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University Abdelhamid Ibn Badis– Mostaganem
Faculty of Letters and Arts
Department Of English
EDOLAS

**English as a Lingua Franca in a Workplace:
The Case of a Cosmetics Liability Limited Company**

*Dissertation Submitted in Fulfillment of the Requirements for the Degree of
Magister in Applied Linguistics and ESP (English for Specific Purposes)*

Presented by:
Sihem BENAOUA

Board of Examiners:

- * Chairwoman: Dr. B. ABDELHAY, U. Mostaganem
- * Supervisor: Pr. M. MILIANI, U. Oran
- * Examiner: Dr. L. BENHETTAB, U. Oran

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*...To my beloved parents, sister, brothers and friends,
... In the special memory of my brother Chouki,*

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Abstract

English has occupied a growing place in recent years, as an increasing number of international companies have been granted for Algerian partnership.

The overall aim of this study is to investigate what type of English Algerian workforce communicates with at work, when most of their partners have not English as a mother tongue. This work aims also at investigating what type of communication stoppers, future jobholders need to be aware of, in order to achieve successful business when English is used as a Lingua Franca.

Much focus has been devoted to oral workplace communication; yet, little concern has been dedicated to the written medium in English as a Lingua Franca context.

Specific research questions regard both the identification of English type as used in written texts between Native and Non-native partners, and to what extent do its linguistic characteristics affect communication and business success.

Chapter one seeks to make prominent the place of English in business success, especially in the Algerian context. It attempts also to bring together some strands in English as a global language and the different debates that are raised as regards to English types.

Chapter two maps out the quantitative and qualitative approaches devoted to the case study of a Cosmetics Liability Limited Company. It describes the use of a triangulation throughout the study by means of a survey with 30 respondents, and an analysis of different types of written documents in English, typically exploited in the workplace. The results analysis is principally assisted by field visit observations.

Chapter three displays the results that most of the respondents read and write English on a daily basis at work. The most frequently used types of texts are emails and instructions, related to the nature of performed work inside the company sectors. Company written records in English were indicated as well, to be containing a relatively considerable number of grammatical and morpho-syntactic deviations from Standard English, especially involving word order, verbs concord and word mechanics. Finally, the findings show, non negligible intercultural considerations to be aware of in business transactions.

Considering the deviations diversity, observed in the nature of writing workplace texts, from the part of Non-native speakers of English as well as their different cultural conceptions in business dealings; it could be argued that authentic texts and data from target workplaces, instead of classroom tailored models, should be used in teaching English for Specific Purposes. The sole aim is to prepare learners and future workforce to face the diversity awaiting them in their future professional writing in English.

Keywords: Deviation, ELF, ESP, workplace, deviation.

ملخص

احتلت اللغة الإنجليزية في السنوات الأخيرة مكانة مهمة في الجزائر بحكم الشراكة التي منحت للشركات العالمية. إن الهدف المتوخى من هذا العمل هو دراسة نمط اللغة الإنجليزية المستعملة من قبل المتعاملين أثناء تواصلهم الوظيفي في ميادين عملهم؛ في حين أن أغلبهم ليست الإنجليزية لغتهم الأم.

إن هذا العمل يهدف فيما يهدف إليه تجلية المعوقات التي تعترض متعلمي المستقبل مع تلك الشركات والإمام بها ومعرفة لضمان التواصل الصحيح ونجاح المعاملات، باعتبار الإنجليزية المستعملة لغة مشتركة. لقد تم التركيز سابقا على التواصل الشفهي في مجالات العمل، ولم يتم التطرق إلى اللغة المكتوبة إلا في جزء يسير في سياق الإنجليزية كلغة مشتركة. حرص هذا العمل على استجلاء الخصائص اللسانية للنصوص المكتوبة بين مستعملي الإنجليزية المشتركة في مختلف مجالات التعامل.

ولقد تمّ طرح إشكالية نمط اللغة التي يستعملها المتعاملون ومعرفة خصائصها اللغوية، ومن أين تستمد تلك الخصائص: أمن الإنجليزية الأصلية أم من الإنجليزية المستعملة من قبل غير أهلها؟ كما يطرح إشكالية مدى تأثيرها على نجاح التواصل والتعاملات.

لقد خُصّص الفصل الأول لإظهار دور الإنجليزية في نجاح التعاملات سيما في إطار التعاملات الجزائرية، كما يحاول الربط بين أنماط الإنجليزية المستعملة في العالم وإبراز الجدل الذي أثاره هذا التنوع.

أما الفصل الثاني فهو يحدد معالم المقاربات الكمية والنوعية للعيننة محل الدراسة متمثلة في شركة ذات مسؤولية محدودة لتصنيع مواد التجميل، كما تصف تعددية الطرائق باستجواب 30 عاملا من الشركة وتحليل نماذج من الوثائق المكتوبة، كذلك تحليل الملاحظات الميدانية التي كانت مساعدا رئيسيا في الدراسة.

لقد خُصّص الفصل الثالث إلى أن معظم المستجوبين يمارسون مهارة القراءة ومهارة الكتابة بشكل يومي أثناء العمل، كما خُصّص إلى أن نماذج النصوص متواترة الاستعمال هي من البريد الإلكتروني أو تعليمات تتعلق بطبيعة الأعمال المنجزة داخل قطاعات الشركة. ومن أهم النتائج المتوصل إليها أن النصوص المكتوبة اشتملت نسبيا على عدد من الانحرافات النحوية والإملائية عن اللغة الإنجليزية الأصلية خاصة فيما يتعلق بترتيب الألفاظ ومبانيها.

وأخيرا فإن النتائج توضح أن على متعلمي المستقبل أن يكونوا واعين بالاعتبارات الثقافية أثناء التعامل. اعتبارا لتنوع الانحرافات الملاحظة في طبيعة النصوص المكتوبة والتي حررها أشخاص ليست الإنجليزية لغتهم الأم، يمكن اقتراح أن تؤخذ النصوص والمعطيات المستهدفة من الواقع في أماكن العمل، والتي يمكن أن تستعمل في تعليم الإنجليزية لأهداف خاصة، وفي إعداد قوَى عاملة مستقبليا لمواجهة الاختلافات التي تنتظرهم في كتاباتهم المهنية باللغة الإنجليزية.

Résumé

L'usage de la langue anglaise dans les milieux d'affaires, publics ou privés, s'est beaucoup développé ces dernières années dans le monde et particulièrement en Algérie, et ce depuis l'avènement et l'accroissement du partenariat avec les institutions internationales et les multinationales.

Ce travail de recherche a pour objet l'examen des différentes formes et usages de la langue anglaise, pratiqués par des employés pour lesquels la langue anglaise n'est pas nécessairement la langue maternelle. Il vise également l'étude du type d'obstacles que les employés nationaux concernés devront affronter lors de leur interaction et négociation avec leurs partenaires anglo-saxons et non anglo-saxons afin de garantir le succès des affaires dans un contexte où la langue anglaise est le vecteur de communication commun.

Peu d'attention a été consacrée à l'analyse des textes écrits en anglais comme langue commune, par rapport à l'analyse des corpus oraux dans les lieux de travail. La première problématique sur laquelle portera la recherche, se base sur l'identification du type d'anglais écrit dans les textes et utilisé par des partenaires anglo-saxons et non-anglo-saxons. La deuxième problématique vise à connaître les caractéristiques linguistiques identifiées dans les textes analysés, et à évaluer à quel point elles affectent la communication et l'accomplissement des affaires.

Le premier chapitre met en évidence le rôle de la langue anglaise dans le succès des affaires à caractère international et plus particulièrement celles conduites par l'Algérie. Le travail identifie et recense les différentes formes et usages de la langue anglaise, langue perçue comme véhicule de communication universel et met en évidence le débat que ces concepts peuvent engendrer.

Le chapitre deux développe l'approche quantitative et qualitative utilisée dans la conduite d'une étude de cas ciblant une société de production en cosmétiques. Cette approche décrit l'utilisation d'une méthodologie qui s'appuie sur trois sources d'informations complémentaires: un questionnaire avec 30 participants, une analyse de différents types de documents écrits en anglais et exploités dans le lieu de travail, et des observations menées in situ via un stage d'entreprise.

Le chapitre trois démontre que la plupart des employés pratiquent la langue anglaise sous ses deux formes usuelles (écriture/lecture) quotidiennement dans le cadre de leur travail. Les types de textes les plus utilisés sont les courriels et les notices, principalement liés à la nature des tâches effectuées dans les différents secteurs de la société ciblée. Les textes analysés ont bien indiqué, contenir un nombre relativement considérable de déviations grammaticales et morpho-syntactiques de l'anglais standard, comportant particulièrement l'ordre des mots, l'accord de verbes et la mécanique de mot. En conclusion, les résultats révèlent des considérations interculturelles non négligeables à prendre en compte dans les transactions.

Vu la diversité des déviations, observées dans la forme des textes écrits en anglais professionnel, et vu la différence de la conception culturelle dans le monde des affaires des anglo-saxons et non anglo-saxons, il est suggéré d'employer les textes et les données authentiques et réels collectés dans les lieux de travail ciblés au lieu des modèles artificiels utilisés par les approches d'enseignement de l'anglais par objectif spécifique. L'objectif serait d'enrichir aussi bien les apprenants de la langue anglaise, selon l'approche "par objectif spécifique", que les futurs cadres de sociétés, les préparant ainsi à faire face à la diversité linguistique dans leur future communication professionnelle en langue anglaise.

List of Acronyms

AD	Anno Domini
BE	Business English
BET	Business English Teaching
EFL	English as a Foreign Language
ELF	English as a Lingua Franca
EIL	English as an International Language
ESP	English for Specific Purposes
EU	European Union
ELT	English Language Teaching
ENL	English as a Native Language
ESL	English as a Second Language
EMT	English as a Mother Tongue
L1	First Language
L2	Second Language
L3	Foreign Language
NNS	Non Native Speakers
NS	Native Speakers
UK	United Kingdom
US	United States
WTO	World Trade Organization

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General Introduction

General Introduction

The changing nature of work and changing customer demands for products and services are driving the need for organisations to develop business relationships with non Anglophone suppliers and stipulate suitable workforce which satisfies the social needs. Indeed, one of the expectations of the university learner is to be well prepared and knowledgeable enough to be a citizen of the world and an efficient member of a globalized world.

The study intends to explore the use of English as an International / global language in workplace settings. It will target the analysis of the language practices from written asynchronous mails of a company case study which is dealing with some English speaking partners and non English speakers. Attention is oriented towards the ability to communicate with people from different homes and different cultures in writing.

The study is seen as a future preparation of English for Specific Purposes learners and other Business and Technology graduates or translators. In that it could be beneficial not only for syllabus workability, but also for future users of English in workplaces, so as to develop comprehensibility as well as interpretability of English in a global world. Subsequently, other intentions stand at the personal, the academic and socio-economic motives of the study. It represents the project of post graduates degree and at the same time a *laissez-passer* to the technical use of English in the field, which fascinates one as an English learner.

Via English, one has been able to enter the world of business transactions and human interactions, and has witnessed how indispensable English is within that world and how much responsibility the English speakers might have, whether by being faithful to the message they could carry between interlocutors or through misunderstanding a sentence which will result in losing great amounts of time and money.

Therefore, the scope of this empirical research will regard an Algerian setting where transactions are carried out in English. The intended work investigates kinds of awkwardness and lack of skills in the use of English, in a business environment, and identifies the subsequent consequences.

The present work will provide a case study which illustrates a transaction between people in the expanding circle, represented by a staff of an Algerian company Liability Limited, and other members of groups located both in the Inner circle and the expanding one. The study will analyze the linguistic situation through identification of the communication stoppers within asynchronous mails, as well as the investigation of some awkwardness and lack of skills consequences in the use of English in a business environment.

The debate over standards is held between two poles that oppose the view of the many reasons for which a non-native speaker of English needs to be provided with as a basic and monolithic form of English. The global spread of English has brought the language to new shapes. With the development of new norms within different contexts, hot debates have begun to turn around the issues of English standards and defining English proficiency. While some (Quirk, 1985) argue that a single Standard English be it American or British English should be promoted over the whole world, others mainly (Kachru, 1985) argue that new forms of Englishes have arisen in new sociolinguistic and sociocultural contexts and these sociolinguistic reality of English should be recognized. While the first pole proponents define proficiency in terms of the native speaker, the opponents defend it as not always a valid measure and “the reference” for an English speaker in a globalised world.

A very different third view on the matter is raised by Canagarajah (2006) who calls for a need to view English as “a heterogeneous language” with multiple norms and diverse grammars, which would be a model of “English as a family of languages”, where the varieties of English in the world relate to each other on a single level rather than on three hierarchies as in Kachru’s three circles model of English.

The crucial importance of such a trichotomy needs further investigation for a careful position or eclecticism, so that when confronted with speakers from different spheres, the workforce will be first, aware, and then have enough tools to face the non Anglophone speakers and envisage the potential elements causing the communications breakdown. Therefore, the notion of English as an International Language has been the focus of many debates, yet little has been revealed about the nature of Standard English and much investigation needs to be carried out as to spot the workable communication stoppers, analyse the whys and identify the subsequent consequences, more specifically in business settings.

The global expansion of English generates hot debates on the concept of Standard English and raises insightful issues which impose tension on the standardized form. The first issue which attracts the scholars attention is whether the concept of Standard English exists or not and their questions rise upon the recognition of the other varieties .Therefore, these issues

have become more prominent with the emergence of World Englishes and the different sociocultural contexts.

In the World of international business, along with taking into account globalization and the changes that Algeria is living, partnerships involving the Algerian and foreign companies are following a perceptible development. Seeking to diversify and modernise the economy, the Algerian government has embarked on an insistent liberalisation programme in a continuum starting with the attraction of foreign direct investments up to relative small businesses with implanted private companies. CARTANA Cosmetics Limited is one sample of the new trend in Algeria. Therefore, one has opted for selecting it to be the subject of the research case study.

The research is mainly based on fieldwork and participant observations, and develops from an action research study, since it requires an active involvement of the company's staff, because, one needs to identify progressively the (non- native Vs native) and (non-native Vs non-native) communications. It will also need a triangulation of qualitative and quantitative research in describing, selecting the coherence and cohesion stoppers, and analyzing data.

One needs also to investigate the staff experiences and witnesses with breakdown situations through observations and interviews. However, the main concern is not a classification of data for register description. Rather, it will be the one of checking the influence of world English(es) on Business English. One will observe grammar structures and style (use of I /We) and look out for other elements such as familiarity in speech and cultural representations found in such correspondence. This last is mainly, done by users from countries of the outer or expanding circles, who may be influenced by Englishes or native languages.

The aim of this research is therefore two-fold. It first identifies the most prominent features which may hinder business communication through mails in a global world. It then explores different possible strategic applications of these findings in Business English discourse. It would be of great benefit to raise awareness about the future Algerian English for Specific Purposes learners and Business English, that people from different first language backgrounds, when they choose English as means of communication, i.e. English as lingua franca, (House1999, Seidhofer 2001) there could be difficulties and situations wherein the interlocutors may face communication breakdown and work on possible strategies to solve problems.

An issue, under focus of much attention, is to identify the type of English used in business communication in a global world. What kind of English, business people use when

they come from different countries and where English is not their first or second language? Is the focus on form and accuracy relevant in such situations, as pointed out by the proponents of English as Standard Language? Or is intelligibility correlated only to the message that one intends to send with less focus on form?

The research hence will address and seek answers to the following questions:

- 1- Is the type of English used in Business with the Algerian company's partners (Non-Anglophone mainly) exonormative?
- 2- To what extent do deviations from the "native" English relate to: Communication breakdown and business failure?
- 3- What are the factors that influence such deviations?

So as to expand research on view of the above raised issues, three preliminary answers might be the first steps towards research undertaking. Firstly, due to the nature of business English emails, the language might be affected by the spoken medium; emails are direct, sometimes informal and closer to speech rather than to official documents. Therefore, the non English speakers' first language may have great influence on English and make him diverge from standard, hence hindering interpretability. For that motive, business communication correspondence, in Algeria, is an amalgamation of both native and English varieties.

Secondly, repeated encounters of confusions from the part of the Algerian reader lead to misunderstandings causing a waste of time which in term of business it is a waste of money. From preliminary apprehension, it seems that both the foreign partners' indigenous languages as well as their native cultural representations have great impact on their English in the business context. Recognition of world Englishes makes it possible for world companies to develop markets, sell and form commercial alliances. Therefore the existing differences in the construction of language are not deficiencies, taking into account the historical and sociolinguistic parameters of language spread.

This work consists of three chapters. The opening pages of the first chapter start with the importance of language in the business success, as evidence to the link between high language proficiency and good quality achievements in business. What is most interesting in this connection is the role of English mainly. The function of English in the process of globalization is advocated and Algeria is advanced as part of the world wide movement. Therefore, as a global actor, Algeria is viewed in chapter one as an important share for international investment. China as one of Algeria partners will be displayed as an emergent

rival because it links this section with the empirical work where the study will occur; CARTANA Co. Ltd has Chinese manufacturers as main suppliers.

To investigate a situation where English is used professionally, it is paramount to display, first, Business English situation in Algeria and give an overview on how it is conceived in the educational system.

The literature review provides a broad and succinct overview on the different understandings of English in the global world, as it is seen from different scholars' points of view. The section also includes the different names devoted to English and how it has acquired, historically, such a position. The tripartite model of English as a worldwide language is at the centre of the debate and the issue, over which is adoptable, is discussed but not yet fully investigated.

Chapter two examines the research performed in workplace and defines both its profile and its employees' ones using three methods of investigation; namely open-ended questionnaire, manual corpus analysis of the company records, and supporting findings by means of field observation collected during the visits to the site. The chapter starts out with an overview of CARTANA profile, followed by a presentation of different performed activities of its staff. The chapter then offers a detailed description of the instruments used for investigation, followed by some extracts of the corpus samples that will be used for analysis in the following section.

Chapter three regards the various quantitative and qualitative methodological approaches of the study. These lasts are described and discussed, including open-ended questionnaire, observation accounts and analysis of a number of documents that will be gathered on the spot. The chapter will present the results of the questionnaire, including some statistical analyses, and an account of the findings. Records that will be revealed by the frequent informants' use which make prominent communicative business language skills will be investigated. Focus on the analysis of documents from a linguistic point of view and results of the company document examination are presented and discussed.

The records will be devoted to the classification of the gathered data according to both their provenance and their nature. Analysis of the findings, collected out of the research tools will determine the main features of English as used by Native and Non-native speakers. Results then will be displayed and analysed following the misunderstandings they generate. Finally the chapter summarises the study, together with some concluding remarks, including pedagogical implications and suggestions for future research. The last points, devoted to chapter three, will discuss implications for current and future English for Specific Purposes

courses in Algerian institutions and possible ideas for future projects and research. This will include brief recommendations for more dynamic courses, which answer immediate academic and future English for Specific Purposes learners' needs.

The General Conclusion is rather an inference to what has been observed globally and draws some concluding remarks on the contents of the preceding chapters.

The appendices include the questionnaire and more authentic samples of the corpus used in the investigation (cf. Appendices: 138-160). Further, a presentation of some collected miscellaneous deviations is collected with no account of their frequency (Appendix7: 155).

The overall goal of this research will not only encompass the exploration of accountability regarding English for Specific Purposes courses only, but it seeks also proposals for courses that are more responsive to the ongoing needs and demands of those who are involved in a future integration among worldwide workplace.

Chapter One:

English as a Global Language

Chapter One: English as a Global Language

1.1. Introduction

When trying to delimit the scope of the present study, various slightly differing understandings have been found. Therefore, this chapter aims at establishing reference marks to the concepts utilized in the present study. This part of the work will give an overview on relevant concepts in English as an International Language. To set the scene, discussion on the global significance of English as a language of international business is followed by the description of the Algerian context in terms of business transactions as well as the Business English situation. The second part of the chapter displays an overview on three major topics, defined in the view of the main figures in the field of Applied Linguistics namely English as an International Language, World Englishes and English as a Lingua Franca with some linguistic features which have been displayed respectively. The last part of the chapter is both a priori synthesis and a definition of the main scope investigated in the second empirical chapter.

1.2. The Place of Language in the Success of Business

The relationship between language and commercial behaviour is highly intricate and subject to hot debates. Works investigating these relationships come from an array of disciplines; varying from developmental economics, sociolinguistics, political conflict analysis, and more to our focus: business success. Within this broad literature, language is generally not seen in isolation, but rather as an important component in defining groups in terms of cultural identity and consequently as a “negotiation currency”. To that fact, language, according to Menzies et al, (2007) is indeed believed to be one of the most important business success building blocks, since it falls within the context of transaction costs. Yet, the transactions may be less beneficial or sometimes with high costs when it becomes to be region-restricted and not open to a wide area. The need for translation, for instance, especially in countries where English is ranked as a foreign language, may increase the transaction costs if ever available. Therefore, a common language may reduce the transaction costs (ibid),

offers a faster economic growth both in terms of time and money. Anderson and Van Wincoop (2003) estimate that the tax equivalent of the language barrier is seven percent. They report in their work that almost all of the studies find robust evidence that the language barrier reduces trade. There is another view that for countries in which English is not a native language the acquisition of English language, skills can promote foreign trade primarily by improving communication with potential trading partners.¹

A recent study in the journal of Economic Behaviour and Organization (2010) has shown that English proficiency has a strong and statistically significant effect on bilateral trade flows, above and beyond its effect as the common language of the native English speaking countries. The results thus demonstrate that acquired proficiency in English can help countries overcome historically determined language barriers. This argument, in one's point of view, is not in favour for the proponents of promoting other forms of English than the Standard. Yet, in situations where non-native speakers of English come together, fluency in English or at least holding some communication strategies need to be made visible. In general, this fact may promote economic development and have access to the world's stock of world market.

Standidge, Vice President of Global Workforce Management at Acxiom Corporation, a business organization, in a study published in (What business wants: The 21st Language Needs, 2008) reports after analysis of the global market exchange and investment situation:

Without the ability to communicate clearly, concisely, and effectively in both directions, significant risks begin to enter the equation, including lower quality, lost productivity, and increased training costs.

(Standidge 2008:09)

Researchers, however, have suggested that in some institutions, a fairly low level of common language fluency between nations is required for successful trade (Cremer and Wiles, 1991). Within the same line of thought, Kaufman (2008), in an article entitled "Seven Rules to Communicate with a Non Native Speaker", assumes that it can be dangerous and unproductive when communicating with non-native speakers. Poor communication with non-native speakers may create feelings of alienation, hostility, and resistance due to the ineffective use of English. Those feelings could create an unfavorable working environment according to her.

¹ Hutchinson (2002, 2005) examines, for a relatively limited set of countries, the effect of English proficiency on bilateral trade with the United States.

1.2.1. The Role of English as a Business Success Factor

English is the most probable language which plays the role of a common language between nations. Hilgendorf (2007:136) claims that “*English functions as the primary language for international business dealings.*” Language competency has become an important issue because much of the world’s business is now carried out in many different languages.

English has emerged as the world’s prominent linking language in international business communication and individuals from around the world are learning English in order to fulfill this role.

(Babcock, 2001: 337)

Equally, Hutchinson and Waters (1987) analyze the reasons why English acquired so much importance at worldwide level;

The effect was to create a whole new mass of people wanting to learn English, not for the pleasure or prestige of knowing the language, but because English was the key to the international currencies of technology and commerce.

(Hutchinson and Waters, 1987:7)

The dominant position of English, thanks to the wide variety of its scopes, is strengthened with the development of world economy and technology as well as the widespread use of computers and the Internet. Brumfit (2001) emphasizes that the significance of English as an International Business Language has grown since the Second World War, after which the teaching of English increased progressively.

In the same frame Seildhofer, one of the main figureheads in researches on the use of English in the world transactions, outlooks:

Language in general and English, more specifically, became the central factor on which the development of a world market and a global development in the fields of science, technology, culture and the media is raised.

(Seildhofer, 2003:5)

Focus on the tolerance of the multicultural nation, language diversity and democratic language policies, by the Language Policy Division of the European Council (Language Policy Division, 2007) have gained considerable support in the field of English for professional international communication. English therefore, has gained a dominant position as an international language of operation in commercial and political contexts in Europe. For

instance, many European multinationals have decided to apply English as an international working language not tied to any national base.

This is illustrated by the European Central Bank which has tacitly adopted English as the main means of communication (Gerritsen, et al., 2007; Seidlhofer et al, 2006) or others like the German company Siemens or the German-French company Aventis, which introduced English as the official corporate language, and by the Dutch company ING, which presently refers to English as the official medium of communication within their Dutch headquarters (ibid). In these cases, English enables business people to influence international alliances and it facilitates the communication or working processes between affiliates from potentially different language backgrounds. Several studies have shown that Spaniards tend to associate the English language with (inter)national social and professional prestige, presumably as a result of their political history in which English has long been a suppressed foreign language.

Besides, the relationship between Asia and Africa grows considerably despite its great cultural disparity. Therefore, the relevance of English as an international language is especially evident in cross-continent business settings. Business negotiations all over the world are usually held in English and what may be noticeable is the fact that people feel discomfort in communicating. This is for those whose first language is not English, which makes the purpose of the present work. As argued earlier, international companies, mergers and multinationals are expected to increase. Therefore, thousands of international non-native to non-native communications are undertaken daily in a huge number of settings: trade, diplomacy, tourism, journalism, science technology, and politics. Crystal (1997), in his research, has established that (85%) of international associations make official use of English, (70%) of the linguistics journals in the world are published exclusively in English, (85%) of the world film market is in English, (85%) of the scientific articles in the world are written in English, (80%) of the world electronically stored information is currently in English. Moreover, Gerritsen et al. (2007) and Piller (2001) find that English in TV-commercials and print ads tends to be associated with symbolic consumer characteristics such as modernity, sophistication, dynamism and globalization.

Algeria has embarked in a “socialist” development program, led by the state, in the 1960- 1970’s as first steps towards globalization. As a consequence, the country made its first steps to be a member of the global world. This strategy of development led to a major social transformation and it has always been influenced by international capitalist market relations

that gradually shaped the Algerian "socialist" development experience to become part of the new international economic order.

1.3. Algeria in the Global Business World

The partnership opportunities between the Algerian and foreign firms are developing at a fast rate. Algeria's association agreement with the European Union (henceforth EU) offers a great opportunity for integration in global trade markets, with new export opportunities in the emerging Euro-Mediterranean free trade zone and her adherence into the World Trade Organization (WTO). In April 2002, Algeria and the European Union reached an Association Agreement committing both parties to liberalisation of trade and to the development of new structures for cooperation.

According to the estimations advanced in the World Fact Book (2011), the agreement gives Algeria the platform to move towards greater economic openness with improved access to the wider European market. The European Union is the destination for (63.7) per cent of Algeria's natural resources exports, while (58) per cent of Algeria's imports originate from the EU.

Recently, there has been a rich variety of visits of different nationalities to examine the Algerian field of potential investments and partnership as announced in newspapers (El Watan 09/2011)² and TV news broadcasts; from September 21st to 27th, 2011 a Polish delegation of businessmen composed of fifteen joint ventures' managers representing different fields of activities, has realized a working visit to Algiers, Oran and Annaba for the purpose of promoting commerce between the countries especially in the following domains: food processing and industrial equipments. From the same source on September 15th, the report announced that the amount of exchange between Turkey and Algeria has reached four thousand million Dollars in 2009 according to the Turkish Ambassador of Algeria. Algeria, through her private as well as state companies, imports in exchange of her exportation in Gas, electronic equipments, textile and alimentation. On March 2012, an agreement was signed in Algiers during the visit of EU Commissioner for Enlargement and Neighbourhood Policy to accelerate the conclusion of the foreign partnership including English speaking countries.

² <http://www.elwatan.com/economie>

The Financial newspapers on September as well, announced that about fifty businessmen coming from the United States are optimizing investment opportunities in the sphere of pharmaceutical industry, the agro-alimentation, water resourcing, technology and communication. What is more interesting is that the group proposes a project of professional trainings in terms of company management.

Similarly, the Oxford Business Group, in a conference in 2011 about the political and economical climate in Algeria revealed:

Algeria has gone from being a state-controlled economy to a market economy..... the Algerian private firms are investing more and more in their country, as there is an increasing number of foreign partners.

On the other hand, increasing numbers of Asian companies are developing connections in Africa with the aim of increasing trade between China mainly, India and Pakistan with the African continent. Malaysia for instance (HIZAZ GROUP) has signed a contract with Algeria for a project of investment starting from year 2011, the group is composed of seventy five different companies and representing a wide range of services namely the market of real estate, construction raw materials, furnishing, food processing and other technological industries³. Different other investments' identities are recognized such as Brazilian, Spanish and German.

During one of her last visits, the German Minister on September 13th, 2010 confirmed the promising potential of the Algerian investing climate, yet she criticized the new Algerian financial law which may be an obstacle to the foreign strong intention of association. One of the recent law articles issue states that all foreign investment can only be realized in a 49/51% partnership with Algerian investors (cf. Annex 1:138). The 51% majority Algerian share can be represented by several Algerian partners or entities, the remaining shares will belong to the partner. Consequently, many foreign investors, mainly Chinese, are retrieving despite the attractive partnership potential. Yet, there are other strong opportunities for foreign investments in Algeria thanks to its geographical strategic position, since Algeria is the largest country of the Maghreb and it represents a gateway to Africa.

Besides the above mentioned countries situated in the different continents, China represents an important partner for Algeria. Not surprisingly, China is investing in countries where it is getting its natural resources from. In 2004, oil-exporting countries such as Algeria,

³ http://www.aenn-news.net/evt_keraa.php?id=12

Libya, Nigeria and Sudan accounted for 54% of total Chinese investments.⁴ Exports from Africa and more precisely Algeria to China are primarily commodities and oil, while African imports from China consist of manufactured goods such as industrial products, electrical equipment and machinery, textiles and household utensils.

The role of China in the world trade needs to be discussed, as the Chinese speakers of English have a very important weight in shaping the corpus of the current research. China is fast becoming a dominant player in Africa and a rival for the great powers in the world. Similarly countries such as India and Brazil, where English is spoken as second and foreign language, have emerged as important global powers creating political waves across Europe and the US. The global integration of China, India and Brazil reflects their emergence as powerful modern economies. China-based factories already make seventy percent of the world's toys, 60 percent of its bicycles, half its shoes and one-third of its luggage (ibid). The emerging markets led by the giants of, Brazil, Russia, India, China (the BRIC countries)⁵ had been posting (7%-10%) grow rates for years in their world economic classification.

A survey also has been conducted and released in the (World Economic Forum 2010), revealing the overall ranking of the world economic leading countries. The report announces- for the interest of the present work- that Algeria holds the eighty-sixth position among the one hundred and thirty nine classified countries. The investigation has conducted to notice that the world market chief countries are no longer the English Native Speaking countries that dominated the globe after World War II. Surprisingly, the globe is lead by countries where speakers for whom English is not the mother tongue.

The interesting fact is that there are more non-native speakers of English than native English speakers. The UK government (ibid) estimates that more than one billion people speak English, and projections indicate that by 2020 two billion people worldwide will be learning or teaching English. So, one can see that English is certainly no longer referred to the nation that gives the language its name. It belongs to no single culture.

Business communication is crucial to success. So, if people are confronted to another form of language or culture that they were used to be familiar with, while learning a foreign language, they may be confused or may misunderstand that communication, this will have an effect on the business results. It is difficult to admit that this does not matter, because commercial success depends on getting the right messages out and receiving the right

⁴ Pan (2006) 'China, Africa and Oil', www.cfr.org/publication/9557

⁵ In economics, BRIC countries (the "BRICS") or usually known as the "Big Four" is an acronym that refers to the countries Brazil, Russia, India and China the appellation is referring to their advanced stage of development.

answers. Therefore, is the debate over the leadership of the native-like form of English necessary? One may question also what kind of language may take the floor in the global market interaction, inside a melting pot of countries with different languages, apart geographically and diverse culturally? Some discussions will be raised as to debate this, late in the present chapter.

1.3.1. The Business English Situation in Algeria

Political and commercial evolutions in the world and in Algeria, for our purpose, mean that people, while still retaining their national identities, are getting involved into the globalization process. Broadening an international boundaries are more than required for Algeria. Under new political and economic forecasting, today's Algerian university graduates may have more opportunities than ever for jobs in foreign companies or partners. Nowadays, and as mentioned in previous points, there is a great demand for economic and business professions in Algeria. Besides, a growing number of students registered in the higher education system⁶ will have the option to be in specific "streams" within the same curriculum, and seek future employment outside of educational system as translators/interpreters or office managers with international companies and joint ventures.

The globalization process has a strong impact on a conceptual and pragmatic framework of Business English and Business Communication curricula in countries with transition economies such as Algeria. Therefore, business activities such as, phoning, emailing, negotiating, writing reports, taking part in meetings and dealing with suppliers and customers, for whom professional communication is a major part of their work, are highly required to be investigated on and made accessible for learners of workplace English. (cf. definition on p41)

Foreign language(s) proficiency is a valuable benefit for those searching competitive international job opportunities. Yet, business communication requires more than the standard vocabulary and trade jargon. The goal of language education is not to learn the target language code and structures only, but to develop an awareness of the deviations that might be found and learn to behave with it.

⁶ The Algerian government has begun, in recent years, a global reform of the system of higher education to meet new system requirements imposed by the new socio-economical data. The choice fell on the "LMD: Bachelor-Master-Doctorate" system implemented in some of the Algerian Universities in 2004-2005. Two of its objectives are that satisfy the goal of the present work:

- The adequacy between university education and the needs of the working world,
- Development of academic training vocationally. (MEGNOUNIF, 2009:15)

Strategies of negotiations are in one's point of view part of business communication and business transactions. But it may be of high interest to add to the intercultural need to link language with culture, the necessity to discover the other forms that English might have.

Algeria is not an exception for being part of the process of globalization - English has been given more importance since Algeria opened up to the world after the difficult era of the nineties. English Language Teaching (henceforth ELT) circulated at a given moment through primary, secondary and tertiary levels of education in Algeria, and it has played an important role in Algeria's education system, particularly in college and university education. Lately, with the new beginning of term 2010/2011 the Ministry of Education has issued a new policy for the teaching of Mathematics, Physics, Science and Technology, where the teachers are invited to introduce the terminology specific to the subjects in English and French in an early stage of learning (cf. Annex 2:140) This act is but a witness that English for Specific Purposes (henceforth ESP) has effectively caught the attention of the Education Ministry.

Meanwhile teaching ESP, Business English Teaching (henceforth BET) in particular, began to gain the ground as regards university education, due to Algeria's increasing economic development in recent years. However, in one's point of view, the attention is not as equivalent as the processing of special programs. For that purpose, private schools, for instance, adopt ready-made syllabi such as the whole series of Cambridge, Headaway and Berlitz⁷. The specific lessons adopted in some departments of Economy or Business at universities are cut and pasted from Business English in Use. The contents of the books, in general, which vary from one to another are published in the US or in the UK, the content is clearly shown from the English native speakers' point of view and devoted for people to learn how to speak to natives as well.

The potential result is that learners scarcely get enough improvement in language competence to deal with non native-related situations, and only acquire some segments of Business English knowledge and not predict real life workplace issues, Hyland agrees upon the fact to stick on the real context to have a more palpable practice:

We may often talk about reports, memos, oral presentations, and so on as overarching genres and universal skills; these take on meaning only when they are situated in real contexts of use.

(Hyland 2002:386)

⁷ Cambridge, Headaway, Berlitz programmes, among others are global leadership training and education company with a comprehensive portfolio for building communications skills development, available via multiple delivery platforms.

From Hyland perspectives, learners do not learn in vacuum, they need to communicate effectively by using particular Business situations appropriately. However, it needs further processing in terms of lesson development and market needs consideration, with different kinds of BE courses and books adapted specifically to the Algerian learners and future workers. To improve communication between the business sector and the educational one through business may be another source of being more proactive in conveying the need relative to language skills and economic growth. Collaboration of business companies with educators will create a “pull” factor to bring students with these language skills into careers in business. A first step at the level of Mostaganem University, in Algeria, has already been done, where the Private Agro-food Company “Sevital” has made a fusion with the University in 2010, for further conventions and trainings offered to its learners as potential workforce. Additionally, more communication could affect partners and teachers’ knowledge and perception of the important role of languages in business.

In addition, the above mentioned borrowed lessons, to a certain degree promote the quick expansion of BE through advertising and mass media. However, some practical problems unavoidably occur, with practitioners and future users to provide practical knowledge and real life issues in their teaching and course design. Those problems need to be dealt properly in order to keep BET in accordance with the needs of Algeria’s developing society.

Business English (henceforth BE) courses designed by the Algerian teachers, within the University of Algeria, or in the very few private schools, lays emphasis on developing general language knowledge as well as oral and written professional communication skills. It is sketched, but not exclusively designed that the learner needs first to manage situations mainly and master the jargon list of the speciality.

To make Algerian BE students successful and effective in their future careers, an insight into the culture of the target language in terms of historical spread and its consequences on the language pattern should be emphasized in the re-designed model of BE curriculum. The training provides a necessary framework for understanding the ways of doing business in an international milieu with people from other cultures than the traditional British or American ones. Sensitivity and awareness, then, may equip students with an appropriate understanding and interpreting the “language differences” in professional and general contexts.

Therefore, it seems to be of a crucial relevance to define concepts in the field of English as a global language and to demystify ambiguities for the sake of diagnosing some

problems within communications in the field of international business. It would be ambitious as well to open doors for possible suggestions how to cope with such situations.

1.4. English as a World Language

In one of the lectures given at the International University of Japan, Dr Saburo Okita⁸ displayed the situation of English by sharing an anecdotal account. His story described a group of diplomats at an international conference, where one member launched a debate, with his various homologues, on English social position in the global world. The diplomat stated that English had become the International Language. Most of the audience agreed with the diplomat, except a Soviet representative who opposed the remark and stated: “No, English is not the International Language... the international language is but broken English!”⁹ The disagreement between the diplomats provides insights into what English may provoke as debates and divergences. Before examining this approach, it might be useful to give a brief overview of the background.

1.4.1. The Spread of English over the World

The history of the English language really started with the arrival of three Germanic tribes who invaded Britain during the 5th century AD. These tribes; the Frisians, the Angles, the Saxons and the Jutes, crossed the North Sea from what today is Denmark and Northern Germany. At that time, the inhabitants of Britain spoke a Celtic language. But most of the Celtic speakers were pushed west and north by the invaders— mainly into what is now Wales, Scotland and Ireland. The Angles came from Engaland and their language was called Englisc—from which the words England and English are derived. Crystal (2003:139) noted in (English as a Global Language) that ‘*There has never been a language so widely spread or spoken by so many people as English*’. He mentioned also in his work that English is a language that started with a spread by the tribes and is still extending over the globe.

The language was imported to the new continent at the time of the first settlements, that is, on the beginning of the 17th century. The first colonies were founded in 1607, and the first colonizers were contemporaries of great figures of the 17th century literature. Words

⁸ Dr. Saburo Okita is the former Japanese Foreign Minister and the founder of the Japanese University in 1982.

⁹ Anecdote taken from Patrick Blanche, Is the International language Broken English?, Res. Rep. Kochi Univ. Vol 43 (1994) Hum.

which had died in Britain, or changed their meaning may have lived in the USA. For more than three centuries the American vocabulary developed more or less independently of the British capital and, was influenced by the new background. The early Americans had to coin words for the unfamiliar things they met. And this is how the first deviations from English started.¹⁰ However, linguistically speaking, the beginning of English classification and varieties-if we can call it so- started as early as 1930, by Ogden who defined the concept of *Basic English*. Ogden claimed that no more than 850 English words were enough to cover almost all daily life situations¹¹

After the loss of the US in the late eighteenth century, the UK directed her attention on building the British Empire by colonizing Australia and New Zealand and possessing other territories. The empire was replaced by the British Commonwealth soon after World War II. In the colonies, the colonial rule generally entailed a change of official languages. Crystal (ibid) explains that in some colonies, vernaculars were transformed into creoles after having been in frequent contact with English.

Interestingly, Mufwen (2001) argued that the type of colony also has a great impact on the kind of English variety emerging afterwards. He discerns three colonies at the origin of the distinction in the English varieties. First, the ‘trade colony’ wherein the contact occurred between the European traders and the indigenous people, therefore pidgin was born, as the languages which used to be spoken by the European colonisers were nonstandard. With regard to the ‘settlement colony’ it was the administrative and political siege, therefore more administrators and clerks were needed and brought from other colonies. There was a need to set schools for those who run the colonies, where the medium of Instruction was English, but the staff used to speak different languages and they influenced the “school” English and this was the beginning of English varieties.

The difference between the emerging Englishes from the “settlement” and “trade” colonies was the small influence that the indigenous had on English in the latter. Mufwen (ibid) illustrates that the influence of the local languages and cultures in the exploitation colonies in India and Malaysia was greater comparing to the impact in the settlement colonies in Australia and New Zealand.

¹⁰ Lynda Muggelstone, (2006). *The Oxford History Of English*, Oxford University Press.

¹¹ *Basic English* consists of verbs (18 words), nouns (600 words), adjectives (150 words), and others (100 words). But it rapidly faded away because it was difficult for non native speakers

On the other side, the status of English has become the main vernacular and business language in the US. It emerged as a dominant military and an economic power with World War I. The hegemony of English as the world-wide language of trade, business, and eventually scholarship and diplomacy was not only a result of a military nor imperial factor, but media, cinema and technology had a strong hand to its power as well. One may say that as soon as a language moves geographically far from its homeland, a shift in the pronunciations, the structure or even the lexis will occur. Therefore an almost new shape of language will be born. And that it could explain the existence of what Kachru (1985) called “World Englishes”. According to a number of scholars (Crystal 1997; McArthur 1998; Mufwen 2008), it is this evolution that has led English to be characterized as a ‘world language’. Nowadays, we hear more about Indian English, Singapore English, Australian English, Irish English, British English and American English as distinct varieties amongst others.

a) Different Names for One Language

English is, probably, one of the selected languages that gained so many different labels Erling (2005). In one’s opinion, this diversity in names is not a matter of fashion or chance, the taxonomy in effect carries historical and ideological dimensions. Each name reveals the pole to which it belongs, Quirk (1982) for instance, admits that varieties can be based on region, education, subject, medium, attitude, or interference. Therefore, the linguists are very careful in their selection of names whereas a mere reader, without being aware of the linguistic and cultural considerations, may use the terms interchangeably.

The most widely known opposing camps are British English and American English, subsequently it has acquired, thanks to its hegemony or for reasons which will be dealt with later, other appellations such as ‘English as a Lingua Franca’¹² (Jenkins, 2000, 2006; Seidlhofer, 2001, 2004) , ‘English as an International Language’, Smith (1976), for example, defines the term ‘international language’ as “one which is used by people of different nations¹³ to communicate with one another” (McKay, 2002:11). Smith (1983) also, uses the term “English as an International Auxiliary Language”, to refer to a type of English which is

¹² The origin of the term *lingua franca* is Latin (Frankish language); it was first applied to a mix of French, Italian, and other languages during the Middle Ages.

James (2005) asserts that the question on considering English as a *Lingua Franca* is still raised and that there is no final definition of ELF. Seidlhofer (2002) for instance, views ELF a uniting language of the three concentric circles in a cross-cultural communication, whereas Mauranen (2003) sees ELF as a variety and Juliana House (2003) would name it a register.

¹³ Underlined by me

formed of features of World Englishes of the outer circle and the native speaker standard English. Quirk (1982) proposes the concept of “Nuclear English” to refer to what may be called a simplified form of native speaker Standard English. He believes, then, that the basic structure of English which is the common core to all the varieties and describes it as ‘Nuclear English’. Crystal (1997, 2003), on the other hand, uses the term “World Standard Spoken English” to refer to a global standard English which he believes will develop on the current local Englishes.

This concept is somewhat similar to Modiano’s (1999a, 1999b) use of the new term “English as an International Auxiliary Language” which refers to a global standard for English which comprises the features of English which can be easily understood by both native and non-native speakers. Whereas (Ahulu, 1997) sees it globally like ‘English as a Family of Languages’ (Canagarajah, 2006), and more interestingly to our focus “World Englishes” as illustrated by Kachru (1985) to describe the global spread of English with his three concentric circles of World Englishes.¹⁴ . The term "Englishes" suggests that the language is not a monolith, but a number of varieties that refer to the same entity and which are different at the same time.

Nerrière¹⁵ is the first to coin that common language ‘Globbish’. In a video conference in 2006, he defines it as “A correct English without the English structure”, and in an article in the Observer (2006) by McCrum who reports Nerrière’s prediction by pronouncing that “Globbish was the worldwide dialect of the third millennium’. Different names for one concept raises probably a debate on what term to use or which language to speak?

1.4.2. English as an International Language

English as a world language is not merely an international language. The notion of international language can be understood as a language which is used in any international communication which involves people from two or more countries. Spanish is an international language, but it is not a global language. Spanish is often used by people who communicate with people who speak this language around the world, however, is not used in other contexts and with other different people according to (McArthur, 1998). The same thing applies to Arabic. As an international language, Arabic is not only used internally, in the area in which Arab people are dominant, but it is also employed when people communicate with

¹⁴The label World English in singular is also available in different literatures)

¹² Nerrière, who speaks English fluently and has worked for IBM in France and in the US, maintains the website <http://www.jpn-globish.com/> and has written a few books on the topic.

Arabs in other places. However, Arabic is not used when there is no connection with Arabs. This is different from the fact of English as a global language. English is not only used when people communicate with English speakers. English is used by people of different first languages; the case of Algerians dealing with Chinese, Spaniards or Turkish. English is the most widely spoken language in very different contexts in the world. Therefore, English is not only an international language, but also a global language.

Therefore, English continues to gain size and space starting from the natives and now thanks to the nonnative speakers, Graddol (1997) raises the issue about the kind of model that is established for English as a global language, as he explains, no common form has been established yet. He asserts that everybody talks about global language, but actually nobody knows about it, in fact the recent descriptions about the global language concern “Who” speaks it and “Where” it is spoken. Few researchers, namely Andrea Tyler (1992), Seidhofer (2004) have revealed the “How”.

EIL, as called by Jenkins and McKay,¹⁶ stands for English as an International Language. First of all, the word “international” in the (Longman Dictionary of English Language and Culture) is defined as inter-nation-al, i.e., occurring between different nations. The term International may lead one reader to a fallacy that International Language is a kind of variety, yet a number of scholars emphasis upon the fact that international means the worldwide territory that English has reached. McKay (2002) also defines it as such:

International English is used by native speakers of English and bilingual users of English for cross-cultural communication. International English can be used both in a local sense between speakers of diverse cultures and languages within one country and in a global sense between speakers from different countries.

(McKay 2000:13)

A preliminary inference of the current situation, according to Seidhoffer (2003) is that EIL groups under its prerogatives ENL (English as a Native Language) and EMT (English as a Mother Tongue). What is most striking is that Seidhoffer reveals that EIL counts for World Englishes as well, and this theory is also introduced by Llorca (2004). With the large number

¹⁶ Jenkins, J., *The Phonology of English as an International Language: New Models, New Norms, New Goals*, Oxford, Oxford University Press, 2000.

McKay, S.L., “Toward an Appropriate EIL Pedagogy: Re-examining Common ELT Assumptions”, *International Journal of Applied Linguistics*, 13/1, 2003, pp. 1-22

of names attributed to English discussed earlier, EIL is becoming the established term to refer to most of the current uses of English worldwide.

On the one hand, Kachru (1991) makes a distinction between English as an Intra-national language, (the use of English in countries traditionally referred to as ESL countries, where English is used for internal purposes), as referred to earlier, and English as an international language, across different nations traditionally referred to as English as a Foreign Language countries where it is used for external purposes. Yet, others (e.g. McKay, 2002) do not make such a distinction and use the term English as an International Language to refer to the use of English in both contexts. This latter definition suits the needs of the present work.

On the other hand, an early definition by Smith (1976), for example, explains the term ‘international language’ as “*one which is used by people of different nations to communicate with one another*” (p. 38, in McKay, 2002, p.11). EIL in this definition is used in a global sense rather than a local one. Yet, McKay uses the term EIL both in a global and a local sense, as it is used by speakers from both the outer and expanding circle speakers as she notes that in examining the use of English as an International Language, an important question is whether or not the use of English within multilingual countries like South Africa and Kenya is an example of the use of English as an International Language.

McKay (2002), however, notes that the use of EIL in a local sense in the Inner circle countries “*has not become de-nationalized but rather its ownership has become re-nationalized*” (p. 12). Therefore, IE may refer to English as it is actually used and developed in the world, and as a language not just appropriated by the natives, but simply by all who use it, the fact which leads EIL, according to Peters (2004), to promote cultural unity and neutrality. It offers even to get rid of the colonial past imperialism in his view. The optimistic conception had not been in favour of Phillipson (1992) who believed that the spread of English itself is a kind of imperialism and its growth may cause to raise an issue of which form to use and which form of English could be standardized.

Another point which should be focused on is that EIL is not a variety of English; some applied linguists confuse it with “International English” that suggests a variety such as “American English” or “British English”. Thus, EIL does not intend to make reference to any bias towards any variety in the world (Sharifian 2009).

Further to such a debate raised among scholars, one may infer that under the perception of International English, the discourse revolves around the ownership of English and where the proficiency lies in. While some scholars, for instance, (Quirk, 1985) argues that

a single Standard English “American or British English” should be promoted over the whole world, others mainly (Kachru, 1985) defends the stance that new forms of Englishes have arisen in new sociolinguistic and sociocultural contexts and these sociolinguistic reality of English should be recognized. While the former defines proficiency in terms of the native speaker, the latter argues that “*the native speaker is not always a valid measure for the global uses of English*” (Kachru 1992: 358) and focuses on non-natives’ proficiency under the perspective of bilingualism and multilingualism.

Within this spirit, one needs to clarify that throughout scrutinizing each understanding among the whole debate, once position has become more and more confirmed, since the purpose of the research is definitely not to attribute the ownership of English to any of the nations participating in shaping the corpus of the investigation. The subsequent discussion will set a clearer insight to the context of the research. Yet, it is important to emphasize that EIL underlines the relevance of World Englishes to ELT (Matsuda, 2002), it refers, hence to the context in which English is used between people coming from different cultural and national backgrounds and that it is an open field for intercultural communication.

As mentioned earlier, the second concept that raises the issue of the discussion, when dealing with the spread of English and the understanding of EIL, is what Kachru (1985) has defined as World Englishes.

1.4.3. World Englishes

It must be noticed that the plurality of labels may create confusion in use explained by Bolton (2004: 367) because of the strong link between these terms. World Englishes is employed as an “umbrella label”, most frequently used interchangeably with ‘International English’, gathering the possible varieties of English spread over the globe with its different descriptive approaches. Kachru, most famously, presents a profile of English by means of three concentric circles: The inner, the Outer and the Expanding Circle, to which Crystal (2003) adds the number of speakers in each circle as will be displayed in “diagram one”.

1.4.3.1. The Inner Circle:

It is the long-established base of English in terms of linguistics and culture; it includes countries such as the United Kingdom, Ireland and the United States. It takes also account of the first Diaspora which started in the sixteenth century when a large number of speakers migrated from England to Australia, New Zealand, some islands of the Caribbean, and the Anglophone population of Canada. English is therefore, the native language or mother tongue of most people in these countries and it is the dominant language in the regions.

1.4.3.2. The Outer Circle:

Within it, there are those countries where English has official or historical importance as most of the commonwealth countries previously known as the British Empire. The second Diaspora includes the colonies in Asia and Africa such as Bangladesh, India, Kenya, Malaysia, Pakistan, the Philippines, Singapore, Sri Lanka, Ghana, Nigeria, Tanzania and Zambia (Jenkins 2003: 5). English serves as a paramount common language in education, legislature and judiciary sectors and national commerce. The developed varieties are called “New Englishes” characterized by the wide number of local languages and different cultures. Kachru (1996: 10) argues that these varieties evolved with a unique grammatical innovation, lexis, pronunciation and even idioms and discourse.

1.4.3.3. The Expanding Circle:

It refers to those countries where English has no official role, but it is important for certain functions, for instance in international business, one may think that it concerns nowadays every country, yet the recurrent countries mentioned in the literature are: China, Egypt, Indonesia, Israel, Japan, Korea, Nepal, Saudi Arabia, Taiwan, the former USSR and Zimbabwe-See Figure one- Crystal (2003: 61) adds the number of speakers to the circles as follow: Inner Circle (320-380 million), Outer Circle (300-500 million), and Expanding Circle 500-1,000 million.

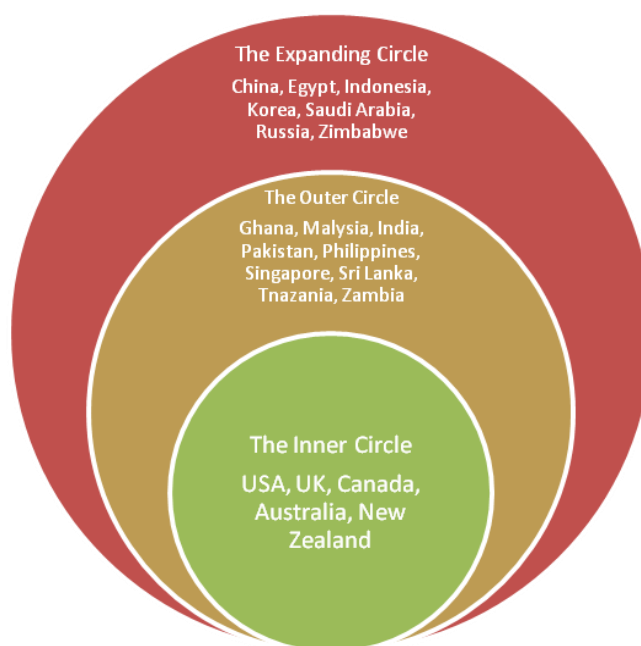


Figure 1. 1. Kachru Three Concentric Model of World Englishes

As shown in the chart, the number of speakers in the Outer Circle as India, the Phillipines Singapore, Malawi and Nigeria, where English is spoken daily as an official language by non- native speakers, surpasses those of the Inner Circle namely Britain, United States, Australia and New Zealand, where English is the mother tongue. The issue behind World Englishes discourse is not only a matter of outnumbering, but, the point maintained by Kachru is the reference to the internal norm of usage within the Outer Circle which is gradually shifting from Anglo-American external norm, called (exonormative) standard to their internal norm labelled (endonormative) standard.

For clearer insight, Kachru has introduced the term "*English using speech-fellowships*" (1997:220). He distinguishes between three types of such fellowships, namely norm providing (the inner circle in his terminology), norm-developing (the Outer Circle) and norm-dependent fellowship (the expanding circle). Again, the reference to legitimacy and the ownership of norms supports Kachru's conception and more generally World Englishes discourse.

One of the consequences is that a structure of a standard in a region may be considered non standard in another and vice versa. "Singlish" for instance, is an effective form of English communication amongst the people of Singapore and their English is used in literature and even with the trading partners, business associates and tourists. Moreover, Crystal (1995) claims that Kachru's model does not fully describe the reality of international English use. He suggests that norm-providing concept may be wrongly interpreted and it is in fact insufficient according to him, because reality is often not so clear-cut. Since Singlish and Chinglish are creating their own norms and development is more expected in the Expanding circle, as mentioned earlier, why then, specifying the "norms providing characteristic" to the Inner circle only? Crystal uses as well the term Englishes, defining these new varieties of L1 English as intranational dialects on an international level. In this model; "*International varieties ... express national identities... and are a way of reducing the conflict between intelligibility and identity*" (p. 134).

Before dealing with more critical views on Kachru's model, it will be convenient to look, first, at some linguistic features to some varieties in World Englishes and make more acquaintance with some constructions collected from different topics.

1.4.3.4. World Englishes Linguistic Features of Variations

In her work published in 2008, McKay and Heng illustrated features of variation emanating from the use of World Englishes. The features are in a great part phonological as all the works issued in the field, little regard is oriented to lexical, syntactical and discourse features of the English variation which is one factor to the motivation of the present research. The authors introduce their chapter by emphasising that EIL pedagogy should bear awareness on the world existing variation and raise the speakers as well as the learners' consciousness on any different phonological and lexical peculiarities.

Since the purpose of the present study is to analyze features of the written discourse, pronunciation features will not be the focus of our attention. The subsequent categories are considered relevant and the examples are taken verbatim from a number of researchers reported by McKay and Heng's (2008) in their work:

a) Grammar

Platt et al. (1984) offers an array of instances collected mainly from different countries of the Outer Circle, the instances also represent features regarding Nouns and Verbs.

b) Nouns

(i) Absence of plural concord

Up to twelve year of schooling. (India)

A province will be divided into district. (Philippines)

(ii) Confusion between countable and uncountable nouns

Although it is a hard work, I enjoy it. (Korea)

An old man showed a great patience. (Korea)

(iii) Interchangeable use of "she" and "he"

My mother, he live in Kampong. (Malaysia)

My husband who was in England, she was then my fiancé. (East Africa)

(iv) Change in the word order within the sentence.

Ninety over cheques. (Singapore/ Malaysia)

That your brother will he come? (Nigeria)

c) Verbs

This category is very revealing as to the native speaker's language and its mechanisms:

(i) Absence of the third person singular concord in the present

She like the news. (Philippines)

(ii) Nonappearance of the past indication

I move to hostel. (India)

I stay three months in Germany. (Singapore)

(iii) New constructions of phrasal and prepositional verbs

The older generation find it difficult to do with the younger people (Korea)

Gardens come on life again.(Korea)

(iv) Borrowings from local languages

Away with this lobola. Why do they have to be so demanding for their daughters?

(South Africa)

Kamwangamalu (2001) gives the word “dowery” as an equivalent to the word “lobola” though it has got shades of meaning within the local language.

Table 1.1 taken from Laurie Bauer (2002) displays some borrowed words in the topic of artefacts and culture. Some words, as noticed, have undergone a slight shift from the original form and have integrated English for everyday use.

Word	Meaning	Taken from	Original form if different
Boomerang		Dharuk	bumariney
Bora	initiation ceremony	Kamilaroi	buuru
Mere	club	Maori	
Muti	African medicine	Zulu	unmuthi
Mungo	bark canoe	Ngiyambaa	manjar
Pa	fortified village	Maori	
Potlatch	ceremonial giving away of property	Nuu-chah-nulth	patlatsh
powwow	meeting, gathering	Algonquian	powwaw
sangoma	witch doctor	Zulu	isangoma
Tepee	conical tente	Sioux	tīpi
tokolosh	evil spirit	Zulu	utokolsh

Table 1.1: Some borrowed words for artefacts and cultural practices

d) Discourse Style

Acquaintance on the cultural knowledge is highly required so as not to misunderstand the pieces of discourse we read when reading or dealing with non native speakers, consider the following example:

A: He died yesterday morning.

B: Wonderful!

Platt et al.(1984) explain that in West African English, “wonderful” conveys good as well as bad amazement.

A: You know, I took in.

B: Really, congratulations!

Crystal (2003) clarifies that in New Englishes “take in” means to be pregnant; he sets also a table where he displays some constructions that may seem unusual to a native learner or an EFL learner who is only acquainted with British and American English. The most famous confusing word in business, when dealing with speakers of World Englishes, is ‘costive’ for ‘costly’. Costive in Inner Circle English or in the Concise Oxford Dictionary stands for the adjective ‘constipated’, whereas the World Englishes speakers use it for ‘expensive’.

Construction	Illustration	Sample Sources
Sentence Functions		
Rhetorical questions	Where young! (= I’m certainly not young)	Mesthrie (1993b)
	Where he’ll do it! (= He certainly won’t do it!)	Mesthrie (1993b)
	What I must go! (= I don’t want to go)	Mesthrie (1993b)
Tag questions	He can play golf, or not?	Baskaran (1994)
	He can play golf, yes or not?	Baskaran (1994)
	You stay here first, can or not?	Baskaran (1994)
	You didn’t see him, is it?	Tripathi (1990)
Clause elements		
SV order	at no stage it was demanded . . .	Baumgardner (1990)
	Why a step-motherly treatment is being . . .	Baumgardner (1990)
Object deletion	Those who cannot afford	Fisher (2000)
End-placed Conjunctions	She can talk English but	Mesthrie (1993b)
Noun phrase Preposed elements	milk bottle (= a bottle of milk)	Baumgardner (1990)
	knife bread (= bread knife)	Tripathi (1990)
Pronoun deletion	under construction bridge (= bridge which is under construction)	Baumgardner (1990)
	Did you find? (something previously mentioned)	Mesthrie (1993a)
Other constructions		
Prepositions	request for	Gyasi (1991)
	investigate into	Gyasi (1991)
	gone to abroad	Gyasi (1991)
	ask from him	Awonusi (1990)
	discuss about politics	Awonusi (1990)

Comparatives	return back	Tripathi (1990)
	more better	Tripathi (1990)
	younger to	Tripathi (1990)
	junior than	Tripathi (1990)
Lexical morphology	coloured television	Awonusi (1990)
	repairer (= repairman)	Awonusi (1990)
	second handed	Awonusi (1990)
	proudy	Tripathi (1990)
	poorness	Mesthrie (1993b)
	imprudency	Fisher (2000)
	delayance	Gyasi (1991)
	costive (= costly)	Gyasi (1991)
	matured (= mature)	Gyasi (1991)
storeyed (= with several floors)	Fisher (2000)	

Table 1.2: Some potentially distinctive grammatical features of New Englishes (Crystal, 2003:153)

It is very important, for the present study, to bring attention that the “what” Crystal has gathered in the above table may seem obvious and easy to decipher, yet in a business setting where the reader is very keen on understanding the message provided by the supplier or customer, some constructions of a such nature may be confusing and requires many readings so as to guess the meaning intended. He emphasises within the same frame that “*even features of grammar which superficially resemble those in standard BrE or AmE¹⁷ might turn out to be distinctive, once their pragmatic properties are taken into account*”. However, it would be a very difficult task to get access to the different constructions besides the huge number of varieties in World Englishes.

In fact, according to Kirkpatrick (2008) almost every country in the outer circle has developed a form of English with the lowest criteria, which can be readily used for local mutual communications and also for effective communications with the native English speakers. Actually regional Englishes are spread around the world thanks to media, the internet exchanges and business transactions. Today, English in China has also been used as a great tool both to know the world and to let the world know China. “Chinglish”, a Chinese variety or an evolved English with Chinese culture, is one variety of world Englishes. “Chinglish” is becoming the second national language of China.

After a brief view on World Englishes samples, Kachru’s model- discussed in the previous pages- has received many critical comments; it is important, for the sake of the investigation, to state some observations on the Kachruvian view. One may notice that the

¹⁷ British English, American English

great advantages of this model¹⁸ is how it makes English plural and at the same time it is put in a three concentric circles that does not suggest any hierarchy. It calls, therefore, for plurality as well as commonality. Consequently, the model suggests more room for multimodal pedagogy and suggests that no variety is better than the other (Kirkpatrick, 2010); culture by this means widens its spectrum in relation to other nations which reduces the weight on the native-like proficiency and offers more tolerance to international intelligibility. However, as (Canagarajah, 2006) observes, World Englishes can no longer be seen through the three circles metaphor, as a large number of speakers from the Outer and Expanding circles live now in the Inner circle countries, even the Native Speakers are exposed to World Englishes. This is an adequate paradigm for the present research, where awareness of the other culture is very important and yet regardless of which “circle” it belongs to. Therefore, one needs to be aware and able to negotiate with people from different cultures and backgrounds to facilitate communication, as English as an International Language recognizes World Englishes in the angle of intercultural communication and competence.¹⁹

The most remarkable limitation, in one’s opinion and for the purpose of the present study is that the model, suggested by Kachru, lacks room for English for Specific Purposes (henceforth ESP). One’s main concern about Kachru’s three concentric circles is what Jenkins (2003a:17) suggests about the fact that the model does not account for ESP which is up to now an area which calls for thorough investigation. People of different language groups must interact for business transactions, reporting scientific articles, international conferences, diplomatic communications and the most commonly used language in the internet; it has become a highly specialized and limited register for people who do not speak English as a mother tongue and with people whom they do not share the same first language (henceforth L1). Therefore, the issue of language choice is clearly distinct from speakers belonging to the Inner or Outer circles where the choice of speaking English is out of geographical or historical hegemony.

The need towards a clearer insight into the context of the present work and the curiosity to look for a stable ground to the study has lead the investigation towards another paramount concept that of English as Lingua Franca (henceforth ELF). The concept is also far more complicated amongst academics since English as a Lingua Franca is also used

¹⁸ Other models of the spread of English are set by other scholars See Modiano, Mc Arthur, Gorläch , Modiano

¹⁹ See (Holliday et al.,2004) for further details about intercultural competence in EIL.

interchangeably with EIL which is a blanket term for World Englishes, the fact that raises one's curiosity again to set one's position.

1.4.4. English as a Lingua Franca

What is paramount, for the purpose of this work, in ELF lies in the discourse that each concept advances which makes the difference to one's perspective. In ELF, the aim is functional no matter what is the nationality of the speaker, yet it is very important to be aware of the other's culture so as to learn strategies in communicating with him and cope with the communication breakdown occurring in EIL situation.

Recently, there has been a focused attention on the interactions which occur between speakers for whom English is not necessarily L1. For example, one of the earliest definitions of ELF is the one provided by Firth (1996): "*ELF is a 'contact language' between persons who share neither a common native tongue nor a common (national) culture, and for whom English is the chosen foreign language of communication*" (p. 240). It is mainly observed in Europe or all over the countries of the three circles especially the Expanding circle. ELF proponents believe that anyone participating in international communication needs to be familiar with, and have in their linguistic repertoire, when appropriate, certain forms (phonological, lexicogrammatical, etc.) that are widely used and widely intelligible across groups of English speakers from different first language backgrounds.

The most recurrent issue and strongly debated is the scope of ELF, is revealed among the earliest works as Jenkins' (2001) research on the phonological features of ELF, which led her to identify the so-called "Lingua Franca Core", i.e., items which are essential for intelligible pronunciation. In particular, her work shows how certain sounds regarded as "particularly English" but also particularly difficult for learners, like the "th" sounds /θ/ or /ð/, are very often dropped or pronounced differently from natives, by ELF speakers, without any impact on the success of communication, and should therefore not be included in the Lingua Franca Core.

Similar studies have been conducted on morphology and syntax as well. "Different constructions" which appear regularly in ELF communication often comprise deviations from features regarded as "most typically English", such as 3rd person '-s', tags, phrasal verbs and idioms, tense use with a preference for '-ing' forms. However, since these deviant uses do not detract from successful communication; they should not be regarded as "errors" after what has been displayed within the part dealing with World Englishes. The studies undertaken on pragmatics in the ELF context, in particular, offer precious indicators to evaluate the impact

of the use of English in intercultural communication. They show that in ELF communication, speakers tend to apply specific strategies, which opens completely new perspectives.

ELF scholars emphasise communicative efficiency of English in ELF communication. Seidlhofer argues that “the intellectual battles which are being fought over issues rooted in ideological position, commercial interests, ecological concerns and social identities go largely unnoticed by the largest group of users of ‘English’:

those to whom ‘English’ serves on a daily basis as a lingua franca for conducting their affairs ... as the most useful instrument ... for communication that cannot be conducted in the mother tongue, be it in business, casual conversation, science or politics - in conversation, in print, on television, or on the internet.

(Seidlhofer 2001: 141)

In particular, she points to the fact that such speakers are not so much required to be native- like as an “ideal speaker” particularly when speaking with another non-native speaker, they are rather interested in the speech act and the functional aspect of language rather than in its form “*people need and want to acquire the instrument ‘English’ whatever the ideological baggage that comes with it*” (ibid: 141).

This is why it will be of high relevance to investigate how speakers within the Expanding Circle use some strategies in order to cope with such occurrences. Some scholars have concluded that “*capacity for accommodation is likely to emerge as a crucial factor for communicative success*” and that “*the communication process is based on collaboration in which all the interlocutors are continuously and actively involved*” (Hülmbauer, Seidlhofer 2008: 32). In particular, in international business circles, most managers appear to have self confidence in their use because what matters for them finally is what they say rather than how they say it, as advanced by (Alessia, 2010)

However, the scholars in favour of the inner circle varieties lead a very different conclusion and show that command of the language remains a powerful tool for successful communication. To begin with, Quirk (1982) position, for instance, mainly indicates a difference (in the non-natives’ use of English) from the native Standard English. Some differences are considered as mistakes or errors, and the non-native varieties of English are considered as an interlanguage, i.e. “*The type of language produced by second- and foreign-language learners who are in the process of learning a language*”, as defined in Longman Dictionary of Language Teaching and Applied Linguistics (1992). It is accordingly, considered as inappropriate pedagogical models in non-native contexts. Thus, for Quirk, both the endocentric (internal norms related to the inner circle) norms for English in the outer

circle, and the legitimacy of outer circle Englishes are rejected. (see Honey (1997), Trudgill (2002), McArthur (1998))

As several scholars, such as Seidlhofer (2002: 272), mention a further challenge related to English as a lingua franca is that there is no clear ELF model or standard ELF to make reference to. For instance, Seidlhofer (2001, 2004) has expressed a need for an empirically based description of English as a lingua franca and investigated lexicogrammatical regularities of ELF. In terms of phonology, Jenkins (2000) has aimed at defining a Lingua Franca Core that is, finding core items that are important for intelligible pronunciation and mutual intelligibility in communication among non-native speakers. More recently, the growing number of corpora-based projects, some of which will be introduced subsequently, has enabled a more effective and extensive search for emerging features, patterns in ELF.

The more or less obvious neutrality from the notion of ‘nationality’ within the discourse of ELF is shaping the focus of the present study. Subsequently, one not only seeks for delimiting the conceptual apparatus of the research, but it looks also for defining the register of the corpus under study and to situate it within the field of applied linguistics.

1.4.4.1. Research on English as a Lingua Franca

Most empirical investigation into ELF dates from the 1990s or later (Watterson 2008: 379). Some of the pioneering work includes Firth’s (1996) study on ELF business conversations over the telephone, a study in which Firth also tested the applicability of conversation analytic methodology to lingua franca talk data. Also Meierkord’s (1998) study on features of lingua franca English in small-talk conversations and House’s (2002) study on pragmatic competence in ELF are well-known in the field.

The recent lingua franca researches have started to raise great interests among scholars and the research carried out on the role and nature of English used by non-native speakers has grown extensively and very rapidly. As Mauranen (2009: 2) notes, today ELF makes “a vibrant field of study”. A good indication of this is the International Conference of ELF, arranged annually since 2008, which gathers scholars to present their work and discuss interesting phenomena in the field. In addition, large ELF corpora exist now, called the VOICE corpus completed in Vienna in 2009. This research seems to cover formal such as lexical, grammatical and phonetic features distinguishing ELF from English as a Native Language (henceforth ENL), as well as functional features (for instance, accomplishing success in ELF communication). The present work, therefore, is humble contribution to the general study and to the body of qualitative ELF studies as one will conduct an analysis of

written ELF exchanges in a specific context. Since, as its name indicates, the VOICE corpus is mainly spoken.

Seidlhoffer in her VOICE study, outlooks that ELF talks should not be compared to native varieties or ELF speakers to native speakers solely. Instead of considering ELF as “incomplete English” or “learner language” where ENL varieties are seen as the model, lingua franca English is defined according to its very own characteristics.

In Seidlhoffer’s corpus VOICE (2001), she points out the conceptual gap in relation to uses of English as a lingua franca in the expanding circle and argued forcefully for descriptions of ELF and, possibly, its eventual codification. The following are some of the potential salient features of ELF lexicogrammar that Seidlhoffer (2004: 220) has identified in VOICE (The samples are taken verbatim)

- a.** *Non-use of the third person present tense “s”*
“*She look very sad*”
- b.** *interchangeable use of the relative pronouns who and which*
“*a book who,*” “*a person which*”
- c.** *Omission of the definite and indefinite articles where they are obligatory in native speaker English and insertion where they do not occur in native speaker English.*
- d.** Use of an all-purpose question tag “*isn’t it? or no?*” instead of “*shouldn’t they?*”
“*They should arrive soon, isn’t it?*”
- e.** *Increasing of redundancy by adding prepositions:*
- f.** “*We have to study about . . .*” and “*can we discuss about . . . ?*”, or by increasing explicitness “*black colour*” vs. “*black*” and “*How long time?*” vs., “*How long?*”
- g.** Pluralisation of nouns which are considered uncountable in native speaker English
“*informations,*” “*staffs,*” “*advices*”
- h.** Use of that-clauses instead of infinitive constructions.

The above characteristics are very close to what has been earlier displayed in this chapter by Platt et al. and Crystal. Therefore, it would be of a strong position to define them as common core to ELF in one’s humble opinion.

Similarly, lingua franca speakers are seen as language users, who deserve objective description – not merely persons with deficient communicative competence (Firth 1996: 241). This is the principle in the present study as well. Nevertheless, for instance Firth (1996) uses terms such as “*linguistic incompetence*” and “*linguistic infelicities*” to describe the talk of lingua franca speakers and Meierkord (1998, 2000) refers to ELF as “*interlanguage*”. This

clearly highlights the controversy and complexity in researching ELF talk. What one finds very suitable for the present study is what House's (2003) has advanced and has avoided any value judgements towards the constructions made in ELF situations.

House's (2003) suggestion of a new research paradigm is that ELF should be studied from both individual and social perspective. House continues that, instead of referring to a speech community, the term "community of practice" could be used when defining the group of ELF speakers, and "expert in ELF use" could function as a norm for ELF speakers, not the monolingual English native speaker.

a) ELF as a Community of Practice

It is precisely the concept of community of practice (Wenger 1998), with its ethnographic element, that best suits the lingua franca contexts, where people from various backgrounds in more or less stable communities engage in communicative practices that shape, construct and define the communities themselves (cf. Ehrenreich 2009). Here, unlike traditional speech communities where an established "native speaker" variety constitutes the reference point for its members, the norms are not pre-established, and they are not ex normatively imposed, but they are negotiated by its users ("mutual engagement") for specific purposes ("joint enterprise") by making use of the members' lingua-cultural resources ("shared repertoire"). The latter element of communities of practice is of fundamental interest in ELF research, as ELF speakers, with their individual socio-cultural background, need to jointly develop and continuously negotiate a repertoire of resources which cannot be taken for granted or assumed a priori.

Members of the "community of practice" do not necessarily need to share the same mother tongue, or the same cultural references,²⁰ compared with speech communities that are based on common cultural values and linguistic orientations. At the same time Pahta (2004: 38-39) notes that using English as a lingua franca in international encounters in which English is not the native language of the participants is also claimed to increase equality. Hence, as mentioned earlier, in lingua franca situations all participants are non-native speakers of English, none of the participants has a privileged status over the others.

House, who was the first to apply the concept of "community of practice" in ELF research, declared:

²⁰ ELF speakers can be considered as "community of practice" because the three features identified by Wenger to characterise a community of practice — mutual engagement, co-negotiated enterprise, shared repertoire of negotiable resources which can all be applied to ELF situations.

The activity-based concept of community of practice with its diffuse alliances and communities of imagination and alignment fits ELF interactions well because ELF participants have heterogeneous backgrounds and diverse social and linguistic expectations. Rather than being characterised by fixed social categories and stable identities, ELF users are actively involved in the construction of event-specific, interactional styles and frameworks.

(House 2003: 573)

In this context, “communities of practice” are groups composed of members who *get together* for a specific purpose, be it business, study, or other, and build clearly targeted relationships. *The joint enterprise*, an essential criterion for a community of practice, implies some common goal or purpose, implicitly or explicitly stated, which creates mutual engagement, as explained by Wenger. Lastly, the *shared repertoire* is a consequence of the shared goal which gathers the group of people together to share the same practice with the same purpose and is needed to negotiate meaning within the community. In this context, the guiding principle to shape the repertoire and evaluate the success of the communicative strategies is appropriateness, and if they achieved the functional act they set when they integrate the community. Therefore English within this context is a “means of communication” and not a “means of identification” House (ibid). She focuses also on the fact that ELF can create many professional communities in science, economics and education, beyond the historic and geographical references of the English classifications which finally makes a good argument to the appropriateness of ELF as an understanding to what occurs in business dealings between non- natives or natives versus non- natives.

The researches over ELF corpus, already mentioned earlier, have as a purpose to define more the nature of ELF, to prevent misunderstandings or to solve problems in understanding in ELF exchanges Mauranen (2006). According to him, research focus can be said to have shifted from clear problem-solving mechanisms and trouble-managing practices to doing proactive work and preventing trouble in order to accomplish successful lingua franca communication, and this would be of a high importance to the community of practice under study as a sample that could be applied to other groups which share the same common goals. In the present study, the attempts is to contributes to the growing body of work, inquiring if the features and forms deviating from traditional NS standards do impede communication or are they rather simply, innovations and flexibility in language use and can lead to successful and efficient ELF communication, if ever the speakers are aware of the deviance and the new constructions. In what follows, discussion will be held on what ELF researchers have said about ELF interactions, though it can be predicted that it is not easy to

make a certain core or universality in all linguistic domains: phonology, syntax, and semantics, especially, idiomatic expressions. The latter are deep-rooted in various different cultures that are difficult to comprehend, and they need insertion in the culture to achieve communication success. Yet, it is also important to be initiated to that kind of research and compare the findings to what has been already found.

Since among the different types of registers already mentioned that ELF can operate all across the three concentric circles, business is one of the topics in which ELF is very active and it has been showed at the beginning of the chapter how strong is the link between language and business success. The other reason for selecting the topic is simply because it is the context of the present research corpus. In the following, a more focused definition of the register is sought, as it adds strong link to what has argued so far for the choice of the specified scope of study.

1.4.5. ELF and Business Lingua Franca

Business language can be described, from one perspective, as communication among businesses, which means that it is the specialised language of a specific business, for example insurance or fashion (Picket, London Chamber of Commerce and Industry 1987, cited in Haegeman 1991:154-156, cited in Louhiala-Salminen 1994:34). These definitions relate mainly to lexis and writing and less to grammar and speaking, as Picket points out. Business language can also be described as “*the language used in transactional situations in business enterprises, industrial or non-industrial*” (Yli-Jokipii 1992:28, cited in Louhiala- Salminen 1994:37). This definition underlines the present study.

Business language, then, includes business English (BE), which is a term referring to English used in business settings. Haegeman (1991, cited in Louhiala-Salminen 1994:36) suggests that BE can be considered a register, a language determined by circumstances or situations.

As English has spread around the world, it has changed to reflect the local cultures and languages. In addition, English language has always changed to reflect patterns of contacts with other languages and the changing communication needs of people. (Graddol 2000:2) which joins the definition advanced by House (2003) and which is gradually shaping the name of the register, community and context of the study.

Foreign language users, in general, acting in international business settings, face many challenges, if they lack knowledge of intercultural differences, including different communication styles, or if they have limited sociolinguistic and pragmatic knowledge. Non-native speakers interact according to the socio-cultural norms of their own first language and

have to negotiate and decide which rules of conversation are to be used in the conversation. (Vandermeeren 2005:165-175.)

In addition to the cultural challenges, the mutual understanding can be sometimes unachieved in lingua franca communication where the setting is much specified. Even though both speakers use the same English words, there may appear problems in the mutual understanding. Chaney and Martin (1995:95) also point out that misunderstandings related to the vocabulary usage in communication between members of different cultures or countries are common. Even two speakers of the same native language, they assert, do not experience meanings exactly the same way, and internationally the situation is even more complicated, and the contextual issues much more complex. It is suggested by Louhiala-Salminen (1994:17) that this may be the case in a setting in which English is used by communicators who not only have a good command of the language but an awareness of the different forms of the language and how to behave when meeting them. The possible communicative problems may not relate to not understanding what the other party communicates but may be “more subtle” but still crucial in different phases of a business transaction.

A strong link is also seen with research into the language of ‘workplace-English’ has increased in quantity such that it is becoming an established and important area of applied linguistics. The term ‘workplace English’ is used to refer to discourse which is also known as ‘professional discourse’ (Gunnarsson et al., 1997) ‘professional discourse’ is often seen to include interactions between professionals and lay people, whereas ‘business discourse’ is talk and writing between individuals who are in the domain of business and “*who come together for the purpose of doing business*” (Bargiela-Chiappini and Nickerson, 1999:2). when referring to ‘workplace discourse’, Berry (1995, 1996), covers texts written “business and industry” refer to texts which are constructed within a business, a workplace or an institutional environment and which are concerned with matters related to the exchange of goods and services or information within a workplace environment. (1995:57).

One area which has produced a range of studies related to workplace English is what has been called ESP Hyon (1996), Coffin (2001), Swales (1990), Bhatia, (1993a/b, 1994), Louhiala-Salminen, (1996, 2002), Dudley-Evans (1997), Dudley-Evans and St John (1998), Nickerson (1998) and Feak et al., (2001) are representative of those working in this area. The ESP school has, according to Coffin (2001), focused on the identification of the structure of different genres and has generated educational outcomes mainly for non-native speakers of English.

1.5. Conclusion

This Chapter is an attempt to give an overview on the main characterisations within English as an International English, discussions, undertaken so far, distinguish English as a Lingua Franca from International English and World Englishes with its neutral discourse in terms of both ownership, and the flexibility to tolerate specified registers shared by members of a community of practice in a workplace setting. The chapter includes a description of the general research setting, which is gradually focused throughout the findings. Hence, the analysis in the following chapter is grounded on the present conceptual apparatus and some concepts will be borrowed to identify the corpus of the study, so as to contrast it with the present linguistic features illustrated herein.

The present chapter set the Algerian scene in the worldwide market and describes the partnership of the English speaking countries with Algeria. The chapter examined as well the use and place of English in Algeria. A brief historical outlook showed the origins of the spread of English as an account to the many Englishes existing in the world nowadays. English was then examined within the current socio-linguistic reality. It was underlined that English is regarded as inextricably tied to economic prosperity and that there is a strong push from both government and business. That fact may provide the educational institutions to spot out the appropriate language skills in English.

The study is situated in the field of ELF workplace discourse where the written texts, on the whole, are produced and intended for communication between people in order to do business shaping a community of practice with the common goal of accomplishing transaction in a specified register. However, in establishing the distinction between the discourse behind the concepts ‘EIL’, ‘World Englishes’ and ‘ELF’, it seems important for the collection of data in the workplace, since the data components are strongly linked to what has been discussed in this chapter. The present study is to conduct research on some personal findings into workplace English which will, hopefully, at a later stage, underpin the specificities of ELF features.

Chapter Two

Methodological Framework

Chapter Two: Methodological Framework

2.1. Introduction

A number of studies have been conducted on the communication in workplaces. However, as witnessed by Holden (2002), these studies have been carried out drawing much on theories than on observation. He justifies his statement by the scarcity of the data obtained from workplaces, besides the difficult access to the corpus naturally occurred inside. For the purpose of this research, one company, dealing with people from the Inner and Expanding circles, has been designed so as to study the linguistic practices in such workplaces in an Algerian context. This chapter provides information about one case study; it describes therefore, the methodological approach that has been adopted during a number of visits to the target workplace and gives account of the data collected about the linguistic practices witnessed there. The description also, covers other instruments that have been used to report a general picture on the business tasks in connection with English use, as well as the perceptions and experiences of the employees about their dealings with non- native speakers of English. Discussion on the data gathered and presentation of the findings will be the concern of the next chapter.

It is important to mention that the comparison made in this study between pieces of writing from native and non-native speakers of English are mere examples taken from groups of individuals and might not be applied on all the speakers.

2.2. Methodology

The aim of the present chapter is to display the investigation choices on mails and some technical guides as well as to discover the possible “strategic” tools the speaker uses in a workplace. The contents of Chapter One are related to the theoretical framework that sets the scene to data collection and for its further analysis. The data collected in the present

chapter is a pool of information about the field of realities and how English is exploited outside the university.

For this purpose, two research tools were adopted in the present study: a manual text analysis devoted to the hard copies of the documents. The second method is a corpus analysis: the software has been used only with one part of the corpus, because of its electronic availability. It is a tool to identify the number and the possibilities of use of the target points to be analysed. Also, an open-ended questionnaire is not the main tool relied on for the analysis, but it adds some answers to the present enquiry.

With the aim of obtaining both an overall and a more in-depth picture of the communicative situation of workplace English with non-native speakers, various methods of data gathering and analysis were applied in this study. First of all, a field for survey was pointed at, which was available and willing to provide data collection from the source. Striving for thoroughness and validity, the research work comprised three stages of investigation.

The research under study was an attempt to analyze the use a variety of Englishes in a workplace setting made up with an Algerian staff. To obtain an overview of the use of English and provide a basis for further analysis, the first step after a short period of exploration, was the distribution of an open-ended questionnaire. The results of the survey were then followed up and partly cross-checked through triangulation in informal discussions throughout the observation period, since interviews were not allowed from the part of the Head of the company. Finally, texts composed of mails and other written guides and brochures were collected in the workplace, forming a corpus for the linguistic analysis.

The access period has imposed an ethnographic approach for the present study. Following the mode of fieldworks researches, one needs, first, to understand the mechanism of the workplace, and this is what has been described so far. The ethnographic approach enables one, to elicit information from the workplace in its own context, and makes possible the analysis from the actors' point of view. (Silverman, 1993) and Holstein & Gubrium, (1994). Data have been gathered and have been analyzed both manually with the written corpora and with the help of MonoConc Pro (Michael Barlow, 2002) concordancer software²¹ with mails, on the basis of their recurrence; therefore a quantitative approach has been developed. The study is also developed from a qualitative angle where the reports of the

²¹ Concordance software has been used as a mere tool to check frequency of occurrence. The research is not based on corpus analysis.

informants are of valuable importance. The collected data from the business staff involved the informants giving their interpretations and personal opinions of the texts and the way in which they read written messages within the context of the texts. In addition, the informant responses data were analysed following an inductive method.

The method followed in this study meets the purpose of the present research which is to examine the use of English in an Algerian context with native and non native correspondents. The study also covers information about where English is mostly used as a part of the respondents' daily business skills. Most specifically, the aim is to identify the specific challenges that the respondents face when conducting business in English with non natives in professional contexts. The aforementioned purposes were formulated in a set of questions as follow:

- 1-What are the typical tasks in which English is mostly dominant within the workplace?
- 2- Is the type of English used in Business with the Algerian company's partners (Non-Anglophone mainly) exonormative?
- 3- To what extent do deviations from the "native" English relate to: communication breakdowns and business failures?

The study thus attempts to understand examples of written text constructed within the context of the workplace in order to inform pedagogy at a later stage.

2.2.1. Ethical Considerations

In the process of data collection, ethics were a major consideration; gaining the trust of the informants who provided the texts and who offered their interpretation of some ambiguities for the researcher, as well as ensuring confidentiality which was maintained for the corpus, was paramount. The study aimed to incorporate an open and transparent research where the aims and purpose of the research were shared with the subjects. All subjects were informed in detail about the purpose of the research. The subjects were questioned and consulted, allowing the participants the right to keep any data they did not wish to reveal.

During the access period, observations have been mainly made on the use of English in different sections of the organization and on the way the employees deal with foreigners. It was not possible to obtain formal interviews, but one cared to get informal responses to every observation that was ambiguous or might help in being an answer to one's queries. The privacy condition that the manager imposed is to hide the suppliers' identities and contact details, despite the considerable number of mails that have been allowed, many others were

accepted to be consulted but not copied for business confidentiality reasons. The manager also stipulated not to issue any verbal data.

2.2.2. Data Gathering Tools

At the beginning, it was quite hard to detect all the community problems. However, one's observations were an account of the situation that employees have experienced previously. The four services have been visited namely; manufacturing, laboratory, trading and administrative branches. The correspondence has been given access to, so as to write down notes at a first stage.

Without the help of the staff, who oriented the areas where the research could be interesting, spotting the communication breakdowns would have been an impossible task, since it relies first on the background of the affair then on what has not been comprehensible and interpretable for them.

Data gathering for this case study has consisted of the following procedure and instruments:

- Field visit and observation in company offices and work sites. (Head Office, Mostaganem, Algeria).
- Open-ended questionnaire and informal discussions with the employees, from various sectors of the company, and taking notes.
- Corpus analysis with parts of the corpus provided in the research (emails).
- Collection of a number of authentic documents (contracts, guides, safety data sheets).

2.2.2.1. Field Visit and Observation

One company is identified for the purpose of gathering linguistic data on the use of ELF in the workplace. For the sake of the study, access to the company was obtained for a period of over a three months; one observed the course of work, almost get acquainted with the role of each section, and how English is useful for work. Subsequently, a description report on what has been collected, observed and investigated on site will be presented.

The company was first visited in March 2010 and again in April 2011 for a period of a fortnight. Another longer episode was carried from May till July 2011; the visits were irregular, during the last period, because of the unavailability of the General Manager, and most of the time, due to the difficult access to the net connection, as the company site is remote from the city. However, one persisted with the commitment for the intellectual work, to obtain the maximum of available data.

After explaining the purpose of the research, what would be needed from his company, and giving assurance about all his conditions of confidentiality, the manager seemed eager to be involved in such an experiment and considered that what might be yielded from the research about the use of English would be a valuable benefit for the company itself. The first day, one was introduced to many of the staff members, in the different sectors of the company, and then the research topic was explained to them. Interactions with the employees were fairly informal about what their posts involve and initial visits to explore the offices were carried out, including the workshop. This preliminary period was necessary, not only for making acquaintance with the staff, but it was also a preparation period for the conception of the open-ended questionnaire so as to get more information for one's investigation. The rest of the days, although not on a regular basis, were devoted to the observation of the work achievements, writing down notes, collecting documents and, most importantly, discussing informally with the employees who were happy to clarify their use of English during the course of their work. They progressively clarify, during the observation phase, the context of the mails when requested.

After designing the open-ended questionnaire, some employees seemed reluctant about responding, perhaps due to the fact that it was written in English. Therefore, it was translated in French and asked to be filled outside working-time as required from the General Manager.

The office, at first sight, reflected a modest influence of English use. That is, there were some signposts in English; the others were mainly in French and Arabic. However, the written materials, inside the offices, were written in English: safety guides and signs, as well as certificates and contracts were bilingual in English and either Chinese or French. Most of the time, the translation into French was made by the staff themselves. In the next chapter, a diagram will display the distribution of English use over the sectors of the company.

a) The Company Case Study

Established in 1999, CARTANA Liability Limited, henceforth Company Ltd. is recently implemented in the Industrial Zone (Ouled El Bachir), Mostaganem, a city in the Western part of Algeria. The edifice is still under construction but it occupies an area of about 5000 square meters where 1600 square meters are exploitable. The plant includes production facilities, a warehouse, loading and parking areas and office facilities. Some fifty people are employed in this organization. The enterprise is organized as illustrated in the below diagram (See Figure 2.1)

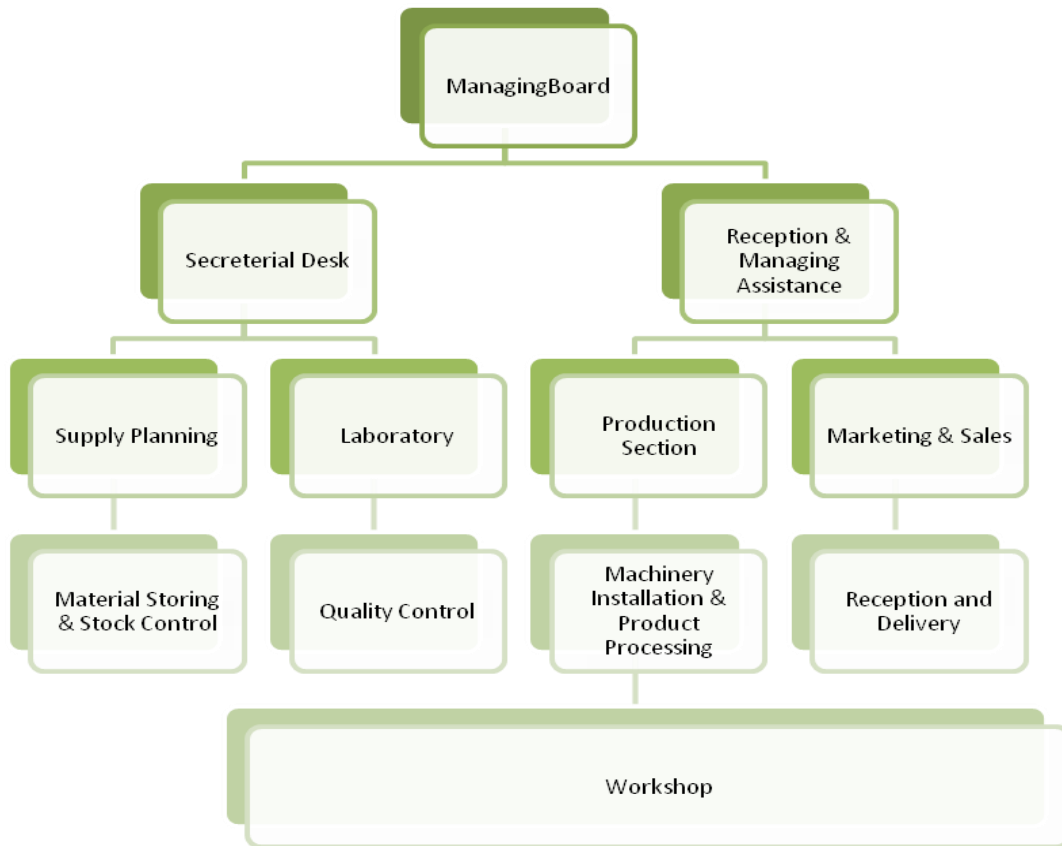


Figure 2.1. CARTANA Ltd. Organisation FLOW CHART

Each body of the organism is connected to the board of director who represents the sole executive; he supervises and manages the flux of income, outcome, production and the output of each person. His key action is the fact to be the contracting party with the foreign suppliers. The hostess is in charge of receiving the local customers, holding the communication: she responds to the inter (national) phone calls, mails and faxes. She dispatches the courier to the one concerned within the enterprise; she orients, and organizes the visits and meetings. Whereas the managing assistant is the person who is in touch with every single document in the administration, he is the meeting point between the supplier, the customer and the factory. One may distinguish, moreover, in the above organization diagram four main operational structures, all concerned by the use of English through their asynchronous correspondence with their foreign peers and reading some materials in connection with the machines or cosmetic products. The four parts are subordinate to the manager who gives the permission to every single step of the employees.

I/ Planning Structure

- Production planning
- Supplying forecast
- Imports' managing files and custom release
- Material follow up, storage and maintenance
- Statistics
- Reception of goods arrival

II/ Laboratory Structure

- Implementation and preparation of chemical products
- Raw material follow up
- Hygiene and quality auto control
- Development of new technology

III/ Production Structure

- Machinery installation and operation
- Raw material processing into final products.
- Quality and quantity control

IV/ Marketing and Sales Structure

- Proforma invoicing
- Supply ordering
- Shipping follow up
- Goods reception
- Local market control

The workshop gathers a staff of about twenty executive hands that run the machines, assemble the packaging, stick the labels and manufacture the cosmetics.

English is then present in almost all the bodies of the organization. Broadly, it is used for the exploitation of documentation; it is related to the technical and commercial fields and constitutes a key element in the communication sector.

(b) The Company Profile

The Company Ltd. is mainly a customer of different suppliers from countries in Europe and Asia: firms from Europe namely Scotland, Spain, Poland, Turkey occasionally from Holland and Denmark and other firms from different cities located in China.

Since 2008, CARTANA Ltd. has made its first steps in supplying some customers in countries from Africa such as Mali and Senegal, yet, it has not so far been a very important income for the company, but it represents the will of the Algerian business to be worldwide. Internally, the products are sold and distributed by over thirty five Algerian customers in diverse Algerian cities. Locally, CARTANA Ltd. has succeeded to mark its name and impose trade marks, (STYLE CHIC, TOUAREG) amongst the three productive cosmetics factories in the city, and compete with its 10% holding of the large Algerian market production.

The company Ltd. activities and imports cover a wide large of products in the field of packaging machinery, label and sticker facilities, fragrance, cosmetic raw materials and final products, as well as plastic, metal and glass containers of the cosmetic products. It is, therefore, both a manufacturing and a marketing company.

The Company Ltd. has been selected as subject of study, as it holds a profile which is suitable for the present work; it provides, more or less, access for the purpose of this research that other companies, in the same zone, refused to offer because of confidentiality and dearth of linguistic data. Nevertheless, CARTANA has got suitable parameters for this study:

- It is a client of suppliers from countries in the Inner and Expanding circles.
- It provides the linguistic data, suitable for the study, and approves to be part of the university research, seeking to respond to the university requirements and at the same time, improving the company services in terms of English use.
- Though small in number, the employees, in more than one service, use English quite frequently but not predominantly.

What has been observed, during the access period, is that the concerned services with transacting in English are of a fundamental importance. First, the staff contacts representatives in Europe and Asia via negotiation bureaus, seeking for intermediates to the main contractors. As soon as the company gets in touch with some suppliers, it negotiates after calling, emailing or most frequently meeting in exhibitions. The contracts between the two parts differ from a country to another; in European countries the contracts are documents gathering a set of articles which stipulate conditions from the parts of both contractors. Whereas some Asian companies deal with the contracting part thanks to a proforma invoice (cf. Appendix 3: 143). Once the customer confirms his order, the contract enters into vigour.

English resides also in documents to request for quotations, ask for cosmetic samples, containers or spare parts, sometimes machine catalogues. Once the manager decides with the

collaboration and consultation of the whole staff (the specialist contributes with his expertise and knowledge, and the worker with his savoir-faire, he orders the products from the foreign supplier, most frequently via emails in order to keep classified chronological courier on each affair, or occasionally on the phone.

The request may make use of, in many deals, more than ten emails for the negotiation of shape, size or colours, sometimes three or four mails for sending the address only or requesting the DHL Express number to track the parcel on the net. Further to an enquiry, the staff elucidates that the first steps of the deal last for several weeks because of problems in communication and misunderstandings that occur between them and the suppliers. After the samples control and confirmation of the purchase, a mail in English is sent to request a proforma invoice, then in some cases sign contracts in English as well.

English is paramount in the expedition of the goods, as the operation starts by preparing a set of documents related to the custom service (certificate of origin and bill of lading for instance) and others to the bank (original invoice and guarantee for example). Moreover, a follow up with the shipping agency must be done before the reception of the goods and its clearance from the harbour.

Locally, the staff activities are crucial too, and the presence of English is, again, required in the sense that they read machine manuals, check packing lists and invoices with detailed parts. Within the laboratory, the engineers receive papers of safety data measures, and results on products' tests or sometimes they are required to send reports on the tested used water. At the workshop, where a great deal of the team is covered by the hands, English is necessary for running the machines, each time a new machine is delivered, a technician from the main foreign company is sent to explain to the staff the basics and maintenance of the devices.

Finally, in the post- production phase, the staff is required to comment on the quality and production or to claim in case of meeting any trouble.

Little Oral English was discernable; first of all, because all the staff was Algerian, second, the phone conversations were limited to a general order, about sending mails or faxing documents confirmations. The main oral exchanges regarded the general manager or his co-manager, chiefly about secret negotiations and business dealings, with their foreign partners, as confirmed by the manager himself. This last, at the first meeting, discussed the benefits of being open to the world market; he emphasized the role of English within his company and how English is a sine qua non condition in the employee recruitment. He considers that Oral English is important for everyday conversations, but, at a more specific

level, written English is paramount particularly for sales personnel and people who are in charge of manipulating the manufacture of the cosmetic preparations.

Once familiar with the environment, a deeper investigation was needed. During the observation period, some more details were needed to be collected on the tasks achieved within the company.

2.2.2.2. Open-ended Questionnaire

As a first intention one's investigation took the traditional model of an interview or a questionnaire. In the survey, one aimed at addressing the general manager and all the staff who are concerned with English at work. For reasons of manageability and availability, an informal open-ended questionnaire was handed. One advantage is that it allows little flexibility for the respondent as regard to response format. Therefore, to partially benefit from this advantage and obtain information that would have otherwise been lost, the open-ended questionnaire, used in this study, was constructed with plenty of space for comments and additional information in open-ended questions.

The major issue of handing over the open-ended questionnaire was the possibility of low response rates. In order to reduce that, one has insisted without any pressure, after introducing and distributing the questionnaires, to receive them back though it was not an easy task and contrary to one might expect at the conception phase.

a) Purpose

The overall purpose of the open-ended questionnaire was to obtain, both orally within the discussions and in writing, an overview of respondents' background and their use of English at work. In particular, one hoped to obtain knowledge of what types of constructions or cultural features hindered their comprehensibility of the texts and what kind of strategies they typically use when performing writing tasks, how they rate skills needed in writing certain documents in English. With the aim of identifying their English proficiency lack, the informants were asked if they could identify areas of knowledge in which they needed further training in English. Finally, one wanted to obtain a picture of the respondents' beliefs and impressions on the type of English they received from their foreign partners, so the aim also was to have their opinion on the kind of English they currently use comparing to what they formerly learnt.

b) Design

The open-ended questionnaire handed to the target population is written in French so as to avoid any ambiguity in reading the questions; it also avoids the misunderstanding of any technical word that might mislead the respondent. The questionnaire comprised altogether

nine questions, in paper form on two pages (cf. Annex 4:146). When it was tested by a pilot respondent, it took approximately 20-25 minutes to answer, but, actually since the informants were not allowed to answer on the spot, they extended their time of handing back their answers which affected the analysis procedure.

1-	What is your position in the company?
2-	How long have you been working in the company?
3-	What does your particular job involve as tasks?
4-	Which of the following tasks do you need to do in English, tick the appropriate box: Speaking face to face with suppliers <input type="checkbox"/> Emails <input type="checkbox"/> Fax <input type="checkbox"/> Letters <input type="checkbox"/> Telephone communication <input type="checkbox"/> Report writing <input type="checkbox"/> Others (please mention) <input type="checkbox"/> 4.1. Which of the above is most frequent in your particular job? 4.2. Which task do you find most difficult to understand or to perform?
5-	Do you find a difference in understanding the various suppliers? Please mention which ones.
6-	After writing in English, have you ever submitted your texts to proofreading? What means do you use?
7-	Where did you study English?
8-	In the course of your work inside the company, have any misunderstandings occurred because of the use of English with other than suppliers from Great Britain?
9 -	Would you make any final comment on the kind of English used with your partner?

Table 2.1. Translated Open-ended Questionnaire

The informal questionnaire is initially based on the questions intended for research, and adjusted further to the first observations made on the field. The first two questions are about the occupied post within the company, they help in developing a personal profile of the informant both for professional and educational information. Moreover, the number of years

inside the company will be very revealing about the knowledge on how to deal with the foreign partner.

Question three, discloses the particular task of each function, so as to link it later with the use of English inside the company. Since this study primarily focuses on the reading and writing of English at work, question four is divided into three sub-parts: they target gradually to locate English in the employees' daily tasks, its frequency, within the course of the employees' work, and the degree of difficulty to use it. Therefore, a list of six elements is offered and aims at clarifying what types of skills and texts are mainly manipulated in English: emails, fax, letters, phone conversations and report writing. To make it possible for informants to mention other types of documents apart from the given alternatives, the question had a sixth open-ended alternative: other type of text/document. Respondents are asked to indicate all the alternatives applicable to the types of documents/texts they write in English at work. The questions also aim at discovering the amount of English spread over the organization.

Question five investigates the difficulty of carrying out the business tasks in English and its possible link to the communication with the foreign partner, depending on his origin, while question six and seven seek the employees' English proficiency level, and if carefulness in writing is important in communicating with the English speaker, knowing that the workers are Algerians, foreign speakers of English.

Question eight is a key element in enquiring on what Smith (1992) called "Interpretability"²² and comprehensibility between interlocutors; the informants are asked to mention some illustrations of the unfamiliar situations they witnessed with the English use. This part of the questionnaire is paramount to point out what should be highlighted in the documents that have been collected and not yet analysed. Informants were asked if, in their present work situation, they met any difficulties in understanding the partner and indirectly compare between their communication with Natives and non native speakers of English. The final question looks broadly into the previous issues related to the use of English in the workplace, and seeks to gather the informants' beliefs on the type of English they use, as contrasted to what they learnt previously.

²² Comprehensibility, is "the listener's ability to understand the meaning of the word or utterance in its given context", and interpretability, "the ability of the listener to understand the speaker's intentions behind the word or utterance" (Smith and Nelson, 1985). Interpretability means in Smith's view "understanding the intent, purpose or meaning behind an utterance (Smith, 1992 in Sandra Lee McKay: p.142).

The data collected through the open-ended questionnaire also involved the development of a corpus of texts, i.e. the informants constructed the choice of the corpus and they highlighted the main spots of misunderstandings. They believed some examples of “errors”, as they named them, were either effective or ineffective and these texts were discussed as part of the whole observation period.

c) Participants

The participants were thirty out of fifty employees in this study. They were selected over three different sectors of the company, because the remaining twenty workers were hands or were assigned tasks that do not need reading or speaking English. For this participant group, the research choice has been to include all the employees who are currently working in office management and secretarial positions in their workplaces who directly link their tasks with English, the idea is to see the rate of productivity or task accomplishing with the degree of language comprehension.

Table 2.2. shows the distribution of the selected employees and their distribution in the different sectors.

Participants Sectors	planning	laboratory	production	marketing
	05	03	10	12

Table 2.2. Employees according to employment sectors

Before collecting data, one made sure that the participants understood what they were about to be involved in. As one’s hope has been to let, first, the process of observation as natural as possible, the participants were asked about specific events related to what they designed as communication breakdown situations. Therefore, what they explained was paramount in finding possible answers to their previous misunderstandings of some statements. This would also help to concentrate on studying some features of the communicative event and the language used in texts.

It is possible that the participants felt some pressure to explain each situation related to each mail, and rebuilt the context again for analysis as they knew that their talk would be used as research material in the present study. Yet, although the speakers were aware of that, the participants seemed to be motivated by the results and by discovering some communication behaviours that they could acquire when dealing with non native speakers of English. One has

tried to be as neutral as possible so as to keep the maximum natural occurring situations and reach the research purposes.

2.2.2.3. Company Records

In addition to their collected comments from the open-ended questionnaire, and in order to reach the objectives of this study the collection of written documents, made up of miscellaneous sorts (Contracts, commercial documents, safety material sheets, guides and manuals) have been gathered, examined and classified.

a) Description of Corpora

In the present study, an attempt is made not only to map the distribution of typical documents written in English in the workplace, but more importantly, to obtain a preliminary picture of the structure and language used in these documents. From the four sectors representing the company, various types of documents were provided for the study. Therefore, to illustrate the language of the material, a brief description of each genre will be subsequently displayed. The different sorts of documents submitted to analysis are presented below in Table 2.3. The Table also indicates the number of types, number of pages and number of each category:

Types of Documents	Number of Documents	Average Number of Pages
Invoices	30	01
Contract	20	04
Instruction	40	02
Safety data Sheet	12	03
Product catalogue	15	04
Miscellaneous Commercial documents	30	02
Machines user' guide	10	15
Labels	10	01
Emails	150	01
Total	277	

Table 2.3. Number of documents classified by types, distributed according to the number of pages

Most of these documents tend to show a technical aspect of English expressed in invoices, proformas and product lists for instance. Such documents do require much knowledge on technical as well as chemical lexis, acronyms and short forms that are easily understood in commerce and industry, but which require efforts for an outsider. The results of the table will be described and analysed further in the next chapter. But what is of a current

interest is to describe the language of the documents. A small number of instances, picked out from the different documents, are reported verbatim and discussed accordingly.

To examine all the documents in details, or document types, listed above, would be a very extensive undertaking. Instead, the text analysis is limited to a smaller number of documents and should be seen as a pilot investigation, possibly initiating further research on the available material.

In order to facilitate the organization of the corpus to be analyzed, the written documents have been categorized, first, according to their genre, then to their provenance, and more precisely to their sender. After reading, one has been able to spot, manually, some variations in the use of English and classify them again into categories further to the nature of the use (details are provided in the analytical approach section). It must be noticed that the selection of the documents were first, done by the concerned services, then made sure to be samples of all the suppliers of the company from Europe and China.

i) Invoices

The amount of consulted papers shows a similar layout, the lexis is nearly the same in the distinct countries of the world. However, the lower part of the invoice holds a statement of conditions specific to each supplier, and what has been noticed is the language construction in each statement which may be incomprehensible for the receiver of the documents in provenance from China, the Chinese invoice is not as formal as one may think; the constructions are kinds of pieces of communication, in which there are pronouns namely you, we and they. Some words need effort at first readings to be guessed; since they are misspelled, other sentences do not witness a usual pattern. The following Instances of those constructions are samples coming from Chinese suppliers contrasted with other examples²³ picked out from invoices of peoples from the Expanding Circle.

Example 1

This is the news quation. s your requirement, the factory open the mould for the mild cap(3800RMB); as the chang of the mild cap, then require the printing backgown is silver needed 0.1RMB. so the total unit price is 5.6RMB. (Invoice, China)

Example 2

*The **deposit pay the mould** of the cap, we should pay the rest, and **next** we confirm the sample, then they need one month mould, after we confirm the design of the cap. (Mail, Turkey)*

²³ The samples are taken from the company records.

Example 3

Lid-time: 35 days for first order, 30-35 for repeat order (the lid-time will be affected when you confirm the artwork and pay the deposit). (Invoice, China)

Example 4

The legitimate period in quotation is within two months, meanwhile, please give the bottles and confirm the exactly dimension. 100 USD without refundable, or 200 USD with refundable, when quantity reaches 100,000.in a year. (Mail, Spain)

Further comments and discussions on the above examples are presented in the next chapter.

ii) Contracts

The contracts, coming from the Chinese suppliers and some others from Turkey and Spain, are actually invoices, whereas the others, mainly, coming from Northern Europe are texts composed of sets of articles, stipulating the conditions of the transactions between the two parts. Some drafts were handed by the manager, were read and examined; the language of the articles is formal, the lexis needs some knowledge on the law jargon, but as soon as one makes acquaintance with it, the standardized expressions and formulations in these documents were felt as easy to assimilate.

The general view regarding contracts is that a high level of proficiency and linguistic accuracy was required for both composing and reading them. The informants' comment on this observation is that the contracts are official documents, usually sent to many of the customers in different parts of the world. In contrast, Chinese and some Turkish invoices counted as contracts; do not show similar accuracy in language constructions as the former documents. And this is due to the specificity of each demand of the customer in each country. Therefore, the contract is designed on different purposes and may be composed by unofficial services, as explained by the informants.

Example 5:

Article 2: This Protocol is concluded intuitu personae. Consequently, the Contracting parts will not be able to grant the rights and obligations rising from this Protocol without prior agreement written by...(Contract, Scotland)

Example 6

The exchanged information in this protocol, between the Parties or those of which could be informed at the time of its execution, are and will remain confidential and could neither be revealed, neither

transmitted, nor used, directly or indirectly, by the Parties or by anybody interposed or else...(Denmark)

Example 7

Remark: Due to the duty drawback was cut down and RMB exchange rate was risen, meanwhile, the PVC raw material's unit price was risen a lot. We have no idea, because it is the policy of our nation. Please understanding.(Mail, China)

iii) Instructions

A great deal of the booklets or sheets devoted to the measures stuff are accompanied with drawings so as to facilitate the reading materials. However, it seems very important to mention that the documents provided by the non native speakers of English do not show high proficiency in English use, rather, some constructions of sentences are difficult to follow and the word ordering is ambiguous. The mechanics of the words sometimes is misleading the reader, and they are sometimes contradictory to the pictures.

Example 8

*“Rinse your head and retain **half hair conditioner**. If it is dry you will cause it to frizz.”*

Example 9

*“To detangle your hair, from the end **you start at the roots of the hair**”*

iv) Safety Data Sheets

Most of the consulted documents were from Turkey, Spain, Dannemark and Scotland because of the nature of the goods imported from there. There is a distinct disparity in the language use between the materials supplied by the native and non native speakers of English; in these kinds of instructional sheets, texts from Scotland and Dannemark are characterised by the clarity of the language as well as the concision in the choice of the vocabulary. The jargon is not as present as in the instruction documents, since the texts are not targeted to the highly proficient technicians; they also target the workers who might handle some machines or assembling wares. The documents, administered by the Spanish and Turkish suppliers, indicate relative lack of comprehensibility especially with regards to the instructions themselves which were mixed with Turkish and Spanish languages (cf. Annex 5:149), others were not particularly difficult to understand despite the fact that some spelling mistakes and absence of articles were witnessed.

Example 10

Containers must store upright, out direct sunlight, ideally in cool well ventilated warehouse. The storage temperatures should not exceed 25°C. Store away heat and sources of ignition.

Example 11

Attaching plug in feeder cable. Dock leveller is not fit to directly connected to the mains.

v) Product Catalogues

The language in such kinds of brochures is rather restricted to descriptions of referenced products illustrated in pictures. Sentences are nearly absent, except for some ads. The lexis is highly specified related to the product catalogue. It seems that the stock of the cosmetic jargon may reside in such documents. (See Annex 6:153)

Example 12

*Stackable type, glossy finish.
Domed, frosted finish.
Liner PE-foam or separate PP-shim
Top filled, inner jar(PP), outer jar high gloss.*

vi) Miscellaneous Commercial Documents

These documents are worldwide, not specific to the nature of the goods; the collection consists of “commercial invoices, bills of lading, products lists, certificates of origins, certificates of conformity, and some governmental authorisations for the chemical products”. Linguistically speaking, the documents are in formal English, since they are correspondence between official services, be it from the native or non native speakers of English, commercial English is dominant, grammatical structures are well formed and scarce spelling mistakes are noticed. (See Annex 7, p155)

vii) User’ Guides

They are sorts of books containing long paragraphs with a few pictures of the purchased machine, the language is formal, not technically dense, as it is targeted to both general and proficient audience. What has been observed is that these documents were usually accompanied by their translation into French or Arabic, mainly performed by the staff themselves, so as to facilitate its reading. However, the employees stated that they used web engines or some software to translate them; they mentioned also that they had found problems in understanding the web French translation and in transferring what they understood in English into another language. They commented that it was a challenging and demanding task to perform.

viii) Labels

They are small stickers, holding, sometimes, three versions of text; Arabic French and English. They describe the characteristics of the product and how to use it. The texts, as clarified by the quality control staff member, undergo a series of linguistic verification as it is common in each company, on the grounds that the labels are commercialized and act for the reputation of the institution.

ix) Emails

Electronic letters are the most prominent documents within the sectors of the company, details on the frequency of documents use will be discussed in the following chapter. Business letters are totally absent, because of the practicality of the electronic correspondence. Further to what has been mentioned earlier, the mails were classified specifically as category of its own because of its importance;

The amount of documents was distinguished to be formal and informal, written for various business and general purposes, some mails, to Spanish correspondents, were accompanied with the translated texts in French as requested by the recipient.

All informants, during the observation period, stressed that the most important, and also most difficult thing, when writing e-letters, was to achieve clarity and to avoid misunderstanding. This was, by most respondents, rated as more important than linguistic correctness. For instance, it was noticed from the informants argued that clarity was especially crucial when corresponding with Asians: *“Since they often mistake a question for a statement and vice versa, point-by-point has to be confirmed”* and *“sometimes when corresponding with Chinese people you have to use simple, even incorrect language structure.”* “Sometimes”, as reported by the employees, *“correct English is incomprehensible for Chinese people.”*

In the same way, other interviewees related that sometimes they deliberately had to use incomplete and incorrect language structure to make a message clear. Among comments were: *“with some, I have to write a child would understand”*. These observations correspond well with those made by Crystal (2001: 106-107) who argues that people tend to adjust their norms of writing depending on the recipient. In the present investigation, one interviewee in a managing position argued that *“since time is money in the business world, why spend time and effort to avoid incorrect grammar or misspelling as long as content and meaning are clear”*. Whereas with Scottish and Dane suppliers, what seems to the employees correct English, needed, sometimes, further adjustments and polishing.

Employees under observation emphasised that the ability to avoid words that could lead to ambiguity, be misinterpreted, or reveal business secrets was more vital than language accuracy. Further, respondents pointed out that the degree of formality and linguistic correctness in e-letters were adjusted to the receiver. For instance, when writing an introductory letter to a new business contact, both fairly high level of formality and linguistic correctness were considered important features. In such a letter the most common salutation reported was “Dear Mr...” and the complimentary close “Best regards”. In general, after the first exchange of letters, the tone became less formal and often set by the initial recipient. The salutation was then usually “Hi/Hello” and the complimentary close “Best regards/Best wishes/Kind Regards/Regards”. Only one informant related that she frequently wrote e-letters in which the salutation was the more formal “Dear Sirs” and the complimentary close “Yours sincerely”. None of the informants reported that they used to omit salutation or complimentary close. Deeper Analysis and more illustrative examples within this subsection are provided within the discussion part.

2.2.2.4. Corpus Linguistics

In principle, Corpus Linguistics is an approach that aims at investigating language and all its properties by analyzing large collections of text samples. However, the methodology has been applied in the present research as a tool and not as an approach, because of the number available for research, yet one has tried to be as close as possible in respecting the same criteria for the corpus selection.

The present corpus is ‘empirical’ as it analyses the natural patterns at different levels; it is based on natural texts; and incorporates both qualitative and quantitative analytical techniques. It is also a tentative experiment of what is commonly known as ‘corpus linguistics’, in the use of computers for analysis. In the present study the lexico-grammatical analysis has been carried out both manually and with the help of software. First, it was subjected manually, as previously mentioned, by the designed staff that highlighted the main constructions likely to cause misunderstandings. Then, the collected documents have been subject to a manual analysis, because of the impossibility of copying all the manuals, guides, invoices and so forth to the computer. The software analysis concerned only a portion of the corpus; the asynchronous correspondences.

Frequently, in corpus linguistics the data are tagged and studies, for example of collocation, are carried out on a million of words through software such as WordSmith (Scott, 2001), but in the present research, the number of words is delimited by the availability of the texts provided by the board manager of the company. In addition, the software is used only

with a part of the corpus; therefore the number is not very extensive. It is important to remind that the million words delimited by the corpora are fixed for genre analysis. However, in the present study the analysis targets to facilitate counting the frequency of occurrence of some constructions and collocations, it helps also to compare them with the same collocations in native and non native texts. Also, it is a device for sampling the specialized language used with non natives at the workplace.

As already mentioned, the text material, collected for the present study, is not the result of a personal selective process. Instead, documents of their own choice were submitted by the informants. In all, this collection amounts to a hundred and fifty electronic messages with a number of words of fifty thousand words “exactly 14.666”. It is quite common that the mails are not lengthy texts, as they reflect oral communication; they are straightforward and empty of long introduction to each point of discussion.

The process consequently was to select a hundred and fifty mails out, all senders included, to read and spot manually, with the help of the staff, what seemed incomprehensible in the use of English. It was, hence, necessary to take down notes for further enquiries on the target affair, then the noticed differences were classified into categories as will be described later in the chapter. All the documents have been classified according to their genre, and arranged in accordance with their provenance. The additional criterion for mails is that they were taken from a variety of events that go from (2008 up to 2011), simply because Cartana company Ltd has started importing goods from abroad in the beginning of 2008.

The collection of data has not been an easy task, since it required from me to monopolize the main computer of the manager’s assistant during the days the manager accepted my visits. Moreover, the zone where the company is installed is not supplied with a high-speed network. Therefore, for the purpose of the present work I have collected samples of documents and emails, knowing that the mailbox is not organized into groups of mails according to the different correspondents. The first advantage that the manager has benefited from the research is that he had his mailbox organized into files containing mails from each area of supply.

In parallel, the mails were cleaned and downloaded in the software device named MonoConc Pro (Michael Barlow, 2002). Now that there are a number of corpora available, it is helpful to look at the criteria that have been used, and to refer them to what has been said by researchers. Any selection must be made on some criteria and the first major step in corpus building, is the determination of the criteria on which the texts that form the corpus will be

selected. According to a definition by Sinclair (2004) the representative dimension that a corpus should acquire:

A corpus is a collection of pieces of language text in electronic form, selected according to external criteria to represent, as far as possible, a language or language variety as a source of data for linguistic research.

(Sinclair 2004: 33)

Considering the above definition, the selected part of corpus, submitted to corpus analysis, is a collection of written naturally occurring texts; it is selected under specific criteria in order to sample the language of a specific type in a workplace; it is computer processed and used for linguistic research.

a) Criteria for Selection

A number of aspects have been suggested by specialists, in corpus linguistics analysis, for the validity and reliability of the investigation. One of the authors in this field is Sinclair (1991) who introduces some of the criteria, developed later by others in the same field. Besides obtaining permission to copy the mails and subject them to corpus analysis, two other main criteria have been taken into account:

1. *Corpus builders should strive to make their corpus as representative as possible of the language from which it is chosen:*

In fact, one has insisted to collect the maximum of mails almost equally sourced from all the suppliers of the company. The selected number of mails chosen for research represent about 25% of the whole correspondence of the company, what is particular about it, is that it has been chosen synchronically, from the day the company has started dealings with foreigners up to now.

2. *Samples of language for a corpus should wherever possible consist of entire documents or transcriptions of complete speech events, or should get as close to this target as possible:*

The mails have been cleaned from punctuations, other digitals and images, but the texts have been fully respected for the authenticity, size as well as for the form.

2.3. Analytical Approach

2.3.1. Procedure

During the three months period spent inside the company, observing the functions of the employees was the first step to get acquainted with the performed tasks in connection with

English. Consequently, thirty employees out of fifty were selected to be the informants of the current study; the questionnaires were distributed by hands and collected in the same way. Further, the set of documents, discussed earlier, were examined in parallel during the observation stage and also with reading the questionnaire answers, since both first stages are paramount in the detailed investigation of the documents.

Since the questions are open, that part of the survey was not quantitative, rather it aimed at seeking some answers to the issues raised during the employees' work experience. After collecting the answers, which was not an easy task, the last answers in the open ended questionnaire, oriented the analysis paradigm.

It is paramount to remind that the collected documents were initially classified at a macro level according to genre, function, sender, and addressee. One part of the corpus was analysed with the help of software for the frequency of the occurrence and manually as well for other communicative events signalled by the informants. The second step was to analyse them at a micro level. Therefore, to study and analyse the documents, a model of three category levels has been set up based on the main recurrent features: each category has been divided into three and four sublevels of analysis (cf. p.91):

Morphology: subject agreement- misuse of tense- - Mechanics

Syntax: Word order – length (punctuation) - Absence of articles

Pragmatics and discourse: discourse particles- Speech act (greetings/ Leave -taking- apology, gratitude- confirmation upon receipt)- cultural representations

The study is not, intended as an exhaustive linguistic analysis. The purpose, rather, is to give an outlook of the content, format, structure, and language usage in typical documents written in English by native and mainly non native correspondents of English largely from the expanding circle in a workplace.

On the *Morphology level*, the three sub-categories have been put forward for the frequency of the discourse particles repeated within the whole documents in general. The three features have been looked for, manually, throughout the documents listed in table 2 because of their nature. Also, it has been focused on, to have an opinion on the existence or the frequency of these characteristics in texts written by non native speakers and correlate them with native writings provided by the company.

The aim of the *Syntax level* was to study the sentences structure, i.e. to identify and describe the possible irregularities which may occur in texts produced by non native speakers

within a business context. The same idea as for the first category is to analyze the frequency of occurrence in each genre and witness it with the native production.

On the *Pragmatic and Discourse level*, some cohesive and coherence devices have been looked for, including connectives and other markers such as time indicator which signal how speakers from different parts of the world express time relation in sentences or in their dealings. The section also includes other cultural conceptions, detected with the help of the informants and after confirmation from the correspondence. As for the speech act analysis, the most common features in business correspondence have been selected, examined and compared among the different correspondents.

2.3.2. Data Analysis

For the data analysis, first, the observations as well as informal discussions were reported on a personal record which was read several times throughout the stay. Once the questionnaires were collected, some replies of the open-ended questionnaire were counted; others classified and reported on a grid to have the different replies of the informants easy to report and examine.

For the multiple responses question in the questionnaire, frequency analysis has been done. Frequency of the responses was calculated to gain a general view about the dominance of English in typical business tasks within the company. Some answers and informal discussions with the staff during the observation phase have guided the analysis of the documents.

After being gathered and classified. The analysis paradigm has facilitated the operation of highlighting and counting the English constructions according to the designed features of discourse analysis for both the records and the tagged corpora.

2.4. Conclusion

This chapter discussed the methodology used in gathering information for research analysis, and provided explanations for the use of particular research methodology and tools. In the first part of this chapter, research design and analytical procedures of the target study are presented. Then the different approaches within the field of discourse analysis and discuss them with respect to their methodological stances. Finally, the chapter provides a layout of the data gathered from the informants and selected from corpus.

This chapter is a preparatory section of this thesis. Its aim was to present the rationale for and aims of the research. In the course of the previous chapter, literature pertinent to the research topic has been reviewed and some as yet unexplored aspects of workplace written documents, which have prompted this research, have been indicated. This present chapter has described the theoretical frameworks underpinning the research and outlined how these frameworks have been applied to the data collection and analysis.

Triangulation allows for the complementary research tools of quantitative open-ended questionnaire and qualitative corpus analysis, to guarantee stronger research design, more valid and reliable findings, and a balance between an empirical and a reflective method. Ethical issues were explored within the context of this research, and some description of the corpus to be analysed, as it is the main concern of the next chapter. The following chapter will present, analyse and discuss research results to determine the stakeholders involved in English workplace communication, and also to investigate the contribution of each stakeholder to course design and implementation.

Chapter Three

The Analysis of Research Findings

Chapter Three: The Analysis of Research Findings

3.1. Introduction

Chapter Two has provided a detailed account of the methodology for investigating the questions and the procedures for analysing data.

This Chapter seeks, therefore, to identify the characteristics of English used between the Algerians and the native as well as non native partners in the workplace.

The present chapter offers a discussion of the findings by means of three tools. It identifies the company and the staff profiles, as well as the genres of English texts, used inside the company from the first proposed tool (open-ended questionnaire). It discusses then results arising from the second tool (manual corpus analysis).

The corpus is a set of collected written documents chosen by its frequency of use. The third tool of investigation is the (field observation) which is a key element to answer issues raised in the two former research tools. Finally, the chapter finally analyses the issues arising from decisions in this respect.

The recorded data via the open-ended questionnaire were read carefully and participants' reflections considered in order to identify and picture the history of most of the mails instances where participants had whether noticed, used or not, strategies in locating, avoiding, ignoring or talking about communication troubles.

In addition to the quantitative analysis, discussion of the findings is framed in a qualitative manner by referring to the observations collected during the period of visits to the target company. Investigations among the workplace staff have revealed a lot about some whys on misunderstandings of linguistic choices and meanings construed in the texts selected from the corpus. These sample texts provide a framework for the discussion of the findings, which may respond in the final section to the study research questions.

In this chapter, the analysed data are organised according to which aspect, or aspects seem to have had the greatest salience for the investigation at the time. As pointed out earlier, although this study is primarily qualitative, some statistical counts were made manually. They will be presented to illustrate the number of informants to give the same insights, it displays

also the distribution of certain linguistic features in the documents not obtainable through a qualitative analysis alone.

3.2. Results of Open-ended Questionnaire

As afore mentioned, observations will accompany the discussions of the replies collected from the staff after being handed the open-ended questionnaire, the discussion is gradually referred to what have been shared with the staff and critically witnessed by them during their career inside the company.

In examples and quotations drawn from the documents, names, specific words and technical terms that could be connected to a certain company have, for reasons of confidentiality, been omitted and are replaced either by XXX, or by a more general word within square brackets or hidden by corrector pen (especially in annexes). Otherwise all examples are quoted exactly according the original, including spelling and linguistic errors.

The questionnaire aims sequentially at: (a) surveying the participants' experience among the actual workplace; (b) investigating respondents' previous experiences in learning English; (c) identifying the core business English tasks that are performed in the workplace as well as the frequency of each task; and most importantly (d) examining their reactions toward the type of English they communicate with the non-native partners. However, the analysis of the gathered data will not be displayed in the numerical order, for instance replies of three first questions and the sixth one, in the questionnaire, will be grouped in table 3.1 since the data provide a global description of the company personnel.

3.2.1. Participants' Profile

As previously mentioned in Chapter two, in total, thirty out fifty professionals participated in the study, distributed according to the nature of their function (cf. table 3.1.). All volunteered to participate both in the open-ended questionnaire and to answer any query during the observation stage. The replies during this stage were collected progressively on the spot as notes, and were very pertinent to understand the company deals exchanged through the correspondence. The results of participant profile and their professional history are collected from the whole and gathered in the table as follows:

<i>Sectors</i>	<i>Interviewees</i>	<i>Job qualifications</i>	<i>Experiences (years)</i>	<i>English Learning Experience</i>
Planning	05	1 Economics 3 Management 1 English	12 02 07	} University English degree
Laboratory	03	1 Biology 2 Chemistry	05 03	University University
Production	10	3 Computing 5 Manufacturing 2 Technology	04 1.5 02	University } Secondary school Private school
Marketing	12	5 Sales 4 Marketing/Ad.	06 04	} University
Total	30	3 English	03	English degree

Table 3.1: Demography of Interviewees

Five of the respondents were from the planning department, three from laboratory; ten of them work in the production workshop and, more importantly, twelve in the sales desks.

With regard to job positions, except the general manager who runs the company and who was not included in the study, the participants comprise three graduates in English, two chemistry engineers, marketing specialists, one manager, two assistant managers and other miscellaneous specialties. On average, they had been working at their companies about two years, ranging from one-and-one-half year to twelve years. Among them, one interviewee was employed by a foreign company, where she faced a great need to speak English since she had to work with foreign colleagues. In addition, one of the interviewees from the manufacturing companies was working at the China branch of his company, taking charge of the international business of the branch.

In the survey questionnaire, the range of miscellaneous positions signals a presence of a different knowledge on English and not a single English degree background.

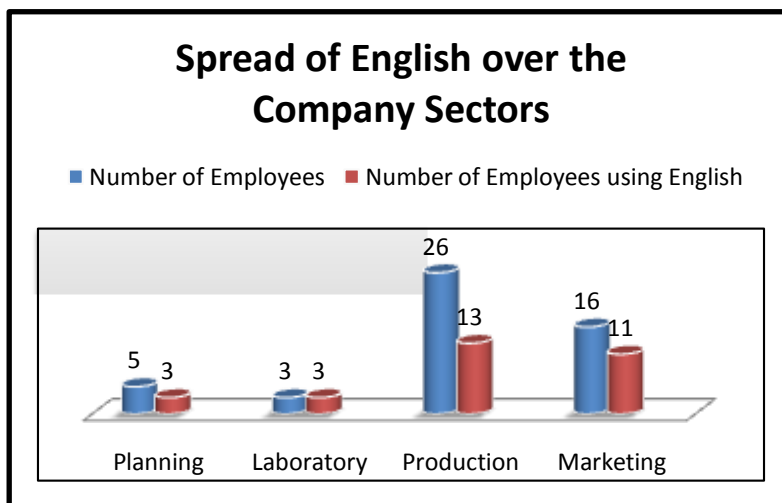
According to the data provided by the company, 72% of the employees in the different sectors are educated; having a polytechnic or university backgrounds. The other 28% were a secondary school level since their jobs do not require high techniques knowledge or foreign communication skills. The difference among the respondents resides, first, in the years of employment within the company. Only 26.6 % had been working for the company for over Five years, in contrast 40% worked for less than five years and more than three. Fewer than three years totalled 33.3% of respondents. The reason behind such inequality, according to the head's secretary is due to the fact that the recruited personnel leave the private sectors even after a "considerable" number of years to join the state if opportunities are offered. This would seem to indicate that the period offered to the personnel to really get well- infiltrated and businesslike is not sufficient. Therefore, as a first analysis to the situation, the personnel which represent the informants of the survey have not a great experience in dealing with foreign partners in terms of communication strategies and that English as studied at the university is not consistent .

With regard to the informants' English background knowledge, as shown in table six; all respondents do not express a previous professional training in English except for the experience witnessed during the different university curricula. 04 out of 30 informants hold degrees in English with no further training or institutional improvements. And only 01 of the 04 had worked in a previous experience with foreigners and had acquired some good communicative skills. The position of this person is an assistant manager in the planning sector; she is in charge of communicating the company's needs, as well as the Algerian customers' demands to the foreign partners. Nevertheless, her position cannot allow her to control all the correspondences in the four sectors of the company. The second element in the analysis is that there is a lack of qualified personnel in terms of English knowledge, and the only three available B.A holders in English are concentrated in one sphere of activity as shown in table 3.1.

3.2.2. Employees' Tasks

With respect to question four asked to the informants, aiming at discerning the functional layout of the company and the particular employees' functions; answers in this respect have been described in Chapter Two as in description of the company chart was needed.

The next graph shows how English is spread over the company and mainly targeting what specific skills and tasks are performed within the target workplace.



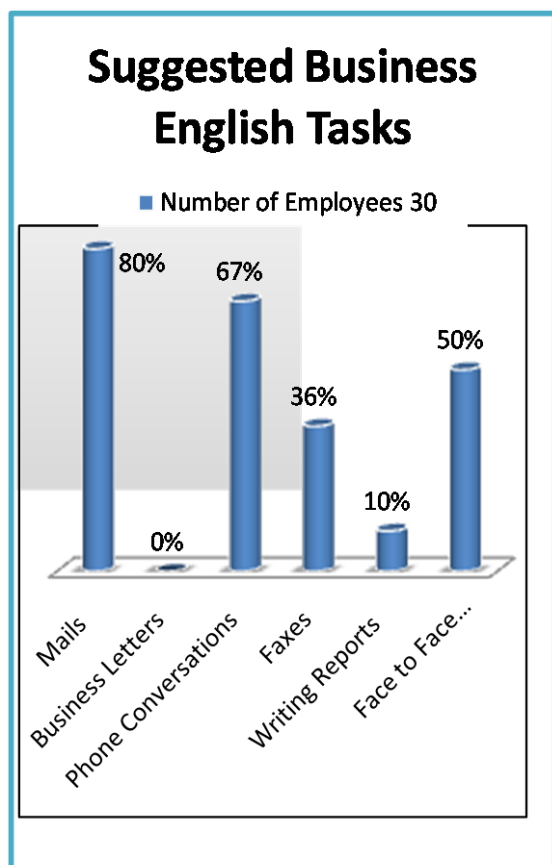
Graph 3.1

The survey, as could be expected, shows that English is present in all the different tasks performed by the staff. While the blue bars represent the total number of the company employees, the red bars display 60% of the survey respondents who do use English in their daily positions. graph 3.1 displays that English is highly present with 100% in the laboratory sector, as the whole cosmetic raw materials are imported by foreign companies. English is also prominent with 68.75% in the marketing service since most of transactions take place there, while English use is not of less importance in the production workshop with a rate of 50%. Employees, there, have contact with English in running machines, reading catalogues and safety measures. Finally, the planning sector needs as importantly as the other sectors English proficiency.

According to the employees' comments during the observation process, a further increase in the use of English had taken place in the two last years. With the spread of synchronous conversations, it is with no exclusion that, in the workplace also, the employees find it easy to have recourse to the instant messages in their daily business communications. However, as confirmed by the members of the personnel, asynchronous conversations were safer and most frequently used, as more than 60% of the partners are in the other part of the globe and the time difference does not allow them to be on line instantly with their collaborators.

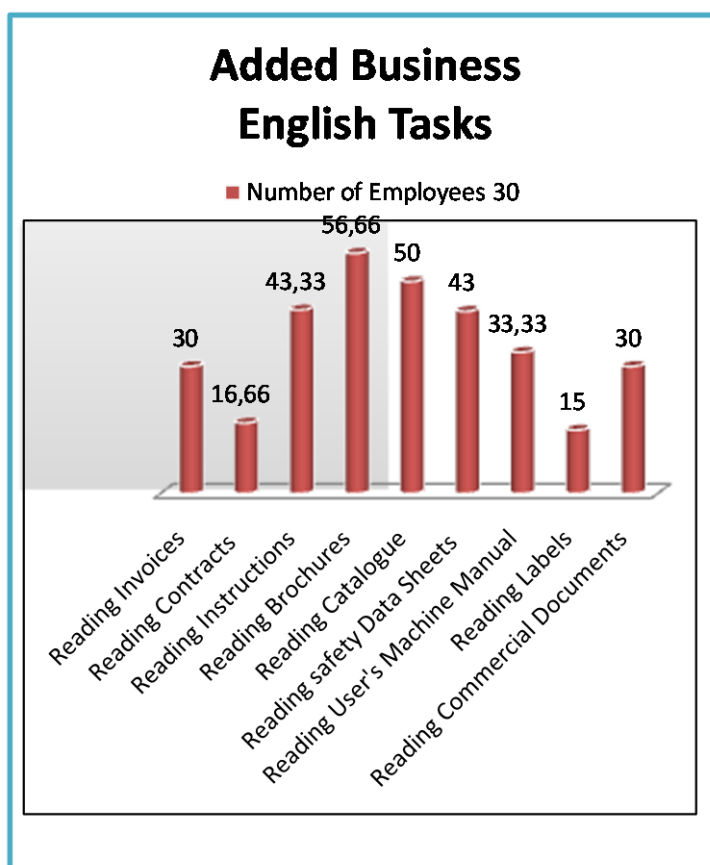
3.2.3. English at Work

Question five has for purpose to link how English can be important for the employees in connection to their professional tasks. In reply to the six suggested tasks mentioned in the open-ended questionnaire, informants have shown their main English tasks needed in their professional career inside the target workplace as indicated in graph 3.2. While graph 3.3 collects other tasks added by the informants and which have great importance in the selection of the corpus used in the research.



Graph 3.2

Graph 3.2 exposes that among the sixth suggested tasks in the survey, as many as 80% (24 persons) reported that they need to use English for emailing, while quite none use business letters. Another category has been identified in the survey, though with a lower rate, but which reflects the importance of the skill in an Algerian workplace dealing with Anglophones: Oral communications have also an important share of the percentages; 67 % of the asked employees use phone conversation, but mainly to confirm correspondence receipt, or ask for clarification when misunderstandings happen in reading mails. The second type of oral communication is less frequent, but existent; 50% of the asked employees were in situation of face to face communication during their career. As explained in the observation



Graph 3.3

phase; technicians were invited with each delivery of a machine or an important delivery of goods. For instance, when a company receives a foreign guest, as made precise by the staff, the conversation-while hosting the guest- does not consist just of welcoming him and talking to him on the trip or some generalities. It rather involves negotiation if it is the case of a contract, enquiry of the target machine or product purchased by the parent company, presentation of the various achievements or future plans and it sometimes entails translation in promoting product specifications for potential customers whether locally or in national exhibitions.

A percentage equivalent to 36% of the population replied that faxing in English was part of their tasks, but mainly in reading or sending official and commercial documents. Only 03 of the employees write reports in English to send it as a final state of the affaire and send it to the concerned supplier. Nearly 70% of the respondents answered that they had not or rarely performed such tasks. This finding might be due to the fact that only employees from certain departments of the company deal with some designed tasks and pass them to the concerned people, while other task types are generally performed by the employees regardless of department types.

Through the open-ended questionnaire, supplementary duties were asked to be added. All the assignments that the interviewees listed were taken into consideration for the purpose of developing a corpus that captured as much as possible English as written actually by native and non natives in a business context. Therefore, the variety of added tasks were identified and classified into pertinent target task types, as there were varying reactions as far as the business community was concerned; the target tasks that each interviewee listed were somewhat different from one another, depending on their company types and job responsibilities.

The survey as reported in graph 3.3 above demonstrate that 30% of the population who added the task of reading English to purchase products via invoices, while 16.66% reveal the need to read different articles from contracts before or after finalizing the transaction. English is also present, according to the survey by 43.33% of the informants in reading instructions be it for chemical mixture processing or for handling brand new machines at their reception. 56.66% read English in brochures to keep the products' references and descriptions.

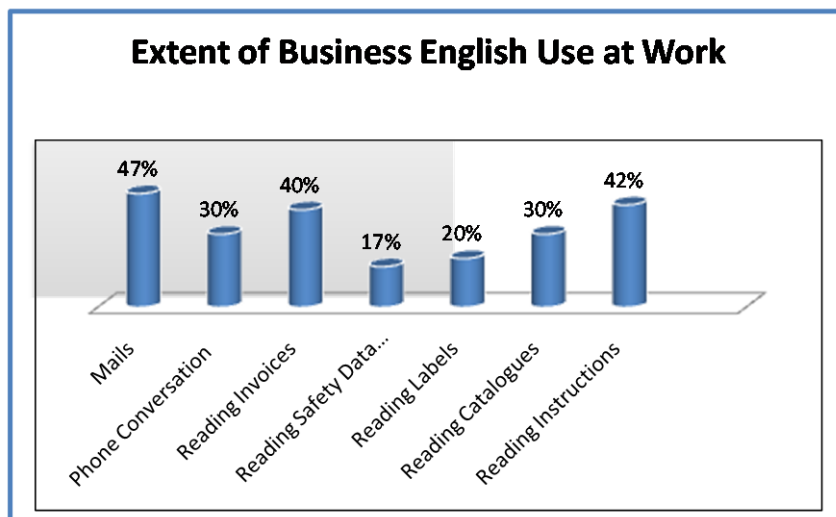
An important number of employees, the equivalent of 50%, joined the task of reading products' catalogues so as to look for new products' design, order them or use the catalogues for their local promotion. Another added task to the list is mentioned by 43.33% of the

solicited employees; reading safety data sheets to avoid undesirable happenings, is part of an important part of the company's staff. Within the same spirit, 33.33% need English to read and comprehend machine users' manuals for running machines, and even some engines.

The survey also discern 15% of the respondents who didn't find the suggested tasks in the survey part of their functions, yet they added a new category that of reading English in labels. Besides, some tasks have been gathered under one category; reading commercial documents proposed by 30% of the informants, during the observation period, one has succeeded to recognize some documents as commercial ones with the help of the staff, English is present in the commercial invoices, packaging lists, bills of lading, bank swifts, guarantees, certificates of origin of the purchased goods.

3.2.3.1 Extent of Business English Use at Work

The selected population was also asked to specify the most common and regular task in relation to their individual occupation.



Graph 3.4

Interestingly, it was noticed from the informants' answers that the population who selected emails as a task related to their functions, do not necessarily use it frequently in their daily activities. Nevertheless, at a global rate, emails are listed, in the business setting, as the most frequent task with 46.66% of the participants who responded that they "everyday" wrote emails in English, as shown in graph 3.4.

At the same time and within the different sectors of the company, electronic correspondence is not part of all the staff routine. The distribution of the task frequency depends on the nature of the function. Following email, more than 42% of the respondents answered that they read material in English related to their jobs often or even every day. In

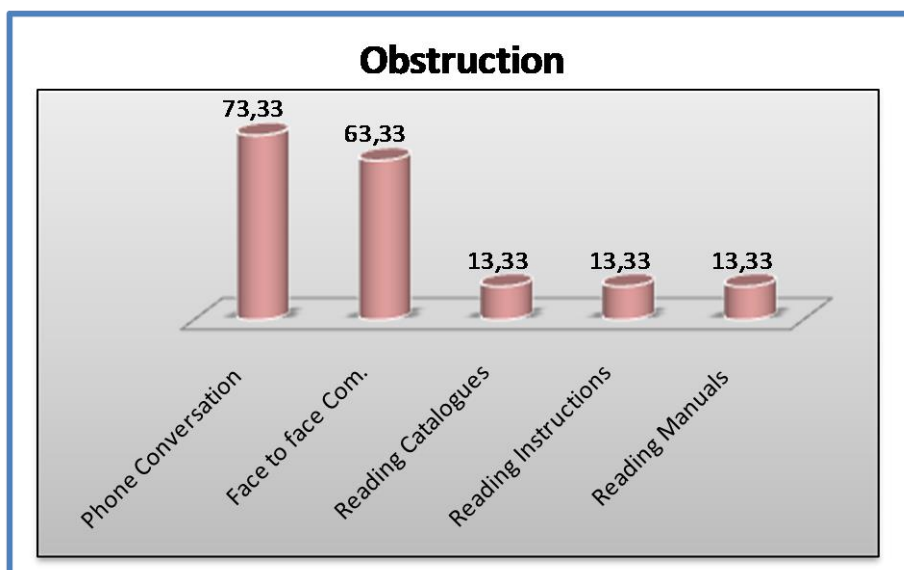
relation to writing a business report, as suggested in the open-ended questionnaire, writing a report was the least frequently performed task, as only three respondents (10%) write a paper at the end of each transaction.

As other tasks, related to reading a document was mentioned, inevitably, the frequency of these specified activities have been also present amongst the employees' answers. The survey ranks, right after emails, the exercise of reading invoices with a rate of 40% as a regular exercise. Nine respondents out of the thirty indicated that reading catalogues is frequent but they do not mention that it is a daily activity, while six of them use, most usually, the task of reading labels and packaging lists with chemical descriptions. Only five of the informants (16.66%) read safety data materials more often than the other twenty seven asked population.

To conclude with this particular point, according to the survey results, the skill of reading is mainly prominent comparing to the oral and written skill. The informants, in the observation period, state that emails and reading manuals or documents related to the use of devices, machines or products are the most frequent activities while performing their tasks, face to face communications are occasional and others are exclusive to the manager who travels and lands contracts.

3.2.3.2. Obstruction

In addition to asking about business English tasks and their frequency, a question was asked about the impediment that an employee may have in performing or understanding the task carried out. The graph below displays the findings as follow:



Graph 3. 5

Answers to this question varied; for example, the four employees(13.33%) graduate in English degree, and in charge of receiving and classifying the administrative files, rank the documents containing specific English most difficult to deal with; such as chemical instructions, products catalogues and machine manuals as shown in graph 3.5.

The answers were, by the majority, addressed to the oral practice with a rate of 73.33% for phone conversations, followed by face to face communication. Indeed, it was the second task most frequently conducted with difficulty among all the tasks included in section 5 of the survey with 63.33% of employees' replies. For instance, while being infiltrated, one could collect some witnesses²⁴ in connection with what the employees answered in this regard. The informants, hence, believe that the phone conversation is hard to deal with, because it involves rapid finding of the specific words as well as deciphering pronunciation and meaning. About speaking with nonnative speakers, some informants mention:

Informant 01: "They say words like they did not really open their mouth and pronounce sounds that don't exist in English, sometimes I don't understand, so I ask them to write an email in the most frequent phone calls."

Informant 02: "If I repeat a lot: "I don't understand", I feel myself obliged to tell them "it's Ok", even if I don't understand, and sometimes I feel very frustrated not to be able to report the message to the manager."

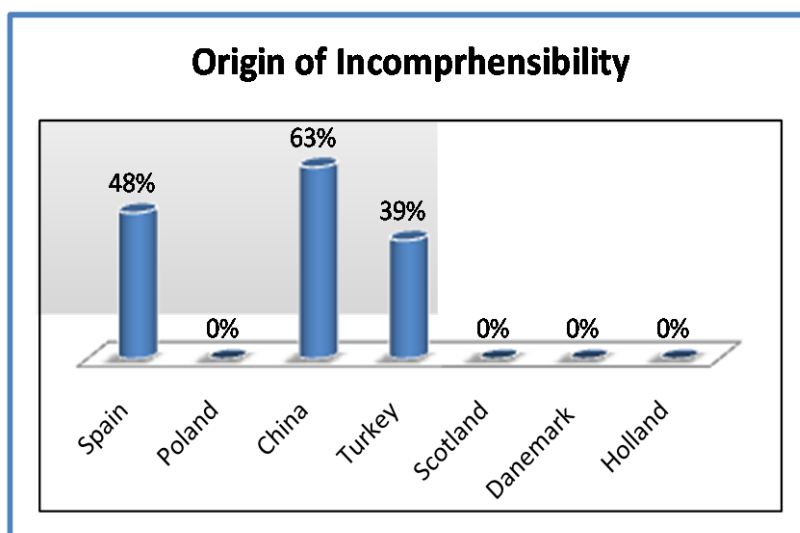
Informant 03: "It took me long time to get used to it, not fully understand them, but with foreigners such as Turkish and Chinese I learnt as well to speak slowly and repeat, they learnt to do the same when I don't respond quickly."

From the above mentioned witnesses, one may justify the staff daily recourse to asynchronous mails, as explained earlier, which is considered to be safer and guaranteed in passing the message. This is what is sought to be revealed in the other questions of the open-ended questionnaire.

3.2.3.3. Origin of Incomprehensibility

In section five, 63.33% of the respondents listed, as requested from them, the suppliers that were thought to be difficulties to understand.

²⁴ The answers (in italics) are accounts of what has been witnessed by the informants during the observation period.

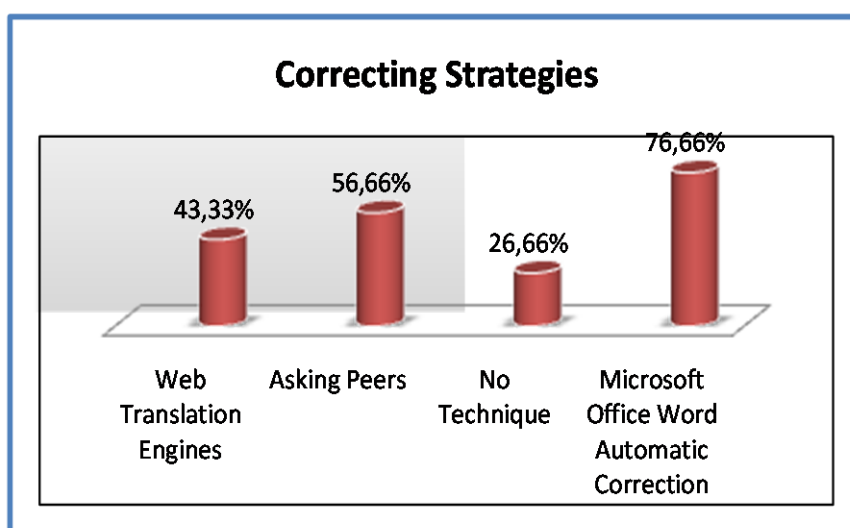


Graph 3.6

The most recurrent names which appear in graph 3. 6 are the Chinese, Spanish and Turkish suppliers, first because they were the three main suppliers of the company, and the company staff work almost daily with their suppliers' peers. The fact that these above mentioned suppliers were listed as those with whom there are some difficulties, to a certain extent, it justifies one's curiosity in the sense of the research questions, it impels, also, the research to probe the communication which occur between the Algerian staff and the interlocutors listed by the informants.

3.2.3.4. English Correcting Strategies

Section nine and ten enquire the production skill of the employees, where they were asked, first, to clarify if they use any technique to correct any piece of writing in English they produce or before they send it to the foreign correspondents.



Graph 3.7

Graph 3.7 reveals a number of techniques that the Algerian employee uses to avoid misunderstandings and to write as correct English as possible, “as reported by the staff”. 43.33% of the employees respond that they use web translation engines mainly while 56.66% of them answer that they ask their peers. 26.66% of the informants ticked the “NO” box, 76.66% of them mention that they do use the Microsoft Office Word automatic correction. As noted also in this section, informants reported that they usually sought to produce as linguistically correct, highly qualitative and effective documents in English as possible, when they occasionally wrote reports or official requests. Only when writing daily e-letters did respondents indicate a more indulgent attitude towards language correctness.

To achieve the linguistic clarity and accuracy aimed at in most documents, It was noticed therefore, while attending the observation stage, that most of the employees use dictionaries, both online and in book form, consult the search engine *Google*, follow set patterns in model documents, ask for response from colleagues, and, more seldom, co-wrote together with colleagues, as a security to their communication comprehension, though it provides a word to word translation, not very reliable and most of the time provide texts full of code switching by defect.

The company is involved in working with NS as well as NNS; therefore it has been noticed, during the short period of observation that the employees prepare their talks in written form as well as their mails by consulting each other and using dictionaries, if it happens to speak with natives. They need to be prepared to present their enquiries, requests, as well as their proposals in English clearly and precisely. Standard-like English is necessary for them to make this happen. Regarding daily operations, if the good command of English is weak, they have to translate from French to English and vice versa otherwise, as they confirmed, they cannot issue their instructions effectively.

3.2.3.5. English Training Needs

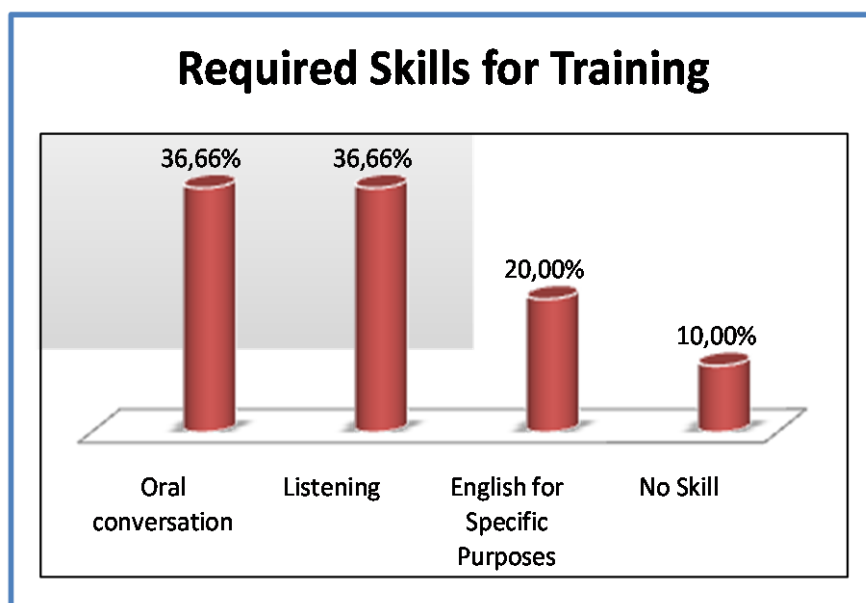
Responses collected from question 10 reveal that a number of employees (56.66%) see training in English important and useful. The respondents showed that they wanted to improve their English and suggested that the company should provide them with language training or some lessons in adequate institutions. The following statement was similarly repeated by twelve informants:

“The company should send the staff to an English course or provide them with an English training.”

One of the staff made the relevant commented;

Informant 4 *“We have not been trained to speak with non native speakers of English, and I think this is the responsibility of the company to make us improve it.”*

In reply to the second part of the question, the same respondents specify, most frequently, two major skills that they express the will to be trained in.



Graph 3.8

Graph 3.8 shows that 36.66% of the surveyed population named both the oral conversation and listening comprehension as main lacks of the staff competencies. The other 20% of the population opted for a training in ESP, relative to their respective functions. It has been observed that the informants focus on one of their noted comments:

“Most of the time, we can manage in communication, but we need English to read contracts, run machines and follow specific instructions...”

Only six respondents showed that they do not have much need in English, since the amount of English they know, allows them to accomplish the tasks they daily perform.

The two last sections of the survey are tightly linked to the corpus to be collected and analyzed. More than half the population (66.66%) appears to have encountered World Englishes because they were disoriented by different varieties of English and felt lacking in confidence when meeting some unfamiliar pronunciations, spelling and other deviations from the standard.

As mentioned above, some informants witnessed repetition experiences in talking in the phone because they were becoming awkward when dealing with non-natives according to what they reported.

3.2.3.6. Employees' Reactions

Answers to question eleven were pointing the problems that the staff had encountered throughout their service. Some analogous comments and on different registers have been picked out and will be exemplified subsequently: The informants evoked some situations witnessed on the phone, face to face communications and on the written medium as well.

Employees from the marketing service, where most of the courier which concern the business deals are mostly present, described the experience that they had witnessed, with some business deals, as still unachieved.

***Informants 5:** “Some deals are pending because of language difficulties, especially since I am not a native English speaker. These are just general misunderstandings in everyday situations, due to small language barriers, but which affect business in time and money.”*

The listening experience does not seem negligible, since a great amount of incomprehension happens at this stage. Within the same spirit, an informant elicited:

***Informant 6** “One day a Scottish secretary spent five minutes on the phone repeating a bank account number containing the figure 5 and she pronounced it in such a way that couldn't be understood at all...”*

Describing the visits they had from non-native technicians who spent few days with each delivery, some informants recount:

***Informant 7** “The Chinese technicians had always their laptops with them when they talked to us, showing us pictures or some references to be understood.”*

***Informant 8** “It was sometimes hard to drag out words from them, their intonation and the way they spoke was just hard to be understandable.”*

The written medium was not neglected neither by the respondents, be it in their commentaries or from their discussions in the observation period. Further to the above commentaries on the

listening skill, one may say that the written format was more or less comprehensible for the reader. However, some commentaries were noticed regarding the written format:

Informant 9: *“Reading and understanding emails from the Chinese is a demanding task.”*

Three informants from the laboratory targeted the problem more clearly by stating:

Informant 10 *“Word ordering within in the papers we receive is a bit confusing...”*

Furthermore, employees explained that, in some cases, if they translate verbatim what the instructions dictate, they can cause harm to the user. As a remark to what the informants replied, word ordering is the most prominent problem which causes misunderstandings in the written form, as for the face to face communication or the phone conversations, it is clear that the pronunciation of English was unusual to their ears and more practice with NNS would probably make the staff acquainted to their different pronunciations.

Finally, as a general view on the situation of the staff communication with their foreign partners, the informants were asked to write final comments on the language they use in their daily professional activities. Half of the population agreed, in the same way, on remarking that corresponding and talking to non-native partners is different from communication with natives in business. One informant commented:

Informant 11 *“With the British, I feel that English is very easy, but with others as if their English does not come from Great Britain!”*

Eight of the respondents find the experience, interesting and stated that it offered them a space of freedom. Beside the fact that the informants recognized the difference which exists between English spoken by the natives and the one spoken by the non natives, they declared throughout the survey and while discussing with them that they learnt how to cope with their partners' differences.

Informant 12 *“Working with NNS taught me to be patient,”*

Thirteen informants state that English they speak doesn't help them enough to understand people coming from other countries than Great Britain. *“Misunderstandings during the course of work mean delay, which in turn, cost money.”* While eight of the informants find it sympathetic to deal with people who speak different English. Seven

employees confirm that the preference is categorical with the native SE. The remaining employees didn't make any comment.

To sum up, the analysis of the informants' written replies as well as other oral comments, picked out during the observation period, and sometimes others not quoted, but used for the analysis of the overall experience, express clearly and appropriately the presence of World Englishes in Business English, used among the Algerian dealings with the foreign partners.

The general comments demonstrate insightful observations for an unconscious alertness of the employees, inside the company, about the different ways English is used for different purposes, originating from different sources that must be deeply focused on.

What can be outstandingly deduced from some of the open-ended questionnaire results, concerns the English learning background. Since employees from different institutional qualifications seem unaware of the existence of other types of English that may be present in an Algerian workplace setting. In fact, staff members need to spend a considerable period of time to get acquainted with the NNS language and learn communication strategies so as to cope with World Englishes features.

For an academician, that might be a source to be highly developed in the career of a bilingual worker and before undertaking the adventure of dealing with foreigners from all origins in the circumstance of a workplace.

As pointed out above, one aimed at a strategic respondents' selection to include those who were both concerned with corresponding in English and reading it for instructions. The relatively considerable number of the staff who read English in their daily tasks is also significant for the research. It gives, as well, an indication of the required level ratio in ESP. The responses to the survey questions on workplace communication would seem to reinforce the enhancement of World English for "business purposes" and for future academic insights.

Nevertheless, the achieved survey, amongst the company's personnel, seems insufficient for the purpose of the present study. As a result, an analysis of the documents, collected with the help of the informants, would reinforce answering the research questions and may raise the consciousness of the employees about the use of World Englishes inside the workplace, aiming at solving the misunderstandings out. Besides, many informants stressed the occurrence of these misunderstandings, mainly in written asynchronous correspondence.

Another motive for the corpus selection is the complicatedness in analyzing oral and phone conversations; first, because of the difficulty of recording them, and due to the scarcity of the face to face conversations during the period of the present research. The nature of the

work, undertaken by the largest group of employees, has been taken into account and analyzed accordingly.

As demonstrated largely by the survey, daily documents used by the staff including electronic correspondences, guides and commercial texts, will be read and surveyed with the same previous purpose; to detect the use of World Englishes and investigate the behavior of the staff towards such a fact.

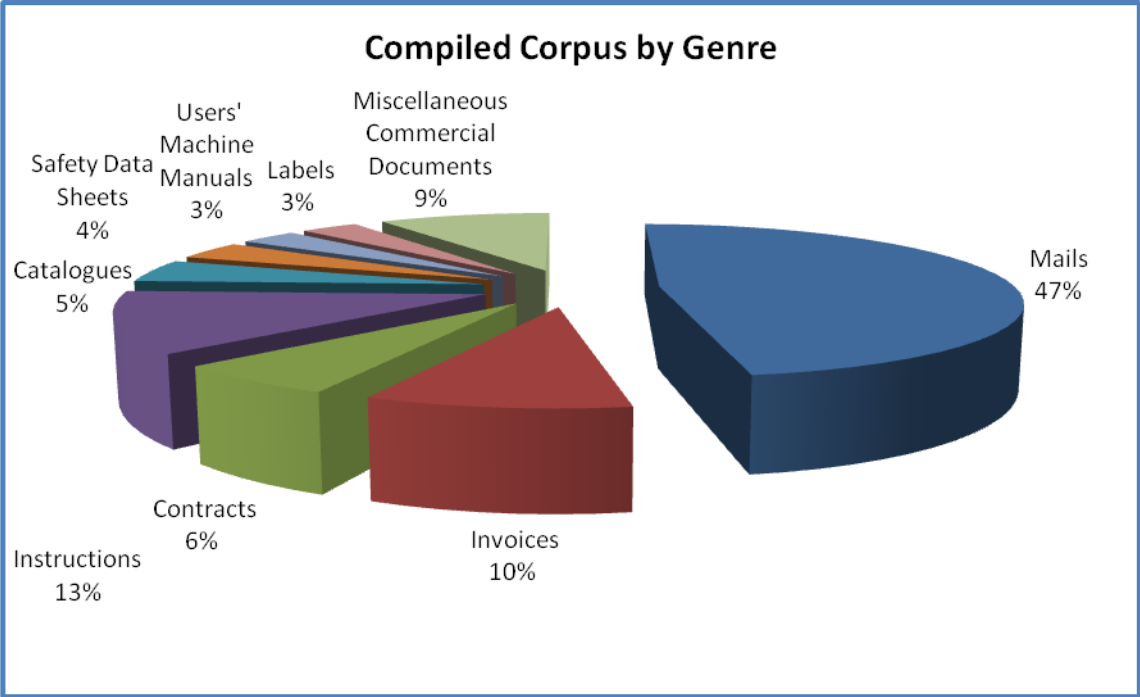
3.3. Company Records

After enquiry from the staff, their recurrent statement used as “derision” on their boss was “*there is a problem of communication!*”

Taking into account some of the survey questions that clarify different orientations in the communication which occur between the Algerian staff and the foreign partners (native and non native ones), the present study is primarily focused on written English at work.

3.3.1. Texts Genres

The most common types of documents have been selected on the basis of the respondents’ replies made via the identification of possible ‘other types of texts’. The types mentioned are, e.g. commercial documents, manuals, safety data sheets and catalogues. The following graph pictures the kinds of genres that compose the corpus of the study:



Graph 3. 9

As stated previously, an attempt is made in the present study to investigate and gain insight into the type of written English used in various documents inside the workplace. More than 277 documents are collected and studied for analysis.

Graph 3.9 illustrates the amounts of the selected records for examination, based on what has been replied by the informants, as well as on the frequency of their use inside the company. Not unexpectedly, the results show that the most frequently written type of text in English used in the workplace is the e-letter.

Written on a daily basis, e-letters English is the commonly working language as it has been confirmed in earlier studies by Anderson (1998) and Josephson & Jamtelid (2004). It has lately been considered as a new genre, gaining greater recognition and acceptance among academics, after being rejected and not recognized as a genre on its own, and often supporting interesting and innovative ideas concerning the specific subject area, which offer interesting corpora for research studies.

Treated as a major genre in the selected corpus, mainly due to their global inclusion of the different genres, it is sometimes described as general conversations, yet it does not exclude technicality and expertise in the subject area. Other texts, such as the aforementioned technical guides, safety data sheets, labels and lists of commercial documents, presenting specific issues on Business and Technology are other detected genres within the English used in the workplace. Though less frequent, due to the number of employees who manipulate them daily and obviously in reference to the nature of the tasks required, they represent the main used documents in some company sectors which are the study target.

In the present study context, workplace English, acknowledged as ESP setting, additional written and oral genres are detected for Business English. For example, English is not limited to some commercial documents or requesting and confirming deals, as exposed in graph 9, technical chemistry and industrial English is also present in the company documents besides the communication (both oral and written). This is due to the increase of the mixing competencies of the recruited personnel, which offer the employees the challenge of handling a technical jargon while communicating with NS and NNS.

The description of the genres in my corpus therefore reflects, as a primary concern, the learning concerns of the ESP teaching context. Coming to terms with different genres is equivalent to acquiring a certain competence and academic achievement in poly purposeful English courses.

For one of the study purposes, understanding stylistic diversity is essential for the effective management of the different registers. In fact, the more technically prepared the

recipient of the information, the more effectively s/he can operate with these discourse factors to distinguish concepts, formats and the intricacies of the possible varieties which may exist in the texts.

Reading and analyzing the corpora indicates that the presence of World Englishes, within the texts, is varying according to different genre levels. This correlation, chiefly, depends on the frequency of production and the relative degree of the texts formality.

As underlined previously, a qualitative approach is favoured, intended to define the “functional identity” of World Englishes used in the different genres that compose the corpora of the study if ever spotted in some of them. The analysis is qualitative in the sense that restricted texts determine the lexical and functional profile of World Englishes. A qualitative difference is made on the choice of Standard English use or World Englishes combinations, which change according to the stylistic demands of certain genres e.g.; commercial guides or official catalogues or leaflet used in exhibitions.

3.3.2. Analysis of Texts Structure

As noticed in previous sections, informants reported that they usually sought to produce as linguistically correct, highly qualitative and effective documents in English as possible when it regards official correspondences, or final dealings reports. Only when writing e-letters, respondents indicate a more flexible attitude towards language correctness. Therefore, to verify the nearest proximity to Standard English within the different genres in the corpus, a linguistic pattern has been fixed to facilitate the analysis of the genres.

To reach the main purpose of the research, and to facilitate the organization of the corpus to be analyzed, the written documents have been categorized according to their sender, and more exactly to their provenance. The following table shows the four main attributions of the furnished goods, each category of the materials is furnished from a target supplier with different origins. For the research purpose, the different localities represent the sources of nativeness of partners.

Origin	Spain, Poland	China	Turkey	Scotland, Denmark, Holland
Supplied items	Cosmetic raw materials	Packaging & Injection/ Blowing machines/ Moulds	Cosmetic materials/ Miscellaneous moulds	Machines Spare parts

Table 3.2 : Origin of the Supplied Items to CARTANA Company Ltd.

The linguistic approach to the documents is an attempt to characterize the language and “style” of the “formal” documents as well as emails by analyzing, first, the lexicogrammatical accuracy in both “formal” written documents and written asynchronous correspondence, then comparing the results with features associated with the language used in both categories. Other levels of analysis are taken into account; the examination considers the manifestations within the texts such as the use of some deviations in mechanics, syntax and its frequency in the different genres. Another important level belonging rather to the discursive functions in written asynchronous correspondence focuses, mainly, on expressions produced as social actions. It studies also the degree of formality and compares them to the way different partners establish working relationships with the Algerian peers in their mails. Other aspects under this level, as shown on the diagram below, are the different conceptions of cultural representations that might cause misunderstandings besides language.

The three levels of analysis comprise nine sub-categories that the documents have been submitted to; each subcategory regards the internal organizational and structural level of the sentences. As previously mentioned the analysis is directed to both formal and informal registers then compares the highest level of occurrence.

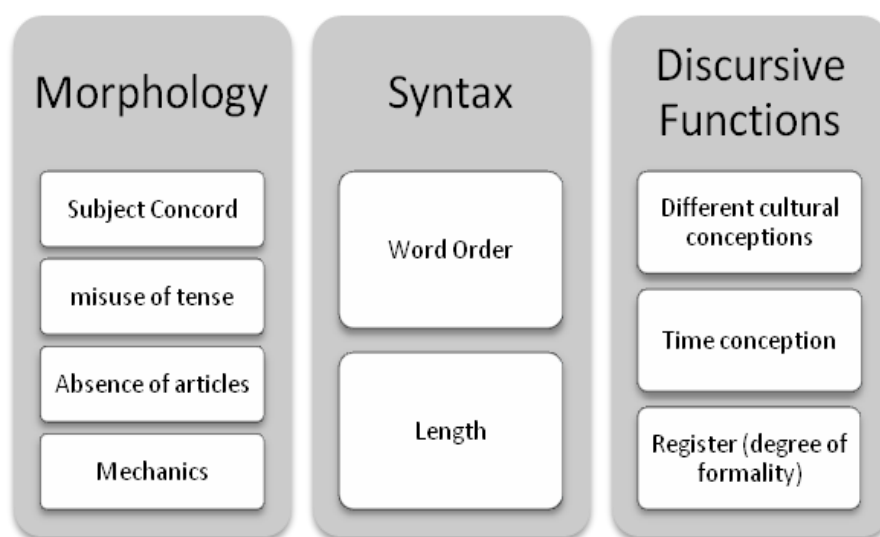


Figure 3.1 : Levels of Manual Corpus Analysis

Taking all of the above considerations, the classification shown in the diagram²⁵ is to be the main categories to concentrate on during the analysis; they will be subsequently embodied in seven complementary tables displaying the manual examination and some corpus analysis results.

²⁵ The diagram is personal framework to be followed for data analysis.

3.3.2.1. General Description

In developing a wider representation and a more concise understanding of the texts structure, the aim of the suggested classification is to keep the categorisation simple and separate, while also enabling the different functions to be clearly shown with the aim of providing some quantitative data showing the structure to which the different genres of the corpus are done and used in the workplace. (The use of corpus analysis in the following work is not a main tool, but used as an approximate indicator for (rating) especially in the electronic texts that have been able to be copied, cleaned and analyzed). As regards the printed documents, the analysis has been achieved manually as stated before in the previous sections.

As an observer, and throughout one's discussion with the staff and the manager, one's first reading has conducted to note a great correspondence delay, within the period of two years, with the Chinese suppliers that took several weeks. The flux in communication with the non English speaking partners was slow, whereas with other associates coming from the UK, communication was, more or less, the least inconvenient.

The seven tables are almost conceived identically, composed of five columns of which four represent the four main suppliers as displayed in table 3.2. The lines are devoted to variation samples and data frequency of each selected genres. The four following tables, under this category gather collected data concerning morphology with its designed four sub categories, as a result of reading the 277 selected written documents. The collected instances tend to cover the examination of inflections used by NNS, the different tenses use when speaking about times of dealings and some words spelling that have been spotted throughout reading. With regard to table 3.7 and 3.8, classified under the category of Syntax; display the frequency rate of the collected sentence structures samples, in terms of word ordering and sentence length. Finally, table 3.9 amasses a different kind of examples that show the variations in cultural conceptualization which differ from a partner to another.

(a) Morphology

The following table is the first element of the analysis

Supplied Items	Cosmetic raw materials	Packaging & Injection/ Blowing machines	Miscellaneous / materials & moulds	Machines Spare parts	
MORPHOLOGY /SUBJECT CONCORD	Instances	Mails			
	-No "s"	Frequency / 30 mails 05	Frequency / 70 mails 10	Frequency /25 mails 03	Frequency / 25 mails 00
	-You+ "s"	06	08	02	00
	-"s" plural	08 63.33%	12 42.85%	04 36%	00 00%
		Invoices			
	-No "s"	Frequency / 05 01	Frequency / 12 06	Frequency /08 02	Frequency / 05 00
	-You+ "s"	01	04	01	00
	-"s" plural	00 40 %	00 83.33%	00 37.5%	00 00%
		Contracts			
	-No "s"	Frequency/02 01	Frequency/05 02	Frequency/02 00	Frequency/01 00
	-You+ "s"	00	01	00	00
	-"s" plural	00 50%	00 60%	00 00%	00 00%
		Instructions			
	-No "s"	Frequency/10 00	Frequency/02 01	Frequency/08 00	Frequency/00
	-You+ "s"	02	00	02	
	-"s" plural	00 20%	50 50%	00 20%	
		Safety Data Sheets			
	-No "s"	Frequency/05 00	Frequency/07 00	Frequency/00	Frequency/00
-You+ "s"	01	03			
-"s" plural	01 40%	00 42.85%			
	Products Catalogues				
-No "s"	Frequency/03	Frequency/08	Frequency/02	Frequency/02	
-You+ "s"					
-"s" plural	00%	00%	00%	00%	
	Miscellaneous Commercial documents				
-No "s"	Frequency/03	Frequency/10	Frequency/04	Frequency/03	
-You+ "s"					
-"s" plural	00%	00%	00%	00%	
	Machines user' guide				
-No "s"	Frequency/00	Frequency/09 05	Frequency/00	Frequency/01	
-You+ "s"		02			
-"s" plural		00 77.77%		00%	
	Labels				
-No "s"	Frequency/06	Frequency/04	Frequency/00	Frequency/00	
-You+ "s"					
-"s" plural	00%	00%			

Table 3. 3: Subject Agreement in the Company Records

Table 3.3 displays three grammatical items namely; the absence of the third person singular concord, its presence with the first and third person plural, as well as the absence of plural concord, which appear by frequency on the number of selected documents, identified in the four different categories of the supplied goods and listed in the nine collected genres of the corpus. As shown in the table, five cases equal or exceed 50% of occurrence: the highest rate of 83.33% is reached in the invoices received by the Chinese suppliers, followed by 63.33% in the Spanish and Polish mails, 60 % in the Chinese contracts, and 50% both in contracts and instructions received from the Spanish and Chinese suppliers respectively. The most frequent instances to be noticed within the documents are:

“We offers” (Spain)

“You is placing” (China)

“It demand” (Turkey/ China)

Another persisting example is; *“there is problems”*. (Poland/ China)

Examples of other confusing placements of plural “s” or third person singular “s” for a non native reader have been detected as a repeated behaviour within the mails in the different NNS’ mails:

Regarding the shipments of the good, I’d like to ask you why the good don’t goes through Ghangzhou? because we have other products, that we gather and ships together from Ghangzhou. (China)

For this dealing, the client is waiting for one single shipment and the repeated mails do not clarify the number of expeditions, yet the sender puts “s” in the word “*shipment*” instead of “*goods*”, moreover, it is confirmed by the sender in the verb “*ships*”, where the reader may be confused if really there is one shipment or it is the third person singular which is in this particular case a confusing deviation from standard. The deviation in marking the third person singular, as displayed in table 3.3, does not concern only the informal correspondence, but it is only present in a more formal documents:

Pressurised container..... Protects from sunlight and not exposes to temperature exceeding 50°C. Keeps away from sources of ignition. No smoking. Avoids spraying in eyes. Keep out of reach of children.. (Spain)

It is very important to mention that the results in the table do not consider the number of the pages in each document so as to preserve the consistency of the percentages.

However, the reason why the absence of subject agreement does not frequently appear in the invoices, sent by the Chinese suppliers, is due to the degree of formality of the Chinese

invoices. These lasts are not sent as formal documents and may contain additional texts that may be added as extra texts to the invoice (cf. annex 2: 132).

The high frequency, shown also in the Chinese contracts, is due to the same reason, as noticed in the observation period; the invoices serve the purpose of business contracts for the Chinese suppliers. The Spanish and Polish suppliers also show a high rate of absence in the subject agreement as it is mainly concentrated in their asynchronous correspondence, and very scarce in the “formal documents”.

Besides, table 3.3 demonstrates a total presence of the subject agreement in the formal and informal documents sent by the Scottish, Danish and the Dutch suppliers. This is due to the nativeness of some, as with regard to the two other suppliers, their companies are world known and it may be a reason why they must preserve their image and pass through proofreading before sending any documents. Total absence of occurrence is witnessed also in the miscellaneous commercial documents, in all the four suppliers’ documents. This indicates mainly that they are papers sent to official authorities such as the custom services and banks, thus they should be controlled before being sent, as pointed out by the staff and the responsible of the company. Zero percent is also noticed in the analyzed products catalogues, collected by the company in exhibitions and international commercial fairs. This fact may be evidence to the importance of being more approximate to the Standard English when dealing officially with worldwide businesspeople. Inferior to 50% frequency is noticed in the different genres mainly concentrated in the Chinese and Spanish correspondents.

In this respect, subject agreement is an important deviation from the Standard, used in workplace English, on accounts of the high rates detected in the analyzed documents. Though the absence of third person singular concord does not change the meaning, it offers an unusual texture to the reader and makes him uncomfortable, as stated by two of the employees. The impact of the presence or absence of “-s” may seem trivial for an Algerian employee as a reader, yet, one has to signal that, in the process of reading, one may not find it easy to guess where the verb is, or whether the word used is a verb or a noun.

The second element in the morphological examination concerns misuse of tense which has been described by the staff as one of the first obstacle in communication with the foreign partner. The following table embodies the amounts of detected samples in the analysed company records.

Supplied Items	Cosmetic raw materials	Packaging & Injection/ Blowing machines	Miscellaneous moulds/ materials	Machines Spare parts	
Deviation Type					
MORPHOLOGY /MISUSE OF TENSE	Instances	Mails			
	-Omission of “-ed”	Frequency / 30 mails	Frequency / 70 mails	Frequency /25 mails	Frequency / 25 mails
	- ADT	07	30	06	00
	- Modals	00	17	02	00
		05	10	03	00
		40%	81.42%	44%	00%
		Invoices			
	-Omission of “-ed”	Frequency / 05	Frequency / 12	Frequency /08	Frequency / 05
	- ADT	00	02	00	00
	- Modals	00	00	00	00
		00	05	00	00
		00 %	58.33%	00%	00%
		Contracts			
	-Omission of “-ed”	Frequency/02	Frequency/05	Frequency/02	Frequency/01
	- ADT	00	00	00	00
	- Modals	00	02 (presence of past)	00	00
		00	00	00	00
	00%	40%	00%	00%	
	Instructions				
-Omission of “-ed”	Frequency/10	Frequency/02	Frequency/08	Frequency/00	
- ADT	00	00	00		
- Modals	00	01 (ING)	00		
	05	00	00		
	50%	50%	20%		
	Safety Data Sheets				
-Omission of “-ed”	Frequency/05	Frequency/07	Frequency/00	Frequency/00	
- ADT	00	00			
- Modals	00	02 (ING)			
	03	03			
	60%	71.42%			
	Products Catalogues				
-Omission of “-ed”	Frequency/03	Frequency/08	Frequency/02	Frequency/00	
- ADT					
- Modals					
	00%	00%	00%		
	Miscellaneous Commercial documents				
-Omission of “-ed”	Frequency/03	Frequency/10	Frequency/04	Frequency/03	
- ADT					
- Modals					
	00%	00%	00%	00%	
	Machines user’ guide				
-Omission of “-ed”	Frequency/00	Frequency/09	Frequency/00	Frequency/01	
- ADT		00			
- Modals		02 (ing)			
		04			
		66.66%		00%	
	Labels				
-Omission of “-ed”	Frequency/06	Frequency/04	Frequency/00	Frequency/00	
- ADT					
- Modals					
	00%	00%			

Table 3.4 : Misuse of Tense in Company Records

The second major deviation from standard, identified in the selected corpus, mainly and most strikingly in the correspondence, is the misuse of tense; three features have been classified under this sub-category in the morphological analysis, as repeated by the NNS.

It is displayed in the absence of past participles in the passive voice:

'Can be eat up'. (China/ Spain)

It is also prominent and frequent in sentences that express the future with past tense.

'I sent the parts' meaning *"I send the parts"*. (China)

The table gives some indications as regards, first, the expression of the past where most of the time, nonappearance of past indication is present and no “-ed” is marked in the past verbs especially in the mails coming from the Chinese suppliers with the highest rate of 81.42%. The nonappearance of past indication or sometimes its inadequate presence is also present in the mails in provenance of the Spanish, Polish and Turkish suppliers, but with considerable lower rate than the Chinese mails.

"I will delivery the mould and moulds after received your payment" (China)

The corpus also provides evidence of the amount of ADT (adjacent default tense) as described by Kirkpatrick (2009) which is the opposition of the time marker and the verb conjugation within the same sentence. The following examples illustrate the kind of confusion that may be caused by such a deviation.

"Andy ckeck with the bank details and reply you asap tomorrow"

(China)

"On the 23th we start manufacture samples of long neck bottles for your attention" (Turkey)

The sentences are picked up from mails, sent to advise the sales manager about commercial procedures, and announce the arrival of a parcel. The first example, as explained by the staff, is not clear if the agent has already checked the bank details and will reply the next day, or he will check first the next day and reply as soon as possible. The second example had been sent after the 23th, of the current month, therefore, as explained by the Algerian receiver, each time such a mail is received by the Chinese correspondents other mails are forwarded to ask if the production has been launched or will be started for the next date.

Few or almost no case of “-ed” omission has been identified in the other genres of the corpus, which is probably due to the absence of the need to use past in contracts, instructions, guides and labels, yet other cases of misuse of tense have been identified in these lasts. The most remarkable deviation is the use of gerund instead of the imperative in documents besides

mails, such as instructions and safety data sheets, the highest rate is noticed in the Chinese Safety Data Sheets with 71.42%.

"About the formal invoice, I just wanting know we making it, if you have not, no problem". (China)

What can be added is that even if the use of "-ing" is not so distorting the meaning, yet when the sentence is ill formed, the misuse of "-ing" is rather complicating the intended meaning. The gerund or the infinitive form of the verb is noticed also after modals, as mentioned above,

"should be depositing". (Poland)

"must be sterilizing", (Spain)

"Spout standing pouch is very fit for the packagings of the flavoring and the soy sauce which can be eat up at once after open" (China)

Other cases of frequent awkwardness is the confusion between the auxiliary "to have" and "to be" especially in the Spanish correspondence and their formal documents. Some other frequent deviation is the interrogative sentence formation where the auxiliary to do is repeatedly absent.

"I am not deliver" (China)

"The agency is not accept"(Turkey)

" You track the shipment?" (Spain)

This deletion, un-deletion of correct verb forms on different occasions can characterise World Englishes. Becoming familiar with these mechanisms proves to be very productive for reading and writing in such workplaces contexts. Within the same parameters, and features classified under the category of morphology, table 3.5 displays an important characteristic which may pertain to World Englishes that of "mechanics". Due to the use of translation engines or spelling some words as they are pronounced, the texture of writing may be really distorted when some misspelled words are infiltrated and sometimes the genuine word cannot be recognized especially when it concerns the lexis of a specialized field. The table illustrates some figures about the frequency of some mentioned words in the next discussion.

Supplied Items	Cosmetic raw materials	Packaging & Injection/ Blowing machines	Miscellaneous moulds/ materials	Machines Spare parts	
Deviation Type					
MORPHOLOGY / MECHANICS	Instances	Mails			
	Misspelling	Frequency / 30 mails 10 33.33%	Frequency / 70 mails 15 21.42%	Frequency /25mails 03 12%	Frequency / 25 mails 00%
		Invoices			
	Misspelling	Frequency / 05 00%	Frequency / 12 04 33.33%	Frequency /08 00%	Frequency / 05 00%
		Contracts			
	Misspelling	Frequency/02 00%	Frequency/05 00%	Frequency/02 00%	Frequency/01 00%
		Instructions			
	Misspelling	Frequency/10 03 30%	Frequency/02 00%	Frequency/08 02 25%	Frequency/00
		Safety Data Sheets			
	Misspelling	Frequency/05 02 40%	Frequency/07 02 28.57%	Frequency/00 	Frequency/00
		Products Catalogues			
	Misspelling	Frequency/03 00%	Frequency/08 00%	Frequency/02 00%	Frequency/00
		Miscellaneous Commercial documents			
	Misspelling	Frequency/03 00%	Frequency/10 00%	Frequency/04 00%	Frequency/03 00%
		Machines user' guide			
	Misspelling	Frequency/00 	Frequency/09 00%	Frequency/00 	Frequency/01 00%
		Labels			
	Misspelling	Frequency/06 00%	Frequency/04 00%	Frequency/00 	Frequency/00

Table 3.5: Mechanics in the Company Records

Table 3.5 illustrates where deviations in spelling have been spotted. The Spanish and Chinese mails head the other documents by a frequency of 33.33% and 21.42% of the repeated different instances that the employees have complained about. Sometimes, words reference cannot be guessed, even after using dictionaries as stated by the staff. The most remarkable instance was in a mail describing the components of a packaging unit, the unusual word was “gross” (Spain)

The client was obliged to understand in order to manufacture the same element as the foreign supplier. However, after many attempts the element couldn't be recognized since the Spanish partner didn't find the equivalent from Spanish to English in order to be comprehensible. When the word belongs to a specialized register, a non native speaker cannot guess easily the word if it is wrongly spelled; the word "quotation" / China, in several mails have been identified only after reading it on a proforma invoice and referred to the usual word "offer" used by the native speakers and replaced by quotation in the NNS' correspondences. Only some instances will be mentioned as samples of what might exist in texts written in World Englishes: Words such as:

"the chang", "liquid", "bagrow". (China) instead of
"the change, "liquid", "background" (Standard)

Such kinds of examples are very persistent and are more present in mails than in guides or brochures.

"We passibly products same samples of yours". (Spain)

This is a sentence that an Algerian employee has identified as confusing, though for an English learner is not so difficult to be guessed. Fewer instances have been found in mails sent by Turkish partners, or in other partner's formal documents, with the exception of the Data Safety Sheets produced by Chinese with a rate of 28.57% and the Spanish with 40% of misspelled words in their technical documents. The more formal is the document, the more careful is the sender, whereas with the NS, the Algerian employee recognizes that the flux of communication is faster and encouraging the speaker to learn on the spot.

To sum up, though Algerian employees are NNS, their communication with NS is described by the NS as fluent and comprehensible, as described by them to the staff. NS rarely complain about their communication with the Algerian staff. However, the same Algerian NNS find it a bit difficult to be fluent with NNS.

The last element within the morphological analysis is the absence of articles within the texts produced by both NS and NNS. The results of analysis will be illustrated subsequently then will be followed by discussing the importance of the articles use in communication comprehensibility according to the employees.

Supplied Items	Cosmetic raw materials	Packaging & Injection/ Blowing machines	Miscellaneous moulds/ materials	Machines Spare parts	
Deviation Type					
MORPHOLOGY / ABSENCE OF ARTICLES	Instances	Mails			
	- Zero article	Frequency / 30 mails 18 60%	Frequency / 70 mails 15 21.42%	Frequency /25mails 03 12%	Frequency / 25 mails 00%
		Invoices			
	- Zero article	Frequency / 05 02 40 %	Frequency / 12 03 25%	Frequency /08 00%	Frequency / 05 00%
		Contracts			
	- Zero article	Frequency/02 00%	Frequency/05 00%	Frequency/02 00%	Frequency/01 00%
		Instructions			
	- Zero article	Frequency/10 07 70%	Frequency/02 00%	Frequency/08 00%	Frequency/00
		Safety Data Sheets			
	- Zero article	Frequency/05 04 80%	Frequency/07 02 28.57%	Frequency/00 	Frequency/00
		Products Catalogues			
	- Zero article	Frequency/03 00%	Frequency/08 00%	Frequency/02 00%	Frequency/00
		Miscellaneous Commercial documents			
	- Zero article	Frequency/03 00%	Frequency/10 00%	Frequency/04 00%	Frequency/03 00%
		Machines user' guide			
	- Zero article	Frequency/00 	Frequency/09 02 22.22 %	Frequency/00 	Frequency/01 00%
		Labels			
	- Zero article	Frequency/06 00%	Frequency/04 00%	Frequency/00 	Frequency/00

Table 3.6: Absence of Articles in the Company Records

According to table 3.6, grammatical accuracy of texts in provenance of NNS has also another significant characteristic in informal situations as it may affect the formal too. It is mentioned in the table that salient absence of articles with a rate of 60% is noticed while reading mails from Spanish partners in informal situations. It decreases in invoices with 40% and it reaches a higher rate within the Safety Data Sheets. It is very paramount to state that the number of documents taken in each category is fluctuating, due to the availability; therefore the rates obviously change accordingly.

*“***LARGESPILLS*** Immediately evacuate personnel from area. Insolate source of leak. Dam spillage with earth or sand to prevent the material from entering a sewer or water course. Collect up for authorised disposal. Full protective equipment must be worn, includ respirator or self contained breathing apparatus.” (Spain)*

The Chinese texts manifest less omission of the articles with only 21.42% of occurrence. However, it persists in the invoices with 25% and slightly higher in data sheets with 28.57%. On the other side, it is of a great importance to signal that the Chinese NNS do not show handling the difference between the definite and indefinite articles. And this is what has been reported in the table as double features in zero articles or articles mixing. The other selected documents manifest very insignificantly the misuse of articles.

“when we take order, quantity is 50000 pecs.” (China)

Consequently, the employees consider the absence of articles an important element which adds fluidity to the texts and reduces incomprehensibility. While observing and counting the deviations frequency, the employees have been consulted on the importance of each character. Their paramount commentaries have been helpful to the analysis of data in the present chapter. No respondent stated that these elements were not at all important.

(a) Syntax

The second group of features to be analysed will be embodied in table 3.7 and table 3.8, under the category of “Syntax”; two very important features in the texts are considered top three elements that hinder comprehensibility with NNS, according to the employees.

Supplied Items		Cosmetic raw materials	Packaging & Injection/ Blowing machines	Miscellaneous moulds/ materials	Machines Spare parts
Deviation Type					
SYNTAX/ WORD ORDER	Instances	Mails			
	Change in Word Order	Frequency / 30 mails 02 06.66%	Frequency / 70 mails 04 05.71%	Frequency /25 mails 00%	Frequency / 25 mails 00%
		Invoices			
	Change in Word Order	Frequency / 05 00 %	Frequency / 12 00%	Frequency /08 00%	Frequency / 05 00%
		Contracts			
	Change in Word Order	Frequency/02 00%	Frequency/05 00%	Frequency/02 00%	Frequency/01 00%
		Instructions			
	Change in Word Order	Frequency/10 02 20%	Frequency/02 00%	Frequency/08 00 %	Frequency/00
		Safety Data Sheets			
	Change in Word Order	Frequency/05 03 60%	Frequency/07 03 42.85%	Frequency/00	Frequency/00
		Products Catalogues			
	Change in Word Order	Frequency/03 00%	Frequency/08 00%	Frequency/02 00%	Frequency/00
		Miscellaneous Commercial documents			
	Change in Word Order	Frequency/03 00%	Frequency/10 00%	Frequency/04 00%	Frequency/03 00%
		Machines user' guide			
	Change in Word Order	Frequency/00	Frequency/09 00%	Frequency/00	Frequency/01 00%
	Labels				
Change in Word Order	Frequency/06 00%	Frequency/04 00%	Frequency/00	Frequency/00	

Table 3.7: Word Order in Company Records

Concerning Syntax, the subcategories; word order and punctuation displayed later, cover a serious matter in cosmetic guides and safety material data despite its weak frequency. This fact may seem trivial with a maximum amount of 06.66 % in mails. It reaches, to a certain extent, a higher rate 60% in Safety Sheets and 20% in Instructions which is consequent besides the importance of the documents, since the user must follow the measures “intuitively”. After analysis, it has been highly required to the staff to pay attention to these kinds of differences in writing.

Change in word order frequency is incomparable with the other deviations occurred more frequently, yet one may state, besides the staff opinions, that this kind of deviation is crucial for the present analysis, because it does not affect the correspondence quantitatively, but rather in terms of quality. Such a contrast in the findings adds evidence to the research purposes. In fact, not only paying attention to grammatical features such as the ones described before are highly required, the command of combining grammatical items are critically needed to be considered in reading texts produced from NNS.

The following instance is picked out from a sample of Spanish Instruction:

*“Rinse your head and retain **half hair conditioner**. If it is dry you will cause it to frizz”, (Spain)*

Reading the sentence for the employees was confusing. After two or three mails of enquiry it was explained clearly that the user of the conditioner must apply half the conditioner on the whole hair. Inverting two words position may cause the person’s hair to frizz. As for the sentence *“To detangle your hair, from the end **you start at the roots of the hair**”*. (Spain)

Again, the meaning is difficult to guess; and after other requests it was made clear that the user of the “neutralizer” must start from the end to the roots of the hair. Once more, what may seem trivial in a word order may harm the user’s health. Change in word order has not been greatly apparent in the other genres, or at least not causing confusion in the construction of the sentences.

Likewise, the second subcategory in Syntactic analysis, as shown in table 3.7, is not so frequent but, considered as awkwardness from the part of the employees, as regards the texts structure and the message comprehensibility.

Supplied Items		Cosmetic raw materials	Packaging & Injection/ Blowing machines	Miscellaneous moulds	Machines Spare parts
SYNTAX/ LENGTH	Instances	Mails			
	Absence of punctuation	Frequency / 30 mails 00%	Frequency / 70 mails 00%	Frequency /25 mails 00%	Frequency / 25 mails 00%
		Invoices			
	Absence of punctuation	Frequency / 05 00 %	Frequency / 12 00%	Frequency /08 00%	Frequency / 05 00%
		Contracts			
	Absence of punctuation	Frequency/02 00%	Frequency/05 00%	Frequency/02 00%	Frequency/01 00%
		Instructions			
	Absence of punctuation	Frequency/10 00%	Frequency/02 00%	Frequency/08 00 %	Frequency/00
		Safety Data Sheets			
	Absence of punctuation	Frequency/05 04 80%	Frequency/07 05 71.42%	Frequency/00	Frequency/00
		Products Catalogues			
	Absence of punctuation	Frequency/03 00%	Frequency/08 00%	Frequency/02 00%	Frequency/00
		Miscellaneous Commercial documents			
	Absence of punctuation	Frequency/03 00%	Frequency/10 00%	Frequency/04 00%	Frequency/03 00%
		Machines user' guide			
	Absence of punctuation	Frequency/00	Frequency/09 03 33.33%	Frequency/00	Frequency/01 00%
		Labels			
Absence of punctuation	Frequency/06 00%	Frequency/04 00%	Frequency/00	Frequency/00	

Table 3.8: Text Length in Company Records

With regard to this category, one of the most striking and repeated instances are under the class of “Length” and as noticed in table 3.8, it is concentrated; first on Safety Data Sheets received from the Spanish and Polish with a rate of 80%, then in Chinese written texts in Safety Data Sheets genre with 71.42%, since the documents contain paragraphs stating characteristics of the material and measures to take before handling them. In contrast, the other genres do not witness such a feature; the NNS from Turkey do not manifest the same deviations in their English writings as the other NNS.

Length does not affect comprehension in emails for the Algerian reader; first, since emails are in general short, and in the case they are written as chunks with no respect of punctuation, the message can be easily comprehensible.

Within this parameter, it is very important to point up what has been testified by the staff, concerning the point of length in mails, especially or more specifically in written texts as long chunks. The staff explained, during the observation period, that when they used to write such kinds of mails, as any user of electronic correspondence will do, in receipt of their mails, there used to be insisting phone calls from the NS as well as from NNS to ask for extra clarifications, more often than when the mails were written in a sequential shape. Indeed, the Algerian staff has learnt to organize their mails in such a way to be comprehensible by the foreign partner, in the aim of obtaining the business partner’s credence.

The following sentence is an example taken from a document to explain the use of a spare part in a machine that was misused and exchanged. Therefore, the length of the sentence was a major reason for the misunderstanding in the use of the part:

“According to the characteristic of fan-coil air-conditioning systems you require cooling formula of fan-coil units based on the heat transfer and gauge cooling system which can monitor the individual air-conditioning cooling consumption during a period of time by detecting the parameters of inlet air condition –temperature and humidity – of the fan-coil air-conditioning system as well as the parameters of inlet cooling water provided by chiller.” (China)

The employees confirm that they needed hours to talk together and try to put the chunk into sequences so as to understand how to place the spare part in the workshop equipment. They added that it was urgent to place the spare to continue the week production. Unfortunately, this happened at the end of the week days and to send mails for explanation, will need to wait two supplementary days so as to receive clearer explanations.

(b) Discursive Functions

The final examination, in the present study, involves the practices investigated in the behaviour of NS and NNS with the Algerian staff. Besides the linguistic features of the texts, some cultural elements are added and exemplified in table 3.9, so as to display the presence of World Englishes in Workplace English in an Algerian setting:

Supplied Items		Cosmetic raw materials	Packaging & Injection/ Blowing machines	Miscellaneous moulds	Machines Spare parts
Deviation					
CULTURAL DIFFERENCES	MAILS				
	Different conceptions	Absence of receipt of acknowledgement			Receipt required
	Time		I send you the invoice later Very soon...		
	Formality	Use of "We" Phatic expressions	Use of " I" Familiarity	Use of "We" Phatic expressions	Use of "We", "would" "could" Phatic expressions Personal mails request.
	INVOICES/CONTRACTS				
	Different conceptions	Conceived contract	Confirmed Invoice acknowledged as contract	Conceived contract	Clauses contract
	Time				
	Formality		Informal		
	PRODUCTS CATALOGUES				
	Different conceptions		Colour terms		
	Time				
	Formality				
	COMMERCIAL DOCUMENTS				
	Different conceptions	Seal/ Signature	Seal/ Signature	Seal/Signature	Signature/
	Time		Carelessness in Chronology		
	Formality				

Table 3.9: Cultural Differences

Some Results, such as those devoted to the preceding tables, have been obtained by a qualitative and quantitative analysis as being indicative to the study. In contrast, table 3.9 pictures some misunderstandings that occurred after facing some cultural differences related to business. The staff members have pointed at some dealings which were pending; these lasts have been analyzed deeply, and then have been correlated with some possible suggestions.

Discussion will clarify, more, the affairs and to what extent unawareness about cultural differences may be a major cause to business failure.

For Spanish correspondents as a first example; sending a receipt of acknowledgment after receiving a mail, a parcel, or official documents sent via DHL service²⁶, is very limited. The Algerian employees have commented that after sending an important piece of information as a declarative action, the Spanish receiver does not show his reaction. The Spanish partner replies to any form of request but not to a declarative mail. However, in business, the Algerian administration -as reported by the manager as well as the employees- need a receipt of acknowledgment, for both classifying the correspondence and being aware that the other part has received the mail.

The Spanish correspondents, in recent mails, learned to apologize for not having sent a receipt of acknowledgment to an important mail sent by the Algerian manager which used to cause inconveniences between the two parts.²⁷ In contrast, the other European suppliers, most of the time, send receipts of acknowledgement after important matters. As for the UK, the receipt is highly required from the Algerian clients, in their mails. The British and Danish partners manifest their reception, after each order, parcel or official documents. The impact on business, regarding this point is not great, but creates inconveniences between the two partners when insisting each time for same matters.

No instances were observed on the use of time markers, as well as for the degree of formality, the Spanish mails were introduced by phatic expressions in almost all their mails, similarly as noticed in NS mails.

“Hope you are well,”

“Hope business is well,”

“It has been so long that we haven’t heard about your news”

“It is very nice to hear from you,

²⁶ Deutsche Post Company that provides international shipping of documents and freight as well as contract logistics.(cf. Glossary p.127)

²⁷ The Spanish partner learnt by integrating a community of practice as seen by Wenger (1998), and adopted his conception according to the members.

The Spanish correspondents also show the use of the impersonal pronoun “we” more often than the personal “I”, in a great bulk of the mails collected. (Annex 8: 160, is a set of copies from the mails and documents send from the Spanish partners).

As for the Chinese partners’ culture related to business, emails hold more spotted instances comparing to the ones arriving from Spain and Turkey. As marked in the second line of the table devoted to time, it has been remarked from the Chinese correspondents throughout the mails and confirmed by the employees, that the notion of time markers such as “later” or “very soon” are indeterminate by time.

In some emails the reply is after one week, sometimes more and others less. The employees confirmed that, most of the time, they were obliged to remind, repeatedly, the Chinese partners of the required matter, thing that they do scarcely with the European partners.

Regarding Formality, the mails sent to the Chinese suppliers are in formal written English as for the other partners. The secretary confirmed that the head of CARTANA requires a certain degree of formality in his correspondence with all his partners for the credibility and reputation of the company. However, the mails, in provenance of China, have attracted attention in terms of the degree of familiarity.

With contrast to the received mails from the Spanish correspondents, the pronoun “we” is almost absent. The formal “would” and “could” are also scarce in terms of request or apology, but what is highly contrastive with other international business mails is some mail introductions by intimate remarks; such as:

“I miss you” instead of *“it has been so long that I haven’t hear about your news”*.

The kind of phatic expressions in Chinese mails are more familiar, as has been noticed in their mails; the business partner may ask for a picture:

“Can you send me a picture of you?”

If a Chinese business partner wants to know about one’s county or one’s culture, he may write as an introduction to a business message:

“I want to imagine your life there...”

Such questions have been ignored by the Algerian staff through time, but there are others that are more difficult to be understood in a business context such as interrogations on the manager marital state:

“You found a wife?”

Employees classified other questions received after weekends or after receiving phone calls from a new hired secretary, as embarrassing or which couldn't be linked to business matters:

“How about last night?”

“What is the name of your secretary?”

Questions of the sort may cause a “cultural shock” especially when received for first time. The manager, sometimes, asks the employee to translate what has been sent by the Chinese partner, and as reported by him, it really causes embarrassment when the employee is asked to translate the message simultaneously.

As mentioned previously, an additional cultural difference in the business context has been noticed; the format of the contract between the Algerian and their respective partners are different from a country to another:

Contracts have been distinguished by Chinese suppliers who may consider an informal proforma invoice holding the mention “CONFIRMED” as the contract of the deal. Most of the time, Chinese contracts causes problems at the level of the Algerian official authorities which are regularly accustomed to find a classical “clause contract” inside the folio of the trade. In contrast, Spanish, Polish and Turkish suppliers, tailor their contracts according to the target business dealing.

Within the same parameter, in one of the pending affair; a mail, with attached files, has been detected holding the necessary documents for a transition of goods. The documents were dated chronologically. However, the procedure in chronology was wrong i.e. the normal procedure, as explained by the specialists in CARTANA, is as follow:

- 1- Establish a proforma invoice
- 2- Open a Credit Letter (CREDOC)
- 3- Prepare transit documents (Certificate of origin, Bill of Lading, Certificate of Conformity).
- 4- Deliver the goods with the final commercial invoice.

The staff explained that the Chinese conceptual business system does not require a chronological mark on the transit documents, as opposed to the Algerian business organization. Nevertheless, the Algerian bank and the custom authority will not accept documents that do not conform to the chronological process. This act was recurrent and the Chinese, from different companies, after being solicited, they accepted each time to change the dates on the documents without any objection, since it is not very important whether they send documents marked chronologically or not.

From collecting and reading mails from China, one has opted to separate this group of mails according to its provenance and its manufacture; the mails arrive from factories that manufacture different containers of cosmetics as well as their moulds. For that purpose, CARTANA requests on a regular basis designs of bottles, metallic tubes, liquid dispensers and their accessories as caps and pumps. Consequently, one of the most key elements in the design of such equipments is the colour feature and the use of colour terms. During the first deal concerning colour, CARTANA needed a design of a plastic bottle for shampoo. The company requested a set of colours with different shades, namely (Indigo, Bisque and crimson) that the enterprise is used to utilize with other European companies. However, there has been no reply about that particular point, during months despite the reminders that have been sent to the Chinese factory.

After exactly five months of communication regarding that specific point, which used to last few weeks, the Algerian staff members have decided to look for metallic objects, dyed exactly with the same required colours in order to finalize the affair. One of the employee commented that the head was about travelling to finalize the dealing on the spot.

As regards the Turkish suppliers, no particular difference has been noticed in their business dealings, nor signalled by the staff. The degree of formality was standard, their contracts, conceived according to the target affair and no pending affair was noticed in particular.

The remaining group of countries namely; Scotland, Holland and Denmark follow the classical and formal method in business dealings, their contracts are conventional, and receipts of acknowledgment are highly required for both the sender and the receiver of the correspondence. Scottish partners show some sentences as: *“Happy to hear from you”*, *“It has been so long that we haven’t received from you”*

Some Algerian employees reported that a few Scottish partners have required some employee’s personal addresses, for personal interactions, but that was out of the working hours. They confirmed also that they never refer to personal matters in their business mails.

Regarding what has made strongly some affairs pending, on that side, is the use of seal in the official documents. The Scottish authorities, as CARTANA experienced, do not recognize the worth of the seal on official documents. The signature is the sole witness of the papers authenticity. Whereas in Algeria, the custom authorities require, very firmly, that any paper should bear a seal and a signature so as to be accepted as original. The dealing has only been finalized by a special intervention and after insisting by the Scottish Minister to allow “specifically” to the Algerian company the use of a “signature” as an official approval.

On the whole, in business dealings, the difference in conceptualization between authorities is also another factor that requires time and money in communication.

3.4. Synthesis of the Research Tools Findings

The open-ended questionnaire findings have been structured into main areas to reveal different aspects of the company staff profile and writing in English in the workplace. In terms of frequency of writing in English at work, the results of the interviews strengthened the picture obtained from the survey and highly defined the corpus to be selected for analysis.

All interviewees reported reading and writing in English is part of their daily exercises. The nature of the job inside the company defines, in fact the nature of the used document. Since the survey showed that e-letters and technical documents were the most commonly written documents at work, special focus was put on these types of texts in the interviews.

Echoing the findings of the questionnaires, interview data indicated that other typical types of documents written in English, e.g. instructions, manuals, Safety Data Sheets, were also perceived to demand very high linguistic skills. To attain the linguistic standard required, informants mostly relied on their own abilities. Other common strategies mentioned were consulting dictionaries, on-line and in book-form, seeking response from colleagues to reach as much as possible Standard English like.

The final question brought up in the interviews analysed the views on texts received by their respective partners. The unanimous opinion was that communication with NNS is definitely different from the one with NSN and it is where most of misunderstandings occur.

To follow up and complement the findings of the survey, revealed frequent documents used in the workplace were selected to further explore writing in English in the workplace. Written texts in English at work were especially looked into. The results show clear correlation between the informants' replies, what has been observed then confirmed by the corpus examination.

The text types indicate that the documents, written in a similar level of English proficiency as the Standard English, are official documents such as commercial papers, catalogues or manuals, devoted to fairs and exhibitions. While other text types; instructions, invoices, and manuals, intended for a local use, are deviated from Standard, not necessarily requiring high level of English proficiency.

Not surprisingly, e-letters are considered to be the type of text requiring the lowest level of language proficiency. However, a great deal of misunderstandings behind communication breakdown take place in mails, if the type of deviation concerns mainly the change in word order, misuse of tense, or more importantly the cultural different conceptions.

One can state that the reasons behind such deviations from Standard English are mainly due to three factors. The first one is that Outer Circle English is gaining ground with the spread of electronic communication and globalization, and that Outer English speakers do not show great caution to standard norms, despite the impact that deviations may engender on business communication, except when it causes problems in highly formal situations; which is manifested in commercial documents and others, shared worldwide.

The second factor is the impact of the native language over English. A suggestion may be done, in this sense, inspired from (Trask, 1999); through his definition, he provides then evidence that every system, recognized as language, does have a grammar and that no language has little grammar than another. However, samples of grammatical classes such as lexical, number, and gender categories, are different compared to other languages systems; which do not necessarily have the same ground to classify their words. In some languages for instance, there are four to ten classes of gender categorizations. Meaning construction via structures of word order and tense in grammar is expressed contrastively in English to other languages. Therefore, the impact of Chinese, Spanish and Turkish languages are highly present in their English correspondence.

The third factor is drawn evidence from literature in World Englishes. The traits that characterise English varieties; for instance; China English has a number of grammatical features that give it a Chinese style. These grammatical characteristics are mainly due to differences between Chinese and English. For example, because Chinese does not have articles, Chinese people tend not to use articles when speaking English. The articles “the” and “a” are either absent from speech or used in ways that differ from native varieties of English (Yan Zhijiang, 2002:231). In fact this is what has been identified with respect to Chinese written texts.

In addition, Chinese does not have any equivalent to the English auxiliary verb “do”. When asking questions, Chinese may omit “do” altogether. A question such as “Do you like the samples?” may come out as “You like it?” or to indicate it really is a question, “You like samples, yes?”. In a similar idea, Chinese speakers of English may also use only one form of the verb, regardless of person or number. This is perhaps most obvious with the present tense third person form of the verb. It is common to hear Chinese people, even those with high

levels of proficiency in English, say sentences like “He eat in the cafeteria everyday” (Yan Zhijiang, 2002:231). Subjects are also used differently in China English.

There is also a predisposition for Chinese speakers not to use tense appropriately, since Chinese language does not have grammatical categories of tense (Trask, 1999). In Chinese, verbs have a complete different shape in the different tenses, sometimes other verbs entities are used when the time changes; as a consequence, the notion of tense does not exist in the Chinese speaker’s mind. In Chinese, only the time marker defines the time of the sentence, which is equivalent to what has been found out in (Adjacent Default Tense) category where correspondents do not join the write time marker with the correct tense form.

With respect to cultural differences and taking into account the pending “colour dealing”, one factor has been hypothesised and revealed to the staff.

Some psycholinguists, as mentioned by Trask, on the basis of Sapire -Whorf hypothesis demonstrate that every language has a set of what we call basic colour terms. English, for example, is considered to have exactly eleven: *black, white, red, green, blue, yellow, orange, purple, grey, brown* and *pink* (though some words may be referred to other shades for purple). Other colour terms, such as *scarlet, lime green, red-orange* and *blonde*, are non-basic, as stated by Trask. Other languages have different numbers of basic colour terms: for instance Chinese / Singaporean have only four basic colour terms²⁸ and the other shades go under these four categories.

One may suggest that this theory can justify the incapacity of Chinese to reply the Algerian mails when they ask for shades of colour metallic and plastic materials. Chinese did not manifest any reaction during months.

It is very important to state that after investigation, one has explained to the staff the above mentioned theory, to raise their awareness about the difference in cultural and linguistic conceptions of the Chinese. Taking the matter into account, the concerned staff members have changed the formulation of the request regarding colours, and they described the colour they wanted as shades pertaining to the category of purple and red. Amazingly, after few days one has witnessed the Chinese reply.

The ability to understand and remember colours is closely related to the colour terms of the language: the more basic colour terms a language has, the more accurately its speakers can

²⁸ (ma)biru covers black and the darker shades of brown, blue and purple; (ma)lagti covers, white and the paler shades of pink, blue and yellow; (ma)rara covers red, orange and maroon; and (ma)latuy covers yellow and the lighter shades of green and brown.

remember colours. These findings suggest that the inability of replying the mails, while they answered others, is due to the fact that Chinese conceptualization for colour terms consists of only four categories.

Finally, the survey shows that the employee, inside the workplace, relies on one's ability to cope with previously unknown features of new English different from what has been learnt previously. In asynchronous correspondence, clarity was emphasised by the staff as being more important than linguistic correctness. The degree of linguistic correctness and formality, as well as the choice of salutations and complimentary closes do not really have a strong impact on business communication failure, yet it provides inconveniences.

3.5. Implications of Data Obtained from the Case Study

The Cosmetic Co. Ltd. case study has highlighted some considerations for future business education, particularly in regard to the use of English as a Lingua Franca and to some hints on intercultural communication. Subsequently, suggested implications for institutional curricular in ESP are described in the light of the previous section findings.

The present study shows that employees from different "institutional backgrounds" in workplace realise the importance of being able to read and write communicatively efficiently in English, regarding their professional success when most of their business transactions occur with English NNS. Furthermore, they express a clear wish for training in English oral and written communication, as part of university studies, as well as a need for further training in these skills in their present work situation.

In view of this and as far as the employees who participated in the present study is concerned, incorporating generalities and features about World Englishes in ESP courses, at universities and institutes of technology, chemistry, biology and business, can be assumed to be important and relevant for students in these programs.

The question is what to focus on in ESP courses and how professional writing in English can best be practised. As we have seen, informants, in the study, reported that they strive for correctness and clarity in most situations when writing in English for work-related purposes, since some unawareness about some issues lead to communications breakdown.

Nonetheless, the analysed documents, in the present study, contain a large number of deviations types belonging to the identity of World Englishes. As already discussed, the great majority of deviations concern; verbs, especially concord in tense and subject. It regards also prominently word order, but there are also a fair number of other deviations involving articles

and respect of punctuation distinction, often transfer-related, i.e. due to cross-linguistic influence from the native speakers' mother tongue.

These findings suggest that consciousness-raising studies, focusing on especially frequent grammatical structures and typical constructions in texts and writing, could be relevant for students to achieve increased English varieties awareness in ESP situations, as a step towards attaining a higher degree of linguistic comprehensibility and interpretability as well as reducing communication breakdown caused by the influence of other languages conventions on English in writing.

Besides, for awareness-raising purposes regarding the clarity and logical flow in texts, the importance of effective paragraphing, unambiguous sentence structure and good coherence, including the use of various linking devices, such as various linking adverbials, could be usefully highlighted and practised in ESP courses for Algerian learners so as to be clearly understood by NS as well as NNS in their workplace communications and writings.

The study also indicated that the focus on one linguistic skill would be too narrow. Instead, ESP learners require higher levels of communicative competence in intercultural contexts. Hence, it must be argued that the combination of these skills is adequate preparation for workplace.

The array of variation in company documents, demonstrated in the present study, indicates that professional writing is highly context-based. Therefore, even if models and templates of different document types in teaching can serve as guidance and awareness-raising for, e.g., grammar and syntax constructions, register, thematic structures and the use of visual support in documents, it is important for teachers to stress that classroom models may bear slight resemblance to the models students will meet in their particular workplace.

For that reason, authentic materials are the highly required for ESP classroom samplings; considering the diversity and variation observed in the nature of workplace writing tasks, it could be argued that samples of various task-oriented, authentic and up-to-date material from, preferably, target workplaces should be used instead of classroom models in teaching. This would probably give students more relevant insights into real life practices and better prepare them for the diversity awaiting them in their future professional writing.

For instance, company writing exercises and business simulations, in the form of exchanging different types of business mails to learn conventions, style, and vocabulary are suggestions for activities in ESP courses. The most stimulating exercise, in one's opinion, is to simulate a number of situations where communications breakdown occur and to motivate the ESP learner to look for answers, being inspired by ELF communications. These kinds of

activities are useful preparation for writing English at work. Similarly, Zhang (2007) suggests using cases drawn from real-life business practices and simulation sessions for practising business discourse. In addition, he added that exploiting authentic texts and data from the workplace would probably boost students' subject-specific terminology acquisition and domain knowledge within their disciplines.

It would be of a chief importance to have well disposed workforce in terms of learning English and its uses in the globe. Their language formation will be very enriching if they learn about other languages and cultures. That will assist them, as future jobholders, to communicate effectively with people of different conceptualizations. More specifically competence in “intercultural” communication needs to include the following capabilities, highlighted by the case study findings, indicating the need for ESP learners to:

- Expect and be able to deal with different varieties of English.
- Have tolerance for and acceptance of different accents in ELF.
- Have “knowledge” and “awareness” of culture and linguistic issues.

ESP courses would rather focus on concerns such as:

- A greater emphasis on teaching and learning process that will develop students' competences, skills in intercultural communication, rather than focusing “only” on lexis and content.
- Expectations for oral and written issues in ELF situations.
- Structured discussions, simulations and case studies.
- Problem-solving and decision-making in ELF situations.
- Text and video-based analysis of international and regional varieties of English and their use in international business communications.
- Presentations and seminars, based on individual research and input; the exercise will concern case studies and feedback on language and communication practice.

The institution, on its part, would capitalize a qualified workforce if investment would:

- Associate workplaces with university ESP courses where learners can point at authentic use of English.
- Invite more businessmen for university seminars, to make ESP learners share and from their experiences.

- Grant learners the opportunity to have trainings in cooperation with companies; such trainings will produce living laboratories for ESP courses as well as for future perspectives.

If ESP courses are conducive to such practices, then future jobholders will surely acquire more “knowledge”, “awareness” and confidence over time that they will require for future operations.

3.5.1. Limitations

The present case study has intended to respect a degree of validity by means of three tools of data collection. However, the study could be complemented by using other data collection methods in addition to the questionnaire, such as interviews, in order to obtain more detailed information the use of interviews would have allowed a better quality of the results. As for the collected documents, the type of information obtained was bound to be limited to some extent due to the fact that the number of the corpus was limited because of the difficulty of its access.

Multiple methods were not used in the present study due to its limited scope. Furthermore, it is worth mentioning that even though the focus of the present study was on English, and its strong lingua franca position was emphasised, there is an urgent need for investigating about the languages that influence and interfere in the use of English in the global business environment. The present study has referred to that fact, but deeper investigations are highly needed to be undertaken.

3. 5. 2. Suggestions for Future Research

The results of the present investigation suggest a range of possible more in-depth studies of a sociolinguistic and/or pedagogical character. For instance, the document analysis model used in the present study could be expanded and complemented, with the aim of comparing documents written by native speakers of English with the same types of documents produced by non-native partners writers in regards to more parameters so that to shape a corpus on written texts, similar to VOICE corpus on oral exchanges, as suggested by (Seilhoffer, 2001).

Within the same line of thought, an interesting line of research to pursue would be to conduct a field study, on oral conversations (phone and face to face exchanges), and compare the findings with the VOICE project.

It would also be interesting to investigate how NNS of English in business communication code switch in their written texts. Studies in this area may, for instance, make

it possible to emphasis on transfer errors especially damaging to communication in various business documents.

Considering the relatively low number of women in industry, investigations could be carried out with the aim of finding out if there is a relationship between gender, communication and culture with special reference to the use of English as company language (cf. Wood, 2007).

Finally, an interesting avenue to explore would be to investigate if the use of more authentic workplace data in ESP courses would enable future jobholders from different profiles to develop their language skills in such a way that they can more easily adapt to various communicative situations and demands in the workplace.

3.6. Conclusion

The present chapter has examined with the use of three research tools namely, observations, open-ended questionnaire and manual corpus analysis, a personnel profile and has identified the nature of English type used in business interaction with speakers from two different circles in an Algerian workplace setting.

The present case study has also spotted deviation types in English use, as compared to the Standard English with regard to the company selected records. The selection of the corpus has been based on the frequency of their use, as revealed by the solicited population.

As far as the present work is concerned, the combined analysis of the three tools has, revealed that English in business written texts produced by speakers from Outer Circle countries, is not completely free from being mixed to World Englishes features. This deviation from Standard English is mainly due to three mentioned aspects.

First, one ideological factor which may add evidence to the dichotomy: (Standard Vs World Englishes). It witnesses the rapid spread of influenced English by its speakers' native languages, in the worldwide exchanges. Eventually, two psychological factors are very significantly tight to the existence of English deviation from the Standard, namely the impact of internal native language structure over English, in terms of grammar, vocabulary, and syntax, besides the distinct speakers' cultural conception, from different origins.

Finally, the findings of the analysis do not consider the detected deviation types as errors; it is rather pointed at unawareness of these elements, in a workplace communication and writing, as the cause behind communication breakdown. Therefore, the findings raise this fact as an important issue to be focused on for future ESP teachers, and that it deserves a lot

of care. Some of these issues and other limitations encountered in the present research will be the concern of the next section.

Finally this section has examined the current preparation of ESP learners in institutions further to the findings in section one of the present chapter. Some suggestions have been discussed briefly in the context of globalised workplaces in regard to discourse features of English as a Lingua Franca. The other major impact on undergraduate ESP education concerns the growing emphasis on intercultural awareness that the university courses are expected to develop in students. Intercultural focus will be crucial, not only for English graduates, but for all graduates that need English for Specific Purposes. The present case study has indicated that in business sphere, intercultural communication skills will be increasingly necessary for success in the same level as the grammatical characteristics of discourse. This section has discussed some implications that can assist a mutual development of ESP learners and jobholders in workplaces who will be more sensitive and able to operate in ELF contexts.

General Conclusion

General Conclusion

This research set out to examine developments around English as a global language, particularly in regard to business contexts. Despite the fact that the role of English as a Lingua Franca is indisputable in the era of globalization, there are controversies, among scholars, as regards the domination of SE over other types of English. There is little disagreement as to the singular place that it occupies (Phillipson 1992, Crystal 1997, Pennycook1994, Graddol 1999, Altbach).

The contribution that the present work, has attempted to, has been to apply, some of the methodological tools of the discipline to a study of applied linguistics area to explore in particular the state of English in workplace and examine the patterns of usage and mode of cultural difference dimension of NNS of English.

At the same time, this apparent hegemony of English is being counterbalanced by the increasing development of a number of varieties of English (Chinese English, Singlish), which are growing in importance and being claimed as Englishes. This work attempts to show another aspect of the hegemony that Standard English is losing ground in the Outer Circle due to the interlanguage transfer of other languages over English. The present case study confirms the continuing spread and growth of English as a global language, by highlighting structural and intercultural issues, particularly in the context of workplace.

More specifically, this study set out to find answers as to the nature of English used in the Algerian Business communication with the Algerian company's partners (Non-Anglophone mainly) and analyse the extent to which this nature relates to communication success or breakdown. In order to provide more empirical data to the raised questions; the current study based its analyses on naturally occurring texts from an authentically workplace setting.

This work is divided into three chapters. Chapter one is general background. It includes both a description of the link that English establishes between business and success in the era of globalisation, and English place in Algerian transactions setting. Chapter one also provides literature review on the three first occupying types of English, namely English as an

International Language, World Englishes and English as a Lingua Franca. It is accompanied, therefore, by a brief description of some ELF features which has relevance for the research topic, namely that related to the role, status and style of workplace English.

Chapter two consisted of the case study framework and methodological tools, which were used for the data collection. It provided, first, a succinct description of the company profile and the transactions mechanisms as a support to subsequent corpus and results discussions. Further detailed descriptions of the instruments were portrayed with targets discussions of each tool. In addition, some extracts, from the corpus samples, were displayed as preliminary account to provide contextual background to the third chapter.

Chapter three shifts the focus to the analysis of the informants' answers and to the findings resulted from the selected corpus used inside the workplace. It brings together the contents of the previous chapters with a discussion of the findings which was infiltrated throughout the results display. The chapter ended with a synthesis of the overall findings to offer a transition to a second part in the same chapter.

In order to seek answers to the raised questions in the opening pages of the present work, a case study involving a cosmetic company liability limited was designed. First, a questionnaire was handed to thirty of its employees who were concerned by the use of English inside the company to establish both their profiles and that of the company, with regard to English use with the company native and non-native partners.

The research findings are based on a corpus of 277 records, composed into 9 genres, sourced from the company four sectors. Both qualitative and quantitative was presented. Qualitative data has been used to enrich, explain and unpack the quantitative data tables based on the frequencies of occurring items. At the same, the analysis of a collection of company records, revealed by the informants' replies to the questionnaire, was undertaken so as to identify the nature of English used by the company's partners and to what extent the use of ELF –if exited- cause communications breakdown. The period of three months infiltration was of a major weight to the findings, since observations made throughout the visits and investigations by the employees have determined the transactions contexts and brought answers to some underlined constructions in the analysed texts.

After reporting to what extent and how frequent English is used at work, attention shifts to some of the linguistic features of workplace records to explore the use of ELF in the different genres, then compare the use between NS and NNS texts.

The results of the questionnaire showed that English is present in the company four sectors, embodied mainly in reading and writing electronic asynchronous correspondence,

besides reading other documents received from both native and non-native partners such as technical and commercial documents.

In the survey, it is interesting to note that the majority of respondents showed their detection to the difference between texts produced by NS and others conceived by NNS. However, awareness about the existence of World Englishes is very weak as noted in the observation process. The findings showed that the staff members were not so well equipped with enough knowledge on other types of English, but the one they learnt at institutions, since linguistic deviations in the texts, they everyday work with, were unfamiliar to them even after a considerable experience among the workplace.

Therefore, the concluding remarks answer the first raised issue in the present work; the findings indicate that the type of English utilized in business communication, with suppliers from Non English speaking countries, is a heterogeneous variety, not purely endonormative. Although the importance of being proficient in English is by no means diminished, the consciousness about such heterogeneity in English texts produced by NNS would seem to be a requirement for success in the future world of business. ELF, according to the present case study findings do not concern only business communication, but it also involves technical files in chemistry, biology, and industrial writing, mainly with regard to word order, mechanics, absence of articles, and subject concord.

Exploring these features, an additional dimension was identified as a factor to communication breakdown in business communication by way of pending transactions and explanations administered by the staff. Unawareness about the foreign partner's cultural dimensions and conceptualizations in business dealings is a major hindrance in communication. Basic colour terms, use of receipt of acknowledgement and social discursive functions forms the basis for this analysis which largely concerns the intercultural detected features in people's relational practice. Again comparisons are drawn between the partners of the company.

The survey findings, in this study, have lead to answer the second issue. The study concluded that deviations from standard English are prominent in causing delay to finalize transactions in due time and induce some inconveniences near official authorities especially when it concerns mainly intercultural differences.

Data from the questionnaires and corpus examination indicates that the behaviours which are likely to be most effective in achieving their transactional aims and in constructing and maintaining workplace success are those which acknowledge and show acceptance of other types of Englishes and other different cultures.

The research showed clearly that working cooperatively by taking into account the features of ELF in business and technical records, will participate to a great extent in developing comprehensibility and interpretability from the part of the staff members.

Therefore, from pedagogical perspectives, some careful accounts were suggested to be considered in ESP teaching process, learning outcomes, as well as some institutional expectations which draw attention on some linguistic tasks that raise the learner's curiosity to read about ELF. ESP courses in the perspectives of ELF accounts on both linguistic discourse features and intercultural awareness would enable future workforce to develop their language skills in such a way that they can more easily adapt to various communicative situations and demands in the workplace.

The research described here is a case study of one workplace in an Algerian context. While quantitative data is included, the records on which many of the findings are based comprise samples of a limited number of NNS. It is possible that these are not representative for each organisation in the field. This study should therefore be regarded as exploratory and the conclusions and findings as suggestive only. Further research based in different workplaces and in different contexts needs to be carried out to see the extent to which these findings hold for other workplaces and can be generalised. In addition to this, there are a number of other areas of research which suggest themselves from this study; one of these is code switching in technical writing.

Finally, despite the undeniable position that ELF occurs worldwide, the impact of miscommunication has been shown to be one of the reasons why great care of well constructed sentences and high deviations from Standard English could be better avoided when transacting with NNS, in addition to learning how to behave a member of NNS community. There is room for academic institutions to prepare well-formed workforce in respect of the scope of the present study; providing ESP learners with tools for acquiring future competencies in a globalized world and preparing future jobholders to face a rapid changing worldwide workplace that requires ELF linguistic features and intercultural awareness.

Technical Glossary

Technical Glossary

Air conditioning: *Electric Engineering.* A system that keeps air cool inside a machine.

Acrylic: *Cosmetics.* Something that's acrylic has the property of being able to repel water or moisture.

Bill of Lading: *Business.* A receipt of acknowledgment given by the carrier to the shipper acknowledging receipt of the goods being shipped and specifying the term of delivery.

Blowing: *Mechanical Engineering.* Processing that involves blowing air to shape a mould.

Brand: Business: A name that a company gives to a product so that people can recognise it easily.

Certificate of Origin: *Business.* An international document used in international trade, to state the country of origin.

Coil: *Electrical Engineering.* A transformer that supplies high voltage to spark plugs in an engine.

Company: *Business.* An organisation that makes or sells goods or services in order to make money.

Conditioner: *Cosmetics.* A chemical substance used washing the hair to make it softer.

Cooling system *Electrical Engineering.* Equipment in a machine that cools the engine.

Cosmetics: certain types of cosmetics (especially liquid foundations and powders) can be used to conceal but not remove hair. Some women and men use this method in conjunction with a hair removal method. Some methods of hair removal require you not use cosmetics immediately after in speed skin recovery.

Customer: a person or organisation that buys goods or services.

Detangle: *Cosmetics.* To remove tangles from hair (mass of hair twisted together in an untidy way).

DHL (originally standing for Dalsey, Hillblom and Lynn) is a Deutsche Post company that provides international shipping of documents and freight as well as contract logistics.

Fan: *Electrical Engineering.* A processing to expel hot air

Fragrance: *Cosmetics.* Any natural or synthetic substances used solely to impart a sweet or pleasant smell(odour) to a cosmetic product.

Goods: *Business.* Things that a company produces for sale or for use.

Hand : *Business.* A manual worker, especially in a factory or in a farm.

Label: etiquette to write the trade mark and specifications of a product.

Injection Machine: *Mechanical Engineering.* A machine with a forceful insertion of a substance under pressure.

Invoice: *Business.* A commercial document to itemize statement of money owed for goods shipped or services rendered.

Manufacture: produce large quantities of goods for sale using machinery.

Marketing: activities to design and sell a product or service by considering what buyers want or need.

Moisturize: *Cosmetics.* To dampen; to replenish lost liquid; to add vapour; to humidify. "Moisturize" usually suggests that the thing receiving liquid is made slightly wet, but is not saturated.

Mould: *Cosmetics.* A metal container, in a machine, into which a blowing process shapes a given shape when it hardens.

Neutralizer: *Cosmetics.* A chemical product used to cancel or reduce effect.

Packaging: The covering and boxes in which a product is wrapped.

Place an order: *Business.* Make a request to purchase an article.

Preform: *Cosmetics.* A form or a shape beforehand that resembles the final product.

Pouch: *Cosmetics.* A small bag made plastic for holding a chemical product.

Proforma: *Business.* A document that show potential or expected prices, assets, incomes or liabilities.

Staff: the employees of an organisation.

Supply: to provide goods or services to customers, especially regularly over a long period of time.

Quotation: *Business.* A price offer about an article, made by the supplier to his customer before the final purchase.

Warehouse: Storehouse for goods and merchandise.

Parent company: Firm that owns or controls other firms called subsidiaries which are legal entities in their own right, also called (Parent Corporation).

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