



Importance of English in International Trade of India

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Abstract

After globalisation, the world has become a global village. In this modern scenario, the people are adopting the life style of other countries. This change has increased the demand of international products. This trend has given the birth to the business activities beyond the geographical limits of the countries. All these activities have encouraged the international or international trade. In this scenario, the role of English cannot be ignored at any cost because the people at international level can interact with each other in the better way in case of international trade.

Key Words: English, International Trade, Mode of Operations

Objectives of the Study

This paper is based on the descriptive outline. In first section, the introduction of international trade has been given. Middle segment of the study is related to the role of English language in international trade. Concluding part includes the final observations of the authors after studying the various aspects of the English language in the perspective of international trade.

Introductory View

According to **Wasserman and Haltman**, “International trade consists of transactions between residents of different countries.”

On the basis of above definition it can be said that international trade includes the movement of goods and services, capital, workforce, technology and intellectual property rights. It includes import and export. International trade has promoted the multinational culture as the results of



which multinational corporations are expanding their business all over the world. International trade can be classified into three main categories as follows:

- I. **Import:** It refers to the purchase of goods and services by the domestic trader from the international trader. Countries import the goods and services from other countries which are not produced by the domestic industries. Sometimes the imported products are cheaper than the domestic products. For example, when India purchases the lead from Nigeria, it is an import for India.
- II. **Export:** This type of trade includes the selling of goods and services by the domestic trader to international trader. For example, the selling of scientific instruments to European countries will be termed as export trade.
- III. **(iii). Entreport:** This type of trade occurs when a country purchases goods and services from one country and sells it to another country. In this trade, the goods and services are re-exported without any extra repackaging or processing. India imports rubber from Thailand and re-exports it to Japan which is the best example of entreport trade.

Need of English Language in International Trade

Before considering the need of English language in international trade we should consider the following features or characteristics of international trade:

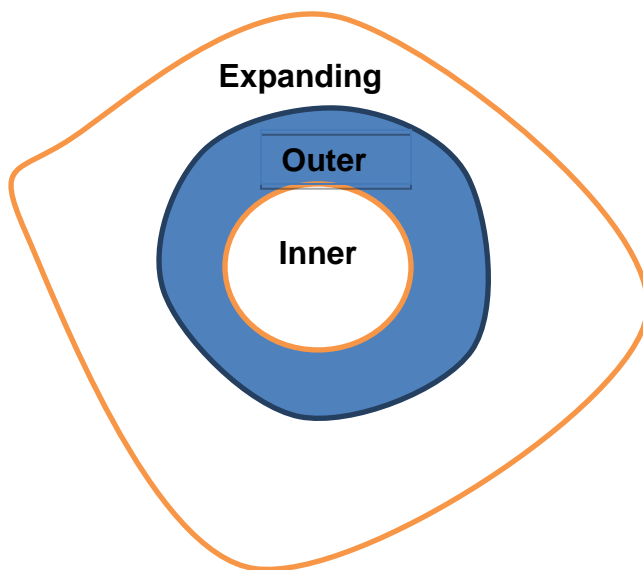
- **It Occurs Between Two Nations:** International trade takes place between the two countries. These two countries involves in this business by import or export.
- **Use of Foreign Exchange:** This trade involves two countries who have different currencies. The receipt or payment in the international business is done on the basis of foreign currency that requires foreign exchange.
- **Risk Factor:** This trade has more risk in comparison to domestic trade. There are so many risks in it such as, the fear of damage of goods in the long distance, chances of fraud during the financial transactions and possibility of inferior quality of products etc.
- **Interference of Government:** There is a lot of interference of government in the international trade. Different types of approvals and licenses are required from the government for international trade.

- **Heavy Documentation:** This trade involves a lot of formalities that is based on the execution of a number of documents.

All the above mentioned features require the use of international language which can be spoken and used all the people at global level. English is the global language which is spoken at international level. Let us understand the universalization of English language with the help of **Kachru Model** as follows:

In this paper we will take a look on the Kachru’s model, which was proposed just five decades ago. For many sociolinguists the most important and accurate model is the one proposed by Braj Kachru in 1988.

His “**Three circle model of World Englishes**”, states that there are three circles inside which, the different speakers are classified. These different three circles are:



1. **Inner Circle:** This circle is made up of the traditional bases of English and its speakers are the ones in charge of providing the norms. These places are where the norms are created and from which they spread to the other circles. Some of the countries that conform to the Inner Circle are USA, UK and Canada.



2. **Outer Circle:** The outer circle represents the places where they speak official non-native varieties of English because of their colonial history. The speakers of these places are the ones who challenge the norms and develop them. They are mainly ESL. Some of the countries that belong to this circle are India, Pakistan and Egypt.
3. **Expanding Circle:** It is made up by EFL speakers where English is not usually spoken. In this circle the speakers have to follow the rules established by the Inner Circle and developed or challenged by the Outer one. Some examples of countries that belong to this circle are China, Russia and Brazil.

Conclusion

International trade is the very important sector of economy. This sector provides the various advantages to the public. The growth of international trading is necessary in the modern global perspective. Nowadays business firms are using the social platforms for the promotion of their business at international level. In this situation the role of English language has become very important. Hence, we can say that the use of English in the international trade has become very important in the modern scenario.

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