

RESEARCH ARTICLE



INTERNATIONAL  
STANDARD  
SERIAL  
NUMBER  
INDIA

2395-2636 (Print);2321-3108 (online)

## ENHANCING BUSINESS VOCABULARY THROUGH BUSINESS LINE: A STUDY

**K. S. SARANYA**

M. Phil Scholar, The American College, Madurai

Tamil Nadu, India

Email: [saranyaganeshan456@gmail.com](mailto:saranyaganeshan456@gmail.com)



**K. S. SARANYA**

### ABSTRACT

Reading newspaper is a skill that everyone must possess. It not only broadens knowledge in every field, but also enriches readers' vocabulary. One of the finest ways to enhance vocabulary is reading newspaper especially Business Line because newspaper is the only thing that everyone can afford it easily. Business Line is exclusively a compilation of business news where students must pay attention. Certainly, it has an ample account of new terms related to business. This paper aims to enhance business vocabulary through Business Line. A survey will be conducted amidst the students of B. B. A to know how they read newspaper, what they comprehend from reading it, and how many new terms they have collected from particular news. This paper also analyses the readiness of students to refer dictionary while learning a new term. By assigning a task of listing out new terms, and ask them to refer dictionary will make the classroom a livelier one and learn new terms simultaneously.

Keywords: Business, newspaper, vocabulary, students, dictionary, and news.

©KY PUBLICATIONS

### Introduction

In this modern era, most of the people learn English through many ways for many reasons. In India, people start encouraging English for business and education purpose. One among the reasons is that importing and exporting business grows to great extent and furthermore India has been maintaining a good relationship with other countries. To maintain this relationship, communication is the most important one. Miscommunication between two countries may cause some other issues. For that, language is a significant one in order to communicate with other people. Language acts as a center and other beneficial factors revolves around the center only. Business people always want to choose right language that should be suitable for the context. So

they choose so called global language called 'English'. English plays the significant role in every businessman not only in India, but also other western countries. If two businessmen from different pole meet, they communicate in English. To some extent, small scale industry people speak English. In this way, English becomes the blood and flesh of business magnets.

### Background of the study

In English, a single word may have many meanings; it differs as per the situation. There is a huge difference between a word used by common man and businessman. For instance, credit is the most frequent word used by business people. When a common man uses this word credit, that word means something different like praising someone or thanking people. So now-a-days, in many colleges,

business English has been teaching. That will be helpful for students those who want to become successful businessman in this world. Some people may fumble for words while speaking with others. So learning vocabulary is also an important one in order to get rid of searching for words. That can be possible through reading newspaper regularly.

Hypothesis

This paper aims at enhancing business vocabulary through newspaper especially *Business Line*. Reading newspaper is a good habit that everyone must pay attention. That not only helps us to understand what is happening in outside world but also lends its hand to enhance our vocabulary. Through Business Line, people can get business information as well as new terms. If this practice is encouraged by teachers in classroom, students will get more benefit of it. This is the main aim of this paper.

#### Review of Literature

In the article, how to learn business English vocabulary like a champion by Pinar Tarhan says that communicating fluently and professionally is a huge plus for most carriers unless you practice, business English will sound like a totally different language from normal language . As Ronald G. Ross (2009) says in the article named, Business Vocabulary that without vocabulary that however, you cannot provide real meaning or coherency to all the others to the business rules. In the article Learn Business English from Successful Businessmen, George Hoge and A. J. Hoge says that to understand the business English, you must learn from real business men. They discuss real business ideas, not just vocabulary. Real business people use slang and idioms.

Research Questions

- What is the need for students to enhance business vocabulary?
- Do students really want to enhance their vocabulary level?
- How can teacher encourage reading newspaper practice in classroom?

#### Discussion

Usually, Bachelor of Business Administration students spend most of the time in learning business norms, business laws, and

accounting. But they fail to concentrate on reading newspaper. Apart from subject knowledge, general knowledge is an important one. By reading newspaper, new terms can be learnt. This idea not only encourages enhancing vocabulary, but also broadens students' business knowledge. If students read Business Line, they may find so many new terms. They become familiar with those words if they read and refer daily. In interview also, students can face the panel without any hesitation. They can quote many incidents which can attract the interview panels.

Students with rural background are good at business laws and norms. But they lack in communication skill. One of the reasons is lack of vocabulary and practice. If they read newspaper regularly, they may get rid of this problem. Business Line is designed exclusively for business purpose. It almost covers much information regarding business. Many business articles give plenty of information about share market, census, and new product launch. This information will be helpful for student to come across new vocabulary. Then the new terms become familiar and our level of vocabulary grows gradually. When students know the seriousness of enhancing vocabulary through Business Line, students will start practicing it.

Students usually reject old form of teaching method. New method of teaching can create new ambiance which helps students to learn more effectively. If students engage the class, they remain active in classroom. Teachers' bound duty is to create active classroom. For that, Task Based Learning will help students in doing some tasks in classroom. This paper's main objective is to enhance business vocabulary. So teacher can allocate an hour for reading newspaper especially Business Line. That can be a special task for the students. Students are asked to read news and if they come across any difficult terms. After that, they can discuss the new terms among students and see the vocabulary level. By doing this repeatedly, students can really enhance their vocabulary.

A study was conducted among a small group of people. A bit of newspaper was circulated and made students to read it. This study was made to see the vocabulary level of students. They found

some difficulty in comprehending some terms which they never heard of. After giving meaning to some new terms, students read the news with full confidence. By doing this exercise daily, students get many information along with new vocabulary.

#### Summation

Every business man wants to maintain good relationship with other country people in order to enlarge their business circle throughout the world. For that, communication is very much important. English is the most appropriate language that all the business men choose for communication. It not only the duty to broaden one's knowledge, on the other hand it is significant to take up our vocabulary in to great extent also. Hence, this study is made to develop students' business vocabulary through Business Line.

#### References

Willis. D and Willis. J. 2009. *ELT Journal*. Doing Task-Based Teaching, 63(2), p. 173- 175.

Moser. J, Harris, J, and Carle, J. 2012. *ELT Journal*. Improving teacher talk through a task- based approach, 66 (1), p. 81-86.

Littlewood, W. 2004. *ELT Journal*. The task- based approach: some questions and suggestions, 58 (4), p. 319- 325.

<http://www.brcommunity.com/b531.php>

<http://www.learn-english-today.com/business-english/A-business-english-contents.html>

<http://www.manythings.org/vocabulary/lists/z/>

<http://www.englishclub.com/business-english/vocabulary.htm>.