

HANDOUT PERTEMUAN 1

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Tujuan Perkuliahan	:	Memahami konteks kebutuhan untuk berkorespondensi dalam bahasa Inggris (introduction)
Pokok Bahasan/Sub Pokok Bahasan	:	<ul style="list-style-type: none">• English as a language of global communication• Communication in business• Why we write in educational management
Pengalaman Belajar	:	<ul style="list-style-type: none">• Mendengarkan ceramah pentingnya komunikasi dalam bahasa Inggris.• Berkomunikasi secara tertulis dalam bahasa Inggris.• Membaca contoh surat dalam bahasa Inggris.• Memberikan komentar atas isi surat.
Sumber	:	<ul style="list-style-type: none">• Talbot, Fiona. (2009). <i>Executive Writing Skills for Managers</i>. Philadelphia: Kogan Page.• Gartside, L. (1989). <i>Modern Business Correspondence</i>. Jakarta: Binarupa Aksara.

The Meaning of Communication

Communication comes from the latin “communico” (to share) and is the act of sharing or imparting a share of anything. In its vital sense it means a sharing of ideas and feelings in a mood of mutual understanding. It is a two way process in which a speaker must have a listener and a writer a reader with whom to share the experience. This understanding is achieved only if the parties “speak the same language”, only that is if the words communicated mean the same thing to both.

English as a Language of Global Communication

English is a major language of commercial communication generally. It is also the world’s language of the internet and global access to knowledge. Business English is quite simply the name given to the English used for dealing with business communication in English. Defining English itself is more complicated, however, as there are many varieties. Alongside UK English, you will find US English, Australian English, Caribbean English, Indian English, Singapore English and South African English, to name just some. Then we find instances such as Chinglish (Chinese-English), Manglish (Malaysian-English) and Singlish (Singapore-English), where English is mixed with some of the language patterns of the native country. Users of Chinglish, to take just one example, may understand perfectly what they mean. But they may still fall into the trap of mistranslating (even to the point of unintelligibility) for the foreign reader.

The UK government currently estimates that more than a billion people speak English, and projections indicate that by 2020 two billion people worldwide will be learning or teaching English. So English is not just for the nation that gives the language its name. It does not belong to a single

culture but acts as a bridge across borders and cultures. Whichever variety you choose to use, make sure that it is understood by those with whom you are doing business. You know how important effective business writing is. Get it right and an institution can build on success. Get it wrong and it can contribute to an organization's failure. Why? Because written words are judged for what they are, when we may not be there to explain them. And it can be difficult enough to get them right first time, even in our native language, let alone a foreign one!

Writing English for global business may be something you are doing by choice. Sometimes, though, having to use English may be an unexpected development within an institution. There was a movement in the late 1990s among various leading German companies, including Siemens and Hoechst, for executives to adopt English not only for external global communication but for internal business too. Indeed, the practice of designating English as the language of the boardroom is becoming increasingly widespread around the world. Many cultures see that English is a language where it is relatively easy to pinpoint exactly the right word for any given situation. Its accessibility is a great advantage and as a result it predominates in the business world today.

There are scenarios where businesses may expectedly, or unexpectedly, have to write in English. Mergers and acquisitions may take staff by surprise and require them to develop new skills. What if you are a non-native English writer who suddenly has to write in English but really do not want to? You are being asked to step completely out of your comfort zone. So how do people react to this? Well, naturally enough, in different ways. Some people feel that if this is what it takes to get on, so be it. Some will be actively against it. And others will feel uncomfortable about being put in a position that they feel is by definition alien.

As you will be using English in order to operate globally, your counterparts in other countries must understand you in the same way that you are understood at home. Search for ways to make the task easier for all. How? Well, you have goals to achieve. So why create unnecessary problems by using over-complicated grammatical forms? English has surged ahead in popular use. As English can also allow great simplicity, use it simply! But this in no way equates to dumbing down or speaking down to people. It is more about realizing that, in business, time is money – for readers and writers alike.

Why We Write in Educational Management

Businesses often underestimate the importance of written communication skills as an integral part of their total communication package. For some reason, writing can be viewed as too much of a 'soft skill' to justify on-the-job training. There are many reasons why we write in business, so it makes sense to identify and prioritize these. The preoccupation with writing as a tool simply to record information tells us a lot about the lack of awareness of how powerful writing English for business can be. Why are we in business? Surely it is to make a livelihood by providing information or products or services to people who want or need them. The written word is uncompromising: we have to get it right. Without the clues that body language give, without the

give and take we allow the spoken word (we can question if we are not sure – and the spoken word does not have to be grammatically perfect), we judge written words for what they are. Whatever you write in your business English is frozen in time, so to speak. It represents you and your organization for what it is.

In the field of education, especially in Indonesia, English skill becomes significantly needed at school and educational department at any municipalities. For example, according to many of International standardized school, English is playing important part as communication tool at class. The needs about English skill is not just about speaking, but also reading and writing. The needs to contact with foreigner becomes more frequently since we playing part in international relationship and competition. Sending letter, document, fax and email to school outside this country become something usual now. The internet helps us a lot in correspondent nowadays, and adds something new and valuable to be learned more by students or practices.

A checklist of things to consider

Physical aspects such as font, point size and layout, punctuation, when to use capital letters, date and time conventions etc.

Conveying openness and honesty.

Conveying other institution's values too.

Selling institution's messages.

Writing that is results focused and sent at the right time to the right people.

Writing styles that are concise – but not at the cost of not saying the right things.

Tone that is appropriate for the target sector.

Your checklist for action

- See writing as a fundamental skill for you as an individual, and for your business.
- Develop and improve your business English writing at every opportunity throughout your career.
- Remember that business English writing – in its many forms – is your most common route to international markets. Be the best.
- Think about your house style and how you want to come across.
- Understand the four-way mirror approach: there may be differences between how you see yourself and how your cross-cultural customers see you.
- Identify the correct focus, and write to reflect this.
- Do not feel the need to 'out-English' NE writers.
- In business writing, less is often more (though not at the expense of rapport or effective cross-cultural working relationships).
- Understand how wrong translations can give rise to misinformation: a headache for non-native English and native English writers alike.

- English idioms and puns can be difficult to use or understand in international business – so you may need to avoid them.

The Step To Write In Business

Step 1

Be correct:

- Know what your writing needs to achieve, alongside what your company needs to achieve.
- Match reader and customer expectations.
- Ensure that your writing is free of mistakes.

Your business communication will fail if you get your basics wrong.

Step 2

Be clear:

- Use plain English and express facts as simply as possible.
- Edit so that your main points are easily understood.

Confused messages undermine your objectives. They can lose you custom too.

Step 3

Make the right impact:

- Use the right words and layout to get noticed for the right reasons.
- Use the right style to present yourself and your company well.
- Create opportunities.

The right impact differentiates you from competitors and helps bring about the replies you need.

Step 4

Focus on your customers:

- Use words that focus on your readers and customers, and empathize with them.
- Use positive, proactive words where possible.
- Avoid words that put up barriers, and try to avoid jargon.

Use these words to satisfy and, if possible, delight your customers.

Your Checklist For Action

- You need to customize your writing in English for your business vision and values, and for your daily business goals.
- Understand that the right message + business focus = personal + team success + corporate gains.
- Define your English meanings regularly, particularly when company vision is involved.
- Each time you start a new piece of writing, focus on getting it right and understand what quality means in terms of business English writing (free of mistakes on all levels).
- Use the four-step guide to premier business writing as a tool for every aspect of your English writing performance.