# BUSINESS COMMUNICATION AND GLOBALIZED ENGLISH: RECENT DEFINITIONS AND APPLICATIONS OF A CONCEPT ACROSS THE CORPORATE WORLD

*'Comunicación comercial' y globalizado Inglés: Definiciones recientes y aplicaciones de un concepto en el mundo corporativo*

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### ABSTRACT

This article approaches 'business communication' as a multi-layered economic phenomenon of the corporate society of the globalized business world. In academic education systems and in the business world under the term 'business communication' various definitions exist, which are applied across the fields of academic studies and in the business world. After the comparison of definitions of 'business communication', we demonstrate the various layers of business communication in the contemporary corporate world based upon a model of the corporate world and these cases using examples of companies implementing 'business communication' into their corporate structure.

**Key words:** advertising / corporate world / globalization / intangible capital / English language / education academic / corporate structure

### RESUMEN

Este artículo es un estudio de "comunicación comercial" como un fenómeno económico de varias capas de la sociedad corporativa del mundo globalizado. En los sistemas de educación académica y en los negocios en diversas definiciones del término "comunicación comercial" existe, que se aplican en todos los ámbitos de la formación académica y en el mundo de los negocios. Después de la comparación de las definiciones de "comunicación comercial", que demuestran las diversas capas de la comunicación comercial en el mundo empresarial contemporáneo. Ellos se basan en un modelo del mundo corporativo. Para estos casos usamos ejemplos de empresas que implementan la "comunicación comercial" en su estructura corporativa.

**Palabras clave:** comunicación comercial / mundo corporativo / globalización / capital intangible / Inglés idioma / educación académica /estructura corporativa

## 1. Definitions, State of Research, Theoretical Approach, and the History of 'Business Communications'

Business Communication is a field of communication, which is clearly determinated by the professional areas of its applications in an economically performing environment. Historically it has its traditions in communications sciences. So rhetoric was its earliest representative field of these studies. Also philosophy served as an early discipline fort the inquiry of economical processes. With the emerging approach of the natural sciences in the 19th century, economical processes were considered also from a scientific objective perspective as an independent scholarly field. Facing this historical perspective, business communication today in universities housed in departments of management, business, or the humanities taugh as a scholarly branch of academic studies is an interdisciplinary field of studies of communication processes. Business communication under the paradigm of globalization in the 21st century has some specific features, which determinates its appearance; so the language of the globalized international business communication is the English language serving as the lingua franca of international trade. The activities of internationally operating companies and international trading make a common international language useful; also the history of the British Empire, which had established English as an administrative language, and the political and military activities and the educational model of the United States were adopted by many developing countries from the United States in the 20th and 21st century promoting the English language as an international language. The language employed in business communication can be classified as a variation of the Standard English language of a special social community of professionals. As a feature of business communication emerging under the effects of 'globalization' since the end of the 20th century the establishment of the English language as world language and lingua franca was further promoted. Usually business communication is as a field of studies localized in the business and management departments of universities. But also the English departments, which offer English as a foreign language, teach business communication in English. Generally speaking, the English language here learned is a register of the written and spoken English language with idiomatic

expressions and a terminology, which has derived from the special needs of the business world. Communication as a purely technical area of research can also be found as a subject of academic education in IT departments. Thus, all these three fields of studies contribute to the research field of business communication. So business communication is an interdisciplinary subject with a strong approach as an applied field of science in contrast to theoretical fields of research. The research situation for business communication reflects the ambivalence of this field shared between curricula for foreign language acquisition and business studies in the English language. Boettger (2007) reflected the function of English in multilingual business communication situation. Practical textbooks for business communication in English employ this term usually in their book titles. Recent contributions are Barrett's and Sharma's textbook (2010) Networking in English: Informal Communication in Business and Bennie's (2009) A Guide to Good Business Communication: How to Write and Speak English Well in Every Business Situation both published in Oxford. Li (2009) published Effective Business Communication in English in Singapore. Baddock (2006) published the textbook Business Communication in English: E-Mails und SMS. Sweeney's (2003) English for Business Communication: A Short Course Consisting of Five Modules and Jones-Macziola and White's (2010) Getting Ahead: Communication Skills for Business English were published in Cambridge. Alshare, Lane, and Miller (2011: 186-194) described the business communication skills taught in curricula for information systems. Conrad and Newberry (2012: 112-120) treated the identification and instruction of business communication skills for graduate business education. Ioannis, Damianos, and Nikolaos (2009: 897-900) made a strategic model for the business communication field in the commercial enterprises. Maas and Burgess-Wilkerson (2012: 215-226) studied the technique of 'concept mapping' for business communication. Warren (2013: 12-24) studied the types and directionality of intertextuality in professional discourse in English. Since the research fields of business communication comprise both the cultural sciences and the exact science with a focus of the application of business communication, any theoretical aspects would be grounded in various disciplines. In business terminology the term 'business communication' is employed for any communication within the corporate organization, but also

means specifically the functions of the presentation of the products and services of a company in the departmental units of PR (Public Relations), marketing, and sales as well as management. In the Business Dictionary 'business communication' has the following definition: "The sharing of information between people within an enterprise that is performed for the commercial benefit of the organization. In addition, business communication can also refer to how a company shares information to promote its product or services to potential consumers". (Business Dictionary) The question 'What is Business Communication?' is answered in the Management Study Guide as follows:

> "Communication is neither transmission of message nor message itself. It is the mutual exchange of understanding, originating with the receiver. Communication needs to be effective in business. Communication is essence of management. The basic functions of management (Planning, Organizing, Staffing, Directing and Controlling) cannot be performed well without effective communication".

The Management Study Guide emphasizes that business communication is determinated by the business aims, goals, visions, and mission:

> "Business Communication is goal oriented. The rules, regulations and policies of a company have to be communicated to people within and outside the organization. Business Communication is regulated by certain rules and norms. In early times, business communication was limited to paper-work, telephone calls etc. But now with advent of technology, we have cell phones, video conferencing, emails, satellite communication to support business communication. Effective business communication helps in building goodwill of an organization." (Management Study Guide)

Hooker wrote in Cultural Differences in Business Communication: "Communication styles vary enormously around the world, and these contribute to a staggering variety of business styles. It is best understood as reflecting a more fundamental distinction between rule-based and relationship-based cultures, which is in turn grounded in different conceptions of human nature." (Hooker) The Financial Times Lexicon has the following entries for communication-related terms:

| | |
|---|---|
| *Internal Communication* | PR |
| *Organizational Communication* | Management |
| *Press Communications* | PR |
| *Strategic Communication* | Management |
| *Corporate Communication* | PR |

Any 'business communication' has the objective of gain profits directly or indirectly; for example the 'business communication' in sales brings directly profits, while the 'business communication' in a public relations department contributes indirectly to the gain of profits. The activity of communication is without doubt an abstract process and requires intellectual presence of the person performing it. The theoretical approach we can apply to all kinds of cases we study here is the economic aspect of the specific type of communication, which is called 'business communication'. The economic perspective of 'business communication'  in the economic theory can be described with the use of the concept of the 'intangible capital' as market value of the corporate world. In economic theories the concept of capital since Marx exists as a value of the profit making institution. Among economic theories 'capitalism' is the process, which is used to describe the development of profit in economically acting organizations or societies. While Marx saw the capital as a concrete good in economic exchange, the term 'intellectual capital' is relatively new. The ability of the individual person to perform in the corporate world in economic processes 'business communication' can be classified as the asset of an 'intangible capital' or an 'intellectual capital'. Corrado (2012) and Dovey (2012: 295-306) discussed the concept of 'intangible capital' recently. Marrocu (2012: 377-402) applied the concept of the 'intangible capital' as a factor of the productivity of a company. Andriessen (2004) presented a method of valuation of the 'intellectual capital' of the 'intangibles'. While theoretical economic studies

use the term 'intellectual capital', the practical studies and handbooks of management discuss and describe how the 'intellectual capital' can be used' for the profit of a company. Pasher (2011) and Teece (2000) approached the concept of intellectual capital as a value the management of a company has to deal with. 'Business communication' as an economic value classified and a type of 'intangible capital' we present here in our study in various social settings of the business world. This kind of 'intangible capital' of business organizations can be characterized as 'intangible capital', which is released and shared in human communicative activities in the social sphere of the business world. Therefore, the social structure of departments, functions, and relationships of entities in a business organization has a high influence on the performance of 'business communication'.

## 2. What is Business Communication? A Modell and Definition according to Sectors of Professional Business

Various definitions of business communication exist. Generalizing, we can say that business communication is the specific type of communication, which employs means and tools for the performance of business. Besides a natural language also technical and medial features have a high impact on the performance of business communication. Usually the establishment of networking systems dominates the performance of business communication. So business communication can be defined as any means supporting the process of business. Besides the technical means for the conduct of business, communication comprises speech communication among persons who are in any business activity engaged. Usually a business activity is a non-private activity, which aims at being supportive in a business process. As professional fields, which support the business communication process, the areas of management, public relations, marketing, advertising, and sales exist in the corporate companies. The functions of these professional fields in terms of the conduct of business communication are different.

| Professional Field of Business Communication | Functions of Professional Field | Activities in Business Communication |
|---|---|---|
| *Management* | Leading<br>Controlling | *Leadership Rhetoric*<br>*Motivation and Vision*<br>*Definition of*<br>*Aims and Outcomes* |
| *Public Relations*<br>*(Corporate Communication)* | Information of Institutions<br>Liaising with Public<br>Representation of Values of the<br>Institution | *Presentation of the Institution in*<br>*Journalistic Media*<br>*Description of Ethics* |
| *Advertising* | Corporate Identity<br>Brand Identity<br>Advertising of Products and<br>Services | *Description of Corporate Identity*<br>*Implementation of Brand Identity*<br>*Advertising Products* |
| *Marketing* | Delivering and Structuring of Ways<br>of Sales | *Technical Communication* |
| *Sales* | Sale to Customer<br>Customer Service | *Communication with Customers* |

As professional fields of business communication with associated functions and activities in business communication of a corporate organization the departments of management, advertisement, public relations or corporate communication, marketing, and sales have specified functions. These specific functions of management require a special knowledge of business communication regarding leading and controlling with the associated area of 'leadership rhetoric', motivational communication, and visionary communication towards stakeholders of the organization. The departments of public relations and corporate communication comprise as their specialization the delivery of information about the institutions and liaising with a public audience. This approach requires the presence in the mass media and so business communication means here to write and orally present information according to the needs of the public eye. Also the social media as place of public relations and marketing have become increasingly important. The contents of communication in public relations is concerned with the representation of values of the institution, the corporate identity, and the branding of the institution and their products. In departments of advertising the brand identity and the corporate identity are used for the presentation of the institution and its products or services for interested and potential customers. Marketing is specialized in the delivery and prior structuring of ways of sales; so here the field of technical communication is important. As sales is specialized in contacts with the seller of the products or services, it is here necessary to have communication skills

applicable for personal communication in professional life. All these kinds of professional communication can be performed in oral personal communicative situations, in written formats, or in written or spoken format in an analogue of digital medium. Media presence is one of the important sectors of business communication.

| Main Function | Controlling<br><br>Planning | Information of Provider of Products and Services | Information of Provided Products and Services | Macro Structure of Sales | Execution of Sales |
|---|---|---|---|---|---|
| Department of a Corporate Company | *Management* | *Public Relations*<br><br>*Internal Relations* | *Advertising* | *Marketing* | *Sales* |

**Main Functions of Departments of Corporate Companies in the Business Process**

Business communication is performed by business professionals, but also non-professionals who are participating in a specific situation of the business processes. Business communication at the specific local and cultural level of the communication in a business might be determinated by cultural habits and customs of the culture. On the contrary, in globalized settings the communication style and customs are different and follow international habits. This means -generally speaking- that the more objectified way of communication is aim-centered and inter-subjectively practiced with the reduction of specific cultural habits. Usually, the five areas of business communication (management, public relations, marketing, sales, and advertising) are present in every business corporation. So the departmental structure sets the standards for the business communication between these internal areas of a business enterprise.

| Departmental Unit | Direction of Business Communication | |
|---|---|---|
| Management | Internal Business Communication | All Groups |
| Public Relations | External Business Communication | Stakeholders |
| | | Public Relations |
| and Internal Relations | Internal Business Communication | Employees |
| Advertising | External Business Communication | Customers |
| | | Stakeholders |
| Marketing | External Business Communication | Customers |
| Sales | External Business Communication | |

**Types of Business Communication and Functions**

**of Departmental Units of a Corporate Organization**

Management is an area of business communication where decision-making is performed. The decision-making process in management implies that options exist. The selection of options decides about business processes in the future. Management makes decisions, which are important for the internal structure of the company and also decisions regarding the interaction with the outside world. The communication can be set up for short term goals as tactic communication or for long term goals as strategic communication. On the contrary, advertising, marketing, and public relations face their objectives in the presentation of the company and its products towards the outside world of the stakeholders. Their actions are determined by the corporate identity of the company, its aims, and vision as well as concrete functions of each departmental unit. Business communication requires at any departmental level a specific communicative competence. Traditionally communication refers to communication by digital media without any media at all as interpersonal communication or alternatively with the use of analogue media. Communication by digital media creates a virtual reality. Communicative competence means the ability to use the skills of communicative performance of an individual person and the tools of traditional media and digital media as well as non-mediated communication. Knowledge in the corporate business world is determined by its relevance for the conduct of business.

**Management**
*Management of Knowledge*

**Marketing**
*Outlets for Consumable Goods or Services*

Communication of
'Internal Knowledge'

**Communication in Organization
(Internal Communication)**
*Internal Stakeholders of the Institution*

Communication of
'Internal Knowledge'

**Public Relations and Corporate Communication**
*Local Mass Media*
*Regional Mass Media*
*Digital Mass Media*

Communication of
'External Knowledge'

**Advertising**
*Local Mass Media*
*Regional Mass Media*
*Digital Mass Media*

Communication of
'External Knowledge'

**External and Internal 'Knowledge Management' for Business Communication in Management**

Business communication entails the communicative ability to communicate contents promoting the business. Business communication depends on the branch of an organization, which contributes to the business from a specific perspective; so the knowledge management as the practical distribution of business-relevant knowledge depends on the specific perspective.

| | | |
|---|---|---|
| Management | Communication of Knowledge to: | PR, Advertising, Marketing |
| PR | Communication of Knowledge to: | Management, Advertising, Marketing |
| Advertising | Communication of Knowledge to: | Marketing, Management, PR |
| Marketing | Communication of Knowledge to: | Management, PR, Advertisement |

Standardized aims, outcomes, and vision of a company across the departments of an organization ensure the uniformity of the communication as cross-departmental topics. Maintaining the communicability in an organization concerning business communication implies certain standards; an example is the 'house style', which facilitates the internal and external communication process:

Standardization of Communication Means
Standardization of Communication Topics
Standardization of Communication Techniques and Methods
Standardization of a Corporate Language
Standardization of Participants in Communication

Business communication aims at various effects as result of successful communication:

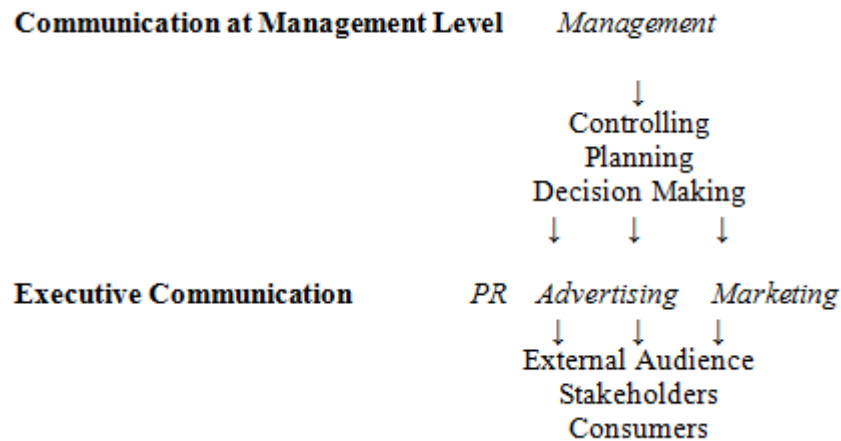| | |
|---|---|
| 'Facilitation of Business Processes' | All Areas |
| 'Persuasion regarding Actions resulting in Business Processes' | PR, Advertising |
| 'Information and Persuasion about Aims, Values, Products, and Services of the Organization' | PR, Advertising |
| 'Controlling of Practice of the Organization' | Management |
| 'Decision Making of the Organization' | Management |
| 'Plans of the Organization' | Management |

The aims of business communication in a corporate organization can be described as the supportive actions of the conduction of business in the interest of the organization.

Business communication as a skill of managers requires the ability to communicate the aims of management, which are planning, controlling, and decision making. So according to these functions the business communication takes place.

| | |
|---|---|
| *Decision Making* | *Instruction* |
| *Planning* | *Ideas and Facts* |
| *Controlling* | *Facts* |

**Business Communication as Function of Management**

Also the aspect of leadership rhetoric belongs to the skills of managers. Traditionally rhetoric employs as categories of persuasion the methods of *docere* ('teaching'), *delectare* ('entertain'), and *movere* ('movement'). As a communicative connection to other areas of business communication the management needs to maintain the communicative exchange with PR, marketing, and advertising. Traditionally the actions of a manager have been associated with the performance of leadership rhetoric.

**Communication at Management Level** — *Management*

↓

Controlling
Planning
Decision Making

↓ ↓ ↓

**Executive Communication** — *PR  Advertising  Marketing*

↓ ↓ ↓

External Audience
Stakeholders
Consumers

## 3. Case Studies I: Applications of 'Business Communication' in Corporations

### I Business Communication at Wal-Mart:

### Business Communication as Marketing and Advertising Place of a Corporate Community

The company *Wal-Mart* is an example for business communication specialized in sales and PR ('Public Relations') for its community. Under the logo 'Saving people money so they can live better' *Wal-Mart* states that the company "helps people around the world save money and live better - anytime and anywhere - in retail stores, online and through their mobile devices." (*Our Story. Wal-Mart*) Regarding the 'heritage' of the founder of the company is written in the section of the homepage for corporate communications that the principle 'Saving money and better living' was used "since the first *Wal-Mart* store opened in 1962 in Rogers, Arkansas." This section continuous stating that "we've been dedicated to making a difference in the lives of our customers. Our business is the result of Sam Walton's visionary leadership, along with generations of associates focused on helping customers and communities save money and live better." (*Our Story. Heritage. Wal-Mart*) The term 'community' is often used for the people associated with this institution and used as a tool for public relations. *Wal-Mart* has its official website, where it represents its 'community'. As principles of its corporate culture *Wal-Mart* has the values of '3 Basic Beliefs and Integrity': "*Walmart* was founded on three basic beliefs: service to our

customers, respect for the individual and striving for excellence. Our adherence to these principles has created a unique work culture at Walmart. No matter where you go — to any of our stores and offices in any of our brands around the world — our associates live these values. Service to our customers - Respect for the individual - Striving for excellence." (*Corporate Culture. Wal-Mart*) Obviously these guidelines reflect ethics of business communication, especially sales activities, which are performed at a one to one – interpersonal level. *Wal-Mart* maintains a *Global Ethics Office*. *Wal-Mart* has a *Investment Community Communications Policy* for the principles governing communications among *Wal-Mart* and its directors, officers and associates and financial institutions under U.S. federal law. These guidelines regulate the performance and interaction between the corporate organization and other business corporations as well as the government in order to ensure that the communicated contents and the practice of disclosure of selected contents is in accordance with the laws. So business communication also refers here to the information about the financial state of the business corporation and the degree of its publicity.

## II    Business Communication at AT&T and Oracle:

## Communicating the Business of Digital Media via Digital Media

*AT&T* and *Oracle* are business corporations, which sell technical tools for digital communication and services for the conduct of digitalized business communication. Communication tools of *AT&T* are its 'wireless network news' and the 'media newsroom' for the outreach to the mass media and the public audience. In the section *About Us* the corporate structure of the company is described in the subsections 'News Releases', 'Careers', 'Intellectual Property', 'AT&T Foundry', 'Senior Leaders', 'Diversity Management', Supplier Partnerships', 'Service Publications', and 'Security Vulnerability Reporting'. This company offers various digital formats for its presentation and communication to stakeholders, customers, and the mass media. In the section *Doing Business With Us* for the distribution of news the following tools are used:

- *News Releases*
- *RSS Feeds*
- *Multimedia Gallery*
- *Media Kits*
- *Events Calendar*
- *U-verse*
- *Wireless*
- *Innovation*
- *Network*

- *Business*
- *Texting Can Wait*
- *Media Inquiries*
- *Consumer Blog*
- *Innovation Space Blog*
- *Public Policy Blog*
- *Networking Exchange Blog*
- *Social Media*
  *(AT&T)*

In the section Doing Business With Us the company AT&T writes: "AT&T views the supply line as a strategic component of the business, and is constantly seeking ways to improve its performance and reduce costs." (Doing Business With Us) For the corporate culture at AT&T metaphorical terminology of the political area is used; so in Community Impact the employees are described as 'corporate citizens': "At AT&T, our employees have long honored essential core values. We do not simply support our communities; we are engaged, contributing members of them." (Corporate Citizenship. AT&T) In the Company Information of AT&T the following is written in the section Our Values about the values of the company:

Deliver the future first

Build strong customer relationships

Unleash our human capabilities

Operate with integrity and trust

(*Company Values.* AT&T)

The IT company Oracle uses presentations of its products with learning materials. Oracle also offers digital media formats for the exchange between the company, stakeholders, customers, and the broad audience. Persons who use the services of Oracle are called 'partners'; they can both be active in the sale of products and in the instruction for the application of these products. Oracle employs several methods of communication via digital communication devices in order to reach the community of partners, customers, and the public

consumers of mass media. On its website the company Oracle presents the following communication tools:

**Oracle Cloud**
**Java**
**Customer and Events**
**Communities**
- Blogs
- Discussion Forums
- Wikis
- Oracle ACEs
- User Groups
- Social Media Channels
**Services and Store**
- Log In to My Oracle Support
- Training and Certification
- Become a Partner
  Find a Partner Solution
- Purchase from the Oracle Store
  *(Oracle)*

**Communications**
- Blogs
- *Java Magazine*
- Newsletters
- *Oracle Magazine*
- Podcasts
- *Profit* Magazine
- Social Media Directory
- Videos

Both *AT&T* and *Oracle* are companies producing IT products and services of digital media for the communication to the exterior audience. The core feature of their business sector is the provision of digital communications. *Oracle* aims at the close relationship between the sale of products and the process of learning about these products and their applications. This dual strategy of digital communication tools and services in order to learn about the products is set up across several departmental units referring to marketing, public relations, and sales. Since sales of products and services contains also the delivery of information about the use of the products, the company *Oracle* uses partners for sales as well as digital media for learning processes of their partners and the end users of the products.

## III   Cases of Globalized Business Communication in the Oil Industry:

## Shell, China National Petroleum Corporation (CNPC), and Saudi Aramco

The business sector of oil production is an example for the corporate communications of departments of public relations. These companies list on their agenda besides the production and trade of oil products other fields of business and charity work for the benefit of a general society. With these alternative areas of business activities these companies aim at favorable

responses via public relations and corporate communication in the mass media. Also the promotion of general society-related benefits and care about the environment are approaches of communicating a positive image in the public eye. The companies in the business sector 'energy' utilize business communication as the tool to communicate its structures to the public. The companies use online presentations for the exterior audience in order to communicate a description of the company as a global player and the aims and visions of the company. The company *Shell* is an example; this company writes about its organization: "We are a global group of energy and petrochemicals companies with around 90,000 employees in more than 80 countries and territories. Our innovative approach ensures we are ready to help tackle the challenges of the new energy future." In the section *Our Business* on the website of *Shell* is written: "Shell is organized into: Upstream, Downstream, and Projects & Technology. (…) The global network of Shell Trading companies encompasses Shell's trading activities in every major energy market around the world. We also manage one of the world's largest fleets of liquefied natural gas (LNG) carriers and oil tankers." (*About Shell. Our Business.* Shell) In the section *Future of Energy* is written: "Our commitment to technology and innovation continues to be at the core of our strategy. We believe our technologies and technical expertise will be telling factors in the growth of our business." (*About Shell. Our Business. Shell*) The PR is based on the conceptual idea online dialogue; *Shell Dialogues* is the public relations platform of the company with Webchat. (*Shell Dialogues. Shell*)

Also the Chinese national oil manufacturer *China National Petroleum Corporation* (*CNPC*) presents itself on its official website as a global player aiming at 'profitable provisions of energy' with 'economic, social, and environmental responsibility'. The company communicates as principle value the traditional Confucian value of 'harmony' as quality of the relations between the different stakeholders of the company. According to its website presentation, *China National Petroleum Corporation* (*CNPC*) "is China's largest oil and gas producer and supplier, as well as one of the world's major oilfield service providers and a globally reputed contractor in engineering construction. With a presence in almost 70 countries, we are seeking an even greater

international role. We provide energy in a profitable manner, and always attach great importance to our social and environmental responsibilities." On the section *Our Businesses* of the website the main sectors oil and gas operations, oilfield services, engineering & construction are described. (Our Businesses. *China National Petroleum Corporation* (*CNPC*)) The *Press Section* covers news releases, speeches, publications, video, and online features. (Press. *China National Petroleum Corporation* (*CNPC*)) In *Our Mission* is written: "*China National Petroleum Corporation* (*CNPC*) is committed to the principle 'Caring for Energy, Caring for You'. We strive for harmonious relationships between operations and safety, energy and the environment, corporate and community interests, and employers and employees. We are committed to protecting the environment and saving resources, promoting the research, development and application of environmentally friendly products, fulfilling our responsibilities to society and promoting development that benefits all." (Company Profile. *China National Petroleum Corporation* (*CNPC*)) In *Our Strategy* is written:

> "Increasing resources Endeavoring to maximize and diversify oil and gas resources, ensuring an orderlyreplacement of reserves, and maintaining thedomestic leadership of our upstream business.Expanding marketTaking full advantage ofeconomies of scale and the integration of upstream anddownstream operations to seek a dominant position in the market and maximize profits. Seeking a greater international role Focusing on oil and gas business, being active and prudent in enhancing international cooperation, strengthening capital operations, and expanding international oil and gas trading in a mutually beneficial way." (Company Profile. *China National Petroleum Corporation* (*CNPC*)

In the section *Our Goal* is written that the main goals are to build an 'integrated international energy corporation' and to focus on 'oil and gas business supplemented' by 'oilfield engineering' and 'technical services', "integrating

upstream and downstream operations, developing our domestic and overseas businesses in a coordinated way and promoting the orderly development of new energy." (Company Profile. *China National Petroleum Corporation* (CNPC)  In the section *Powering Possibilities* is written: "We do so much more than provide energy to the world. We also grow new businesses, fuel the economy and drive innovation." (Powering Possibililties. *China National Petroleum Corporation* (*CNPC*)

The company *Saudi Aramco* is the Saudi Arabian oil company, which emphasizes in its self-description on the official website of the company that its business goes beyond the limits of the production of oil. Besides the promotion of innovations Saudi Aramco also is interested in the development of education, economical process, environmental protection, and partnership, as in the section *Our Vision* is written: "Our commitment to remain the world leader in the production of petroleum-based energy is complemented by our commitment to help solve a host of pressing issues. We believe we can make a difference wherever we do business by investing in innovation and entrepreneurship, creating educational opportunities, powering economic progress, increasing environmental awareness, and working in partnership for energy sustainability." (*Saudi Aramco*) In the section *Our Company* is written: "The world's need for energy is growing, but so too is our ability to meet that demand. Our teams have been discovering new and better ways of delivering petroleum energy since 1933. Find out more about our leadership, our history and the people who make us the world's leading integrated petroleum enterprise." (*Saudi Aramco*) In the section *Our Operations* is written about the practical performance in order to reach aims of the company: "To maintain our legacy of reliability, our operations span the globe and range from exploration and producing to refining, chemicals, distribution and marketing. Learn more about our global presence, our world-class facilities and our current projects." (*Saudi Aramco*) In the section *Doing Business With Us* is written: "At Saudi Aramco, we make every effort to work with leading businesses. We realize that developing partnerships leads to more jobs and a stronger domestic economy. We also share our expertise with others and learn from them as well. We encourage and support

those with entrepreneurial spirit and work collaboratively with our business partners for continuous improvement." (*Saudi Aramco*)

## 4. Case Study III: Business Communication as Academic Field at Universities in Business Communication Programs

All above mentioned corporate areas of 'business communication' are present in international and national academic education systems and are implemented into contemporary teaching plans. The area of technical communications is usually taught and subject of research in IT and engineering department, while 'business communication' as an area of linguistic communication or corporate communication takes part in the humanities and social sciences in departments of English, Writing Centers, and departments of rhetoric, departments of languages, departments of professional communication and departments of business and management. So three main areas of approaches to business communication in the academic field exist:

(1) *Business Communication as Technical Communications*

(2) *Business Communication as Linguistic Communication*

(3) *Business Communication as Corporate Communication*

Programs for business communication are a part of the *Department of Marketing* in the *J. Mack Robinson College of Business* of the *Georgia State University*, which gives the following statement: "Our mission is to equip undergraduate and graduate students with the knowledge, abilities, and resources they need to communicate effectively in a wide variety of business situations. Our course objectives ensure that students achieve their professional goals by developing the communication skills required to compete successfully in today's fast-paced, global marketplace." (*Department of Marketing. Georgia State University*) Business communication at the *University of Berkeley* in the *Extensions Department* for professionals is described as follows:

Best Practices in Negotiation

Business Communication: Writing and Speaking

Business Writing Review

Grant Writing for Professionals

Innovations in Negotiation

Interpersonal Communication Skills for Business

Two-Day Business Presentation Skills Workshop

Two-Day Business-Writing Workshop

Women and Negotiation

(*Catalogue Business Communication. University of Berkeley*)

According to the program description in the catalogue of the *University of Berkeley*, these learning outcomes focus on the ability to act as a communicator in business who is able to persuade, negotiate, communicate, write business material, and communicate and present orally business relevant issues to a variety of audiences. Similar to these learning outcomes are the described outcomes in the following outlines of the *International Business Communication Program* of the *University of Pennsylvania English Language Programs (ELP)*:

"Business Communications Skills

Participants will develop strategies to:

·        Interact more comfortably and appropriately with international colleagues at work and in social settings

·       Participate more effectively in meetings

·        Negotiate a more favorable outcome to business ventures

·        Respond more sensitively to international communication styles

·       Give more persuasive public presentations

·        Write more clear and concise business correspondence

·        Use powerful, expanded business vocabulary in speaking and writing"

(*University of Pennsylvania English Language Programs* (*ELP*)

The following program focuses of the interpersonal communicative skills at the workplace. The program was designed with an emphasis of the performance of human communication and the ability to use speech for interactions. At the *University of California San Diego* the course *Business Communication Skills* has the following description:

"Being able to communicate your ideas accurately and persuasively is essential in the business environment. Explore the communication skills necessary to be productive in today's complex workplace. Discover how to analyze and address a range of audiences. Learn the basics of speech organization, body language, vocal variety and speaking without preparation. Improve your interactions, one-on-one and in meetings. Topics include recognizing and responding to nonverbal messages; personal vs. position power; negotiation; accommodating individual differences (age, culture, gender); giving and receiving constructive criticism; understanding group dynamics and team development; professional writing skills, and presentation skills." (*University of California, San Diego*)

The course *BUSA-40368* is part of the *Certificate Programs Business Management, Facilities Management, Human Resource Management, and Project Management* at *Arizona State University Online*. The course focuses on

business communication in sales, operations, retail banking, and hospitality, as described in the outlines of the course:

> "The Bachelor of Arts in business and communication prepares students to understand and shape message-related behaviors for the purpose of improving communicative interactions in the workplace. Business communication has exploded as a distinct professional field as companies require rapid and considered responses, from conveying ordinary information to crisis communications. This innovative, interdisciplinary program prepares graduates for positions in a variety of professions in which business and communication play an important role in ensuring success. Graduates of this program will be better qualified to enter private and nonprofit corporate communications positions with business knowledge that will be immediately useful to potential employers. Students pursuing opportunities in sales, operations, retail banking and hospitality will find the concentration of particular value." (*Arizona State University Online*)

The academic education in universities focuses on the professional skills as a communicator in the business world. The areas covered by the studies of business communication are general communication skills, rhetoric and persuasion, formalized communication styles and formats of business, intercultural communication, and interpersonal communication in written and spoken form. While the here described  programs offer general business communication courses, also specific business communication courses in departments of business and management exist, which offer courses matching the needs of the departmental units of corporate organizations.

## 5. Conclusions: Language, Corporate Identity, and 'Business Communication' 'Business Communication': What Does It Mean Actually Mean? The Professional Application of 'Business Communication' in the Globalized World

The professional application of 'business communication' refers to any company or organization, which sells means or services of 'business communication'. Accordingly, the term 'business communication' can vary in terms of their business sector; it can comprise technical means and communications for business communication, the services of professional communicators in business life, and the communicative activities of special areas and employment types in corporate units, which are specialized in 'business communication'. The state of the business world usually identified in the 21$^{st}$ century as 'age of globalization' brings along some characteristic features for business communication. The English language as the *lingua franca* of business is one of its dominant features. The majority of handbooks written about business communication are titles dedicated to the conduct of human communication in English. So they introduce the learner of a second language to the vocabulary and the pragmatic context of business situations, which require a specific communication style. Also the differences between the style of business conduct between a native speaker of a language not having any experience in the international business style and the business style of the cultures usually associated with the English language and native speakers of the English language are addressed under the topic 'business communication'. Here the English language and the globalized structures of business conduct set the standards, which determinate how business is conducted. These settings of the globalized world are the framework for business communication, which is trained at academic level and applied in corporate organizations. Types of communication employed by business organizations were as follows listed by *Communication Theory*:

Locations of Communication
*External Communication*
*Internal Communication*

Directions of Communication
*Downward Communication*
*Upward Communication*
*Horizontal / Lateral Communication*

Ways of Communication
*Formal and Informal Channels of Communication*
*Grapevine communication*
*(Communication Theory)*

Business communication refers here to the specific communication is departments of marketing, public relations, advertising, research, and management. 'Business Communication' has the definition as any

"communication used to promote a product, service, or organization; relay information within the business; or deal with legal and similar issues. It is also a means of relaying between a supply chain, for example the consumer and manufacturer. Business Communication is known simply as "communications". It encompasses a variety of topics, including marketing, branding, customer relations, consumer behaviour, advertising, public relations, corporate communication, community engagement, research & measurement, reputation management, interpersonal communication, employee engagement, online communication, and event management. It is closely related to the fields of professional communication and technical communication." (*Communication Theory*)

According to *Communication Theory* , in practical business literature the term communications is used for various channels of communication including the internet, print publications, radio, television, media' outdoor activities, and 'word of mouth' propaganda. (*Communication Theory*) Other corporate authors

associate with the term 'business communication' the two ways of personal communication as oral and written communication. According to *Academic Room*, types of business communication are:

*Verbal communication*

*Non-verbal communication*

*Written communication*

*Electronic communication*

In the description of *Academic Room* 'verbal communication' is a type of communication that involves 'use of words' for communicating. Here 'non-verbal communication' is a mode of communication which only "majorly uses body language and various other physical gestures as a means for communicating". 'Written communication' is a type that only includes written forms for communicating. 'Electronic communication' is the modern way of communication that includes electronics and latest technology for communicating such as teleconferencing e-mail, etc. (*Academic Room*)

## The Corporate Identity and 'Business Communication'

Business communication is an applied field of communication studies. While it can be extended to theoretical and research areas, the center of the contemporary field of 'business communication' lies in the functional corporate communication of business conducting organizations. In this sense, 'business communication' is a non-academic term, which evolved from the practical needs of business organizations. Business communication comprises various fields of administrative duties from the level of a manager to an administrator with a set of skills in the range of business writing, knowledge of a foreign language, intercultural skills, and the conduct of business. Universities and other educational institutions offer degrees in business communication with different programs of selected courses. Adjunct programs of the extensions programs of U.S. American universities offering a degree in *Business Communication* are

the formats of educational degrees at the level of higher education, which reflect the practical needs of this degree for professional purposes. As a discipline of applied sciences these degree programs for business communication enter the curricula of various academic departments. 'Business communication' as communication, which serves the conduct of business is highly determined by the deeds of the corporate organization and the way of the performance of the business. Like any communication, also 'business communication' is characterized by formal aspects like method or technique rather than by its detailed contents. So the specific corporate identity determinates the methods, strategies, and tactics, as well as the concrete tools and technical devices for business communication. Also the humans employed in the corporate organization contribute to the aims and functions of business communications as determinated by the organization. This human ability to perform business communication need to be trained; so in the academic world the studies of business communication have developed in various fields; the range of business communication comprises here the knowledge of simple administrative functions as well as management functions. The condition of business communication in the 21$^{st}$ century is the conduct of business under the principles of the 'knowledge society'. Also business communication at the simplest level of technical communications entails the distribution of knowledge, which is instrumentalized for a specific purpose. The distribution of knowledge is a common feature and helps describing the processes and the extension of the concept 'knowledge' since the late 21$^{st}$ century. 'Business communication' in a more complex way is the means of communicating the applied knowledge of a corporate entity for the purpose of conducting business.

## The Ambivalence of the Term 'Business Communication'

'Business communication' is an ambivalent term due to the various fields of its application The ambivalence of the term 'business communication' emerged from different sectors of application of the term and their distinct perspective of using the term. We can distinguish the following three areas:

(1) *Business Communication as Technical Communications*

The basic understanding is the use of any mean of communications for business, which is the technical aspect of business communication, especially the means of IT and other technical divices for the conduction of business communication.

(2)  *Business Communication as Linguistic Communication*

Business communication also comprises the aspect of human applications of linguistic communication in form of language use. Written and spoken forms of business communication have brought forwards a set of rules, formats, and tools for conducting business communication as a form of linguistic communication

(3) *Business Communication as Corporate Communication*

Companies or organizations are managed by a specific set of principles like vision, mission, aims, and roles of the professionals employed. Also the segmental structure of areas of a corporate organization is relatively strict determinated by professional areas.

(1) *Business Communication as Technical Communications*

(2) *Business Communication as Linguistic Communication*

(3) *Business Communication as Corporate Communication*

## Areas of Business Communication

The technical development of recent decades, globalization, and formats of the corporate organization have formed the understanding of types and applications 'business communication'. It is likely that also these factors have an important impact of the conduct of business in the future.

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