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Anas Malmous Moulay Ismail University, Meknes, Morocco

Introduction to the Business Language

Anas Malmous

Moulay Ismail University, Meknes, Morocco

Abstract

This article revolves around a sub-discipline within the framework of Applied Linguistics – Language for specific purposes (LSP) (the Language of Business), a complex, interdisciplinary field for researching the use of Language in Business, in Business context and in verbal communication in Business field.

This article tackles also definitions of some key concepts, and showcases the characteristics of the Business Language.

The article begins with the presentation of the most important definitions which are : Definition of applied linguistics, which is the general framework of research the definition of the language that is the focus of this research also the sectorial / special language and finally the definition of the Business Language which is the subject of the research by excellence.

In Brief, This research investigates the field of Language for Specific Purposes (LSP) in Applied Linguistics as a whole and in Business Language in specific.

Key Words : Applied Linguistics – Business – Business Language – Language for Specific Purposes (LSP).

Introduction

Language is one of the most important means used by individuals to settle their demands within society. It is also a means, to an end not an end in itself, when it comes to employing them in the economic and commercial sector. This suggests that like money, language can be traded in the markets as well, because it is the basis of economic transactions and speculation. This is a good tool that ensures exchange in its various economic and cultural manifestations...

The main reason behind the emergence of business language and economy is the growing importance of economics and business nowadays, due to the close link between language and economy, language is the ideal tool leading to development and economic prosperity, as it is one of the most central tools in Economy, especially as it helps to communicate and exchange between people, and difficult to dispense with in transactions and economic issues, the language in the economy and business as the place of money and money in the markets.

This article answers the following problem : **What is the business language ? And what is its characteristics ?**

But before we answer this problem, we will first introduce the concept of language and applied linguistics as the basis of research and its field of interest. We will also refer to the concept of language for special purposes. Finally, we will focus on the language of business.

1- Applied Linguistics :

The term applied linguistics is a complex term, because it consists of linguistics which is the scientific study of Language, and applied any application of theories of general linguistics or theory to other fields of knowledge.

It is also possible to say that applied linguistics is an important part of the general linguistics. Its importance stems from the fact that specialists in other fields of knowledge are employed. Applied linguistics affects the general linguistics as well as the linguistic phenomena and their application in order to find and provide solutions to the problems they face, then the general linguistics cannot be conceived in isolation from applied linguistics.

For **Crystal (2008 : 31)**, Applied Linguistics is a branch of linguistics where the primary concern is the application of linguistic theories, methods and findings to elucidate language problems which have arisen in other areas of experience. The most well-developed branch of applied linguistics is the teaching and learning of foreign languages.

In brief, in applied linguistics, general and theoretical theories and concepts are applied to certain fields. It is clear to us that applied linguistics is open to other scientific fields.

- Teaching and learning languages.
- Computational linguistics.
- Psychological linguistics.
- Neural linguistics.
- Sectorial linguistics.
- Sociolinguistics.

2- Language :

The language is a special innate faculty possessed by all human beings, and it is the characteristic that distinguishes man from other creatures. It is a necessary thing that man cannot do without it in his daily life, because of its effective roles in communication, expression and understanding... through which man can communicate with others and coexist with them.

It is well known that language performs several functions in the lives of individuals as the best way for individuals to express and communicate their feelings, opinions, and ideas... through which they also achieve their purposes and demands in society and share their experiences, and from all this we can conclude that the basic function of language is the function of communication.

It is also the basis and focus of the linguistic study, which deals with it from several levels (Syntax – Semantics – Morphology – Pragmatics ...)

3- Language for Specific Purposes (LSP) :

The sectorial languages or The LSP is a subspecialty within applied linguistics. They are also the basis of the specialized terms, as they are the subject of their preoccupation. They are concerned with the special

employment of language within specific scientific sectors. It also examines the linguistic communication of sectors. It is a branch belonging to each public language used for daily communication purposes.

And The LSP constitutes the language of the workers in a particular sector. It includes terms and expressions that differ from the general language, which is a language common to people and used only for communicative purposes.

We can also say that a particular language or a sectorial language is a language devoid of any cultural or ethnic dimension, that is, it is not charged with cultural and ethnic backgrounds, which makes the possibility of misunderstanding and multiple connotations unlikely. The scientific language is accurate and this is what makes it primarily objective and scientific.

Sectorial language is a language that derives its specificity from the field in which it is employed. It is also a language based on the transfer and transmission of special knowledge. It also has a range of characteristics and characteristics that distinguish it from the general language. Among these are :

- Precision property.
- Objectivity.
- Briefness.
- Simplicity.

4- The Language of Business:

The language of business is a special / sectorial language, which is the language used in the commercial and economic sector. In other words, it is the language that deals with expressions and terms used in economic processes, transactions and commercial activities, which are mainly aimed at bringing in customers and how to convince them using only the language.

Daniushina (2010 : 25), states that Business Linguistics is a field that explores the specific functioning of language in a business context, investigates the use of language resources in business activities, and studies verbal and para-verbal aspects of business communication.

So, the language of Business is a specialized language, which is used in the Economics and Commercial Context, and uses special phrases and terms.

We also found some other types of The Language of Business like, **COBOL** Language (Common Business Oriented Language), and The Trade Language as the Lingua Franca, and The Accounting Language.

5- Characteristics of The Language of Business:

The language of the business has many characteristics, which distinguishes it from other languages, it is above all a special language, which applies the characteristics of the special language, which include :

- Clarity.
- Accuracy.
- Scientificity.
- Simplicity.

In addition to this, it can be said that the language of business is direct and transparent and it includes terms specific to the area or sector that describes and transfers knowledge.

Business language also tends to employ acronyms in many terms. For Examples :

- **B of E**: Bank of England
- **B2B**: Business to Business
- **PR**: Public Relations
- **QC**: Quality Control
- **R&D**: Research and Development

The language of business is characterized by the use of simple structures dominated by the scientific nature, as it includes many specialized terms, In addition this, business language has its own set of skills, for example :

- Negotiation.
- Telephoning.
- Meeting.

Conclusion

Language is the key to communication and is one of the basic conditions in social life. Every language is a product of social life, which cannot be dispensed with by individuals. It is the only way to achieve their needs. The strength of language is determined by a number of factors and the most important is the economic factor. Language plays an important role in the economy and business in our time, as language has become a powerful economic tool in economic transactions.

Business language, takes many forms, mainly because of its importance and practicality, because it facilitates services between agents and customers. It helps to gain time, money and effort, as well as objectivity and accuracy.

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