we go to bed, we are on, and it would be a shame to be aware of that and not do anything about it to improve our image, and increase our ‘market value’.

We are our own best advertisers, and the better we prepare and present ourselves, the brighter our future will be.

Business English Vocabulary

Abba, the Swedish pop group formed in Stockholm in 1972, sings *Money, Money, Money*:

Money, money, money
Must be funny

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