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Research Paper

Marketing

The Techniques to use English as a medium of Communication for Marketing Professionals

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ABSTRACT

This paper covers on the various techniques to be followed and to use English as a medium of communication.

There are number of areas in which marketing managers can use communication as a mode to improve and to provide skills and deliver activities which will make a significant hike and difference in their business world. The marketing team can use their relationship building and event-management skills in various occasions to increase the impact of business strategies.

Communicating with employees who don't speak English can be a obstruction, a problem and even a safety risk if you don't know their native language.

Marketing managers must create a culture of sensitivity and cooperation, to integrate such peoples into their culture which, starts with good leadership. With this greater responsibility, comes an increased pressure but also a heightened profile and the opportunity for talented communications and marketing professionals to play a central role in the international standards.

Marketing professionals must know how important their communication in this changing climate. They can have a shape ,by adopting the language techniques and build effective communications channels to engage with their business world.

The time has come for the marketing teams to play a more central role in shaping and delivering technical effects in the right way. Now is the time to seize this opportunity, to demonstrate the value and skills of communications and marketing professionals.

KEYWORDS : Marketing, English, business world.

INTRODUCTION

"A marketing professional should possess a good mindset and should accept that people are valuable."

A Language is an innate ability, only the humans among all the animals have. A language with verbal sounds use to express ideas. But the verbal sounds of animals are limited and fixed.

The sounds used by humans are different, and there are sets of rules to put those sounds in a proper order to get the desired expressions depending on the situation.

Though there are other means of communication, such as sign language, humans make better use of, color indications, and body language, etc., the verbal language has been the commonest and the most effective means of communication. It is estimated that though there are hundreds and thousands of words in any given language, an average person uses 500 words at the most in everyday life. There are five to seven thousand spoken-languages in the present world of which only 2-3 hundred are with written forms.

Communicating with employees who don't speak English can be a obstruction, a problem and even a safety risk if you don't know their native language.

Marketing managers must create a culture of sensitivity and cooperation to integrate such peoples into their culture which, starts with good leadership.

Set reasonable goals

It takes years to become fluent in second language, so it's important to set short-term and long-term goals for marketing personals, learning English for the first time. English-only policy should be made mandatory. Establishing an English-only policy doesn't mean telling your workers that they must speak English all the time--it just outlines when they are required to speak English, and it's accepted to speak in their native language. This will mitigate complaints from employees who are uncomfortable when they don't understand their co-worker. Since people solve problem most effectively in their primary language.

Two primary reasons to be considered:-

Why communication is considered as a technical process for the entire management?

a) Communication is a linking process of management. Communication is the way managers conduct the managerial functions of planning, organizing, staffing, directing, and controlling. Communication is the heart of all organizations

b)Communication is the primary means by which people exchange information. If the information on which a decision is based is poor or incomplete, the decision will often be incorrect.

A manager engages and spends between seventy to ninety percent of their time, communicating with employees and other internal and external customers. The ability to communicate well, both orally and in writing, is a critical managerial skill and a foundation of effective leadership. Through communication, people exchange and share information with one another and influence one another's attitudes, behaviors, and understandings.

Kinds (types) within a language:

Every language has different kinds or types within itself. The differences within a language depend on the speakers and the purpose and situation.

The other differences called 'dialect' and 'accent' are sub-kinds which mostly depend on regional and racial differences.

The other kinds are language used by engineers and technicians, doctors and by other professionals, newspapers & magazines, and business (marketing) people! It is not that they each use a different language but each of them uses different sets of words (vocabulary/ terminology) in the same language.

There are number of areas in which marketing managers can use communication as a mode to improve and to provide skills. which will make a significant hike and differences, in their business world. The marketing team can use their relationship-building and event-management skills in various occasions to increase the impact of business strategies.

Marketing professionals should be at the indication of international engagement, opening up channels of communication with new audiences by building relationships with international media and producing effective literature to engage with international audiences.

If educational institutions fail to communicate their specific offer effectively, they will struggle to recruit in an increasingly competitive market. This provides an ideal opportunity for communication professionals to demonstrate in an ideal way.

The time has come for the marketing teams to play a central role in shaping and delivering technical effects in the right way. Now is the time to seize this opportunity to demonstrate the value and skills of communications and marketing professionals.

The techniques of communication in Chinese Business Practices

Marketing managers should respect their business cards. When you visit China it is a must that you should abide the regulations of the country The Chinese consider exchanging business cards the same way we consider a handshake.

They exchange business cards the moment they greet you. People often present their business cards to you with both hands. Take them with both hands and hold it in your hand for some time. Make an effort to look at the person's title.

The communication in marketing should enjoy small talk and pleasantries. The Chinese want to learn more about you. Therefore, initial meetings are rarely expected to produce results. Let people feel that they are "connected" with you before you close a deal with them.

In other countries, where we feel that the legal system is largely enforceable, we can meet strangers and sign contracts with people quite speedily and start doing business.

People in China build trust by "profiling" one another. They observe one another's behavior over time before they'll do big business. This is why it takes longer to get things done there. This is also another reason.

Develop connections:

To complete and compete make things happen in, you have to know people. "Knowing" is what it mean "connections." When you cultivate "connection" with people, you might get them to buy into your demands and style. Your presentation , way of approach and communication skill is also playing a important factor in all along the way.

Cross-Cultural Communication Skills

Smile. Smiling is the most common way to show your feelings and friendliness among others or with strangers. Wearing a serious-looking, will cause your relationship to get off on the wrong foot. Use smiles as a defense mechanism. Smile when you are nervous or uncomfortable. They smile when they feel embarrassed. In some Western countries, giggling isn't proper behavior. In China, it's practiced by people at all social levels. You'll make more friends and influence more people with a smile

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Conclusion

Communication- is defined as the exchange of ideas, messages, or information by speech, signals, or writing. If communication is diminished or hampered, the entire organization suffers. When communication is systematic, exact, and appropriate, it tends to be lively and effective. Understanding the culture of the region is very essential like know and speak English for effective marketing. And it is clear that organizations that communicate more effectively have more successful findings. Thus, it is no surprise that, highly-effective communicators are ten times more likely to be high performers, than minimally-effective communicators and have proved more successful. In this paper Chinese marketing practice has been given as an example.

Improve your English communications to maximize success and minimize risk.