

The Role of Business Communication Yesterday, Today and Tomorrow – A Study

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Abstract:

The process of communication is as old as human beings. It has evolved over centuries and has gained experience in line with the progress of civilization. It took centuries for human beings to learn, speak and develop languages as vehicle of thought. The 20th Century has guided a tremendous technological advancement, which in turn gave a new dimension in the world of communication. Due to the scientific and technological innovations human communication has gained speed, knowledge and experience. Today we are on the verge of realizing an exciting new range of possibilities in the world of communication. Yesterday communication was through sounds, gestures and pictures.

Today communication is a link to develop conventional skills and new skills in the field of science and technology. Tomorrow communication is set to be increasingly electronic and it would be dehumanized. Megatrends 2000 observes "we are laying the foundation for an international information of highway system. We are moving towards the capability to communicate anything to anyone, anywhere by any form, voice data, text or image at the speed of light. Moreover the objectives of this title is to examine the role of Business communication yesterday, Today and Tomorrow" in a unique way.

Keywords:

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I. Methodology:

English is in demand everywhere. People have realized that knowledge of English could lead to a better career and get higher income, and provide greater opportunities in life. It allows new ideas and innovations around the world and provides us with a new kind of opportunity to the people. For developing and emerging economics, there is enormous demand and need for English in educational system to boost stability, employability and prosperity, English is major medium of instruction in schools, colleges and universities in India. Larger number of books have been written only in English. Technology, medical space science are learned through the medium of English language. It is the determinant business language and it has become almost a necessity for people to speak only in English. Language impact the daily life of the people of any race, creed and religion of world. It helps to express on feeling, desires and queries to the world around us. Therefore choosing and learning multiple language is indispensable for everyone.

II. Features of Indian English:

Today, most speakers of English language throughout the world are not native speakers and India is on course to become the country with the largest population, the country with the most English speakers. All of us should become familiar with features of Indian English. "India now claims to be the world's second largest-speaking country. "The most reliable estimate is around 10% of its population or 125 million people, second only to the US and expected to quadruple in the next decade" ¹ [BBC].

Indian English as a distinct dialect of English. In theory, English speakers in India follow British English as specified in the Oxford or Longman's English Dictionaries. To practice, Indians use many words and phrases and do not exist in British or American English.

Three features of Indian English stand out to me. First one the usage that seems archaic compared with contemporary American or British English. For example an office within a high rise building might be referred to a **cabin**; while customer demand is referred to **patronage**.

The second feature is the use of Hindi words within English. This is known as **hinglish**. In some parts of India people speak and write in Hindi sentences sprinkled with a few English words. In other region, the core

sentence is in English with few Hindi words or phrases included. Either way one could understand the meaning of Hindi references in unique way.

The third feature in the mixing of vocabulary in a common occurrence in many language. The French borrow English words, vice versa. In India English - Hindi words have been incorporated. Even British and American English have incorporated a number of Indian words, such as pajamas, juggernaut and thug.

The Role of Business Communication - Yesterday:

The process and role of communication yesterday was limited and primitive. Pre-historic man and people in the early civilization communicated through sounds, grunts, actions, gestures and gesticulations. Communications between individuals are mostly non- verbal. They used symbols and pictures to convey their limited messages. Important messages could be passed on by words or mouth. Initial writings were on stones and leaves. Access to the spoken word was limited by physical factors and distances. Use of written communication was restricted as scriptures, religious texts Royal messages, etc. "Yesterday, communication was through sounds, gestures and pictures,"² says R.K.Madhukar.

The Role of Business Communication - Today:

Modern civilization saw the birth of languages and the progressive use of the spoken word. The birth of printing technology in written communication gave a sudden increase to business communication. New scientific aids increase the strength of written and spoken messages. Visual and audio visual aids provided a further progress to the process of business communication. Mass communication such as newspaper, radio and television provided extensive reach and take business messages into rural and urban households. The second half of the 20th Century, has seen the widespread use of business letters, reports, interactive communication such as meeting and conferences, and interactive communication such as circulars, memos and office notes. As these has gained importance, typewriters, stenographers and communication formats has assumed particulars relevance. Today when we talk of excellent skills in business communication we have to take note of both conventional skills and new skills. Moreover, one must learn skills that would be appropriate tomorrow's business conditions. Business of today and tomorrow could be operating in highly IT enabled environment. "Today communication is a mix of conventional skills and new age technology"³ observes R.K.Madhukar.

The Role of Business Communication - Tomorrow:

The advent of new technology has added new dimensions to the range, speed methods and modalities of personal and business communications internet, laptop, mobiles and personal computers have started impacting business communication in urban and even rural areas.

Today there is much greater choice of channels and instruments E-mail, SMS, ATM, internet communication, E-business, E-commerce and video conferencing have brought about greater speed and efficiency to the process of communication. Technology would certainly count for a lot of in tomorrow's business communication. Old ways of doing things are yielding place to the new and more sophisticated ones. The technological revolutions have started impacting rural areas as well. For business communication, all these developments bring in new opportunities as well as responsibilities in their workplace messages have to be brief, swift and focused.

III. Conclusion:

The role of Business communication is important and relevant to develop new skills, competence experience and knowledge in their workplace. Yesterday, communication was through sounds, gestures and pictures. Today, communication is a mix of conventional skills and new age technology. Moreover, Tomorrow's communication is set to be increasingly electronic and dehumanized. Moreover students from educational institutions should learn more dynamics, mechanisms and techniques of business communications with their own effort and endeavour to develop their career.

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