

Vinnikova L. V.
The East-Ukrainian National Dahl University,
Luhansk

**THE ROLE OF AMERICAN AND BRITISH ENGLISH BUSINESS TERMS FOR
BUSINESS CORRESPONDENCE IN THE ENGLISH LANGUAGE
COURSE FOR STUDENTS OF THE INTERNATIONAL
ECONOMICS DEPARTMENT**

The way a problem is put. English is one of the official languages of the United Nations Organisation and other political organisations. It represents different cultures, but is also the major international language for communication in such areas as science, technology, business and mass entertainment. There are many different kinds of English in different parts of the world. Some scientists consider standard English to be divided into American English and British English. English is spoken in many countries of Asia: India, Pakistan, Bangladesh, Sri Lanka, Malaysia, Singapore, and Indonesia. In Africa it is spoken in Gambia, Sierra Leone, Liberia, Ghana, Nigeria, Cameroon, Kenya, Zambia, South Africa, and many other countries. There are two main families of standard English, the American and the British one. American English is spoken in the USA and in Canada. British English is spoken in the West India, Britain, Australasia, and Africa. In many sciences English is the language of communication. It is the language of literature, education, modern music and international tourism.

Ukraine is integrating into the world community, our educational system is directed towards European system, and the problem of learning English for the purpose of communication is especially urgent today. Products such as bread, meat, clothing, refrigerators, and houses are produced and sold in every country today. The production methods and resources are often very similar in different countries, but the terms that reflect the production and the business can be different, depending on the American and English business terms.

In most countries where English is taught as a foreign language, the teaching is oriented towards American English or British English. But we should emphasize that educated American English is neither better nor worse than its British equivalent.

When visitors (also students through university exchange programs) first come to the USA, they become acquainted with the American way of life, American culture, and, of course, with American language. The development of American English is closely connected with the history of the country. Besides the various Native American cultures, American English reflects the other non-English cultures which the colonists and frontiersmen met in their conquest of the continent.

American English contains some features which have disappeared in British English, but some of them can be traced in dialects. English in the USA differs considerably from British English. Pronunciation is the most striking difference, but there are also a number of differences in vocabulary and spelling as well as slight differences in grammar. The American spelling usually tries to correspond more closely to pronunciation. On the whole, British people are exposed to a lot of American English on TV, in films and so on, and so they will usually understand most American vocabulary.

Here are some words and phrases which can cause confusion when used by Brits and Americans talking together because they mean something different in each 'language': a bill a (bank) note for a check (in a cafe); the first floor – the ground floor the second floor; purse – a

wallet; subway – an underground etc.

The difference in using and pronouncing international terms is most represented in Business English course, which is taught to students of the International Economics Department. The course includes 5 years (9 semesters). To facilitate the academic process students are grouped in the first year according to their language performance and practical level of English.

The main objective of the course is to aim students to acquire and develop their skills in carrying out negotiations, analyzing market research data, teamwork performance, business projects and so forth. Usually the Business English course is designated to have a considerable emphasis on writing skills. It's essential for students while reading scientific articles in journals, newspapers, booklets, and books to find important information that they wish to share. They must know how to use quotations and do summaries, which are important tools in academic writing and are the course requirements.

Another task of the Business English course for students of International Economics department is to have the teaching purposes be related to the demands of the modern world and the problems faced by society and graduates in future. Learning is not just a mental process; it is the process of negotiation between individuals and society. Society sets the target and the individuals must do their best to get as close to that target situation as possible. If we do not take into account the requirements and needs of Ukrainian society by equating training with employment, the graduates will just increase the number of unemployed youth. Many of the graduates are being asked to use their knowledge of English for much wider purposes, for instance they work in embassies, oil and mining companies, translate documents, act as interpreters or tourist guides, serve as clerks and administrators, analysts, that's why their command of English is essential for many wider responsibilities in business, economics and administration.

The current programs are designed to provide students of International Economics department with the key skills, tools and terminology to operate in an international economic environment. Whether they need assistance with writing economic reports in English or need to expand their knowledge of economic language, knowing the difference in business terms abroad will really assist them.

The most often used American and British English business terms can be shown to the students in the beginning of the course in the following box:

Differences in American and English business terms

American English	British English	Definition
administration	government in power	уряд (діючий)
call loan	short-term loan	короткотермінова позика
checking account	current account	поточний рахунок
claim letter	letter of complaint	лист-рекламація
collect on delivery	cash on delivery	оплата під час доставки
common stock	ordinary share	звичайна акція
corporation law	company law	закон о компаніях
express man	carrier	посильний

Having studied the box, the students usually notice that Ukrainian equivalents rather match American English (e.g. *інвестиційний банк – investment bank*), point to the necessity of learning the difference in British and American business terms for international business

communication and moreover, international etiquette. The latter well correlates with the course “International etiquette” which is taught the same year.

<i>to fix a meeting</i> <i>freight not prepaid</i> <i>freight train</i> <i>government bonds</i> <i>in good shape</i> <i>investment bank</i> <i>law business</i> <i>local taxes</i> <i>to operate a business</i> <i>operating costs</i> <i>ordinance</i> <i>to pass up an offer</i> <i>preferred stock</i> <i>president</i> <i>right away</i> <i>shipment</i> <i>stockholder</i> <i>tag</i> <i>tender</i>	<i>to arrange a meeting</i> <i>carriage forward</i> <i>carriage paid</i> <i>government securities</i> <i>in good condition</i> <i>merchant bank</i> <i>practice (law)</i> <i>rates</i> <i>to run a business</i> <i>running expenses</i> <i>by-law</i> <i>to decline an offer</i> <i>preference share</i> <i>chairman</i> <i>immediately</i> <i>consignment</i> <i>shareholder</i> <i>label</i> <i>offer</i>	<i>призначити зустріч</i> <i>без оплати перевозу</i> <i>з оплатою перевозу</i> <i>урядові цінні папери</i> <i>у гарному стані</i> <i>інвестиційний банк</i> <i>процесуальне право</i> <i>місцеві податки</i> <i>займатися бізнесом</i> <i>поточні витрати</i> <i>постанова, наказ</i> <i>відхилити пропозицію</i> <i>привілейована акція</i> <i>президент (компанії)</i> <i>негайно</i> <i>партія (товару)</i> <i>той, хто утримує акції</i> <i>етикетка</i> <i>пропозиція</i>
--	---	--

Questions to be considered and the main part of the paper.

The focus of the English Course for International Economy students is on the use and development of English language skills in an economic context, which will include lectures, presentations, discussions, problem solving, and writing on technical topics. The main economic English topics typically include:

- Macroeconomics
- Economic methodology
- The economizing problem
- Supply and demand
- National income accounting
- Income determination
- Inflation
- Money

The aim of the presented topics is to expose the students to the reading and listening activities, to bring their own experiences and achieve accurate and confident language use. It can be achieved through learning process, where students take part in the realistic activities, are asked to contribute their own experiences and feelings, encouraged to work closely with peers, to assume certain responsibility for their own learning. In the course a teacher is to provide balanced practice in all four language skills of reading, listening, writing and speaking by engaging students both as language learners and as people with experiences and feelings of their own. A speaking activity related to either a role play or a discussion is normally followed by a writing activity, focused on some aspect of the writing skills.

The students' attention can be drawn by the information about the origin of the words they most often come across in the textbook or use in their speech at the lesson. The main differences can be presented as follows:

in derivatives and inflected forms of the -our/or words, in British usage the u is kept before English suffixes that are freely attachable to English words (neighbourhood, humourless, savoury) and suffixes of Greek or Latin origin that have been naturalized (favourite, honourable, behaviourism). British spellings theatre, goitre, litre, lustre, mitre, nitre, reconnoitre, saltpetre, spectre, centre, titre; calibre, fibre, sabre, and sombre all have -er in American spelling. Many other words have -er in British English, including Germanic words like anger, mother, timber, water, and Romance words like danger, quarter, river;

nouns ending in -ce with -se verb forms: American English and British English both retain the noun/verb distinction in advice / advise and device / devise, but American English uses practice and license for both meanings. American spelling accepts only -ize endings in most cases, such as organize, recognize, and realize. British usage accepts both -ize and the more French-looking -ise (organise, recognise, realise). The -ize spelling is preferred by some authoritative British sources including the Oxford English Dictionary. In Australia and New Zealand -ise spellings strongly prevail; the Australian Macquarie Dictionary, among other sources, gives the -ise spelling first. Canadian usage is essentially like American;

some words of Greek origin, a few of which derive from Greek, can end either in -ogue or in -og: analog(ue), catalog(ue), dialog(ue), monolog(ue), homolog(ue) etc. In the UK (and generally in the Commonwealth), the -ogue endings are the standard. In the US, catalog has a slight edge over catalogue; analog is standard for the adjective, but both analogue and analog are current for the noun;

compounds and hyphens – British English often prefers hyphenated compounds, such as counter-attack, whereas American English discourages the use of hyphens in compounds where there is no compelling reason, so counterattack is much more common. Many dictionaries do not point out such differences. The British English doubling is required for all inflections (-ed, -ing, -er, -est) and for noun suffixes -er, -or. American usually counselor, cruelest, modeling, quarreled, signaling, traveler. Canadian and Australian English largely follow British usage;

British English sometimes keeps silent e when adding suffixes where American English does not. British prefers ageing, American usually aging (compare raging, ageism). Before -able, UK prefers likeable, liveable, rateable, saleable, sizeable, unshakeable, where US prefers to drop the -e; but UK as US prefers breathable, curable, datable, lovable, movable, notable, provable, quotable, scalable, solvable, usable, and those where the root is polysyllabic, like believable or decidable. Both systems retain the silent e when necessary to preserve a soft c, ch, or g, as in traceable, cacheable, changeable; both retain e after -dge, as in knowledgeable, unbridgeable;

– disc or disk: Traditionally, disc used to be British and disk American. Both spellings are etymologically sound (Greek diskos, Latin discus), although disk is earlier. In computing, disc is used for optical discs (e.g. a CD, Compact Disc; DVD, Digital Versatile/Video Disc) while disk is used for products using magnetic storage (e.g. floppy disk and hard disk; short for diskette);

– enquiry or inquiry: inquiry should be used in relation to a formal inquest, and enquiry to the act of questioning. They are equal alternatives, present the two spellings as interchangeable variants in the general sense, but inquiry is for the “formal inquest” sense. In the US, only inquiry is commonly used. In Australia, inquiry and enquiry are often

interchangeable, but inquiry prevails in writing. Both are current in Canada, where enquiry is often associated with scholarly or intellectual research;

– ensure or insure: the distinction is only about a century old, and ensure is just a variant of insure, they are interchangeable in many contexts where they indicate the making certain or inevitable of an outcome, but ensure may imply a virtual guarantee;

– programme or program: The British programme is a 19th-century French version of program. Program first appeared in Scotland in the 17th century and is the only spelling found in the US. In British English, program is the common spelling for computer programs, but for other meanings programme is used;

– tonne or ton: in the UK, the spelling tonne refers to the unit of mass usually known as the metric ton in the US; unqualified ton usually refers to the long ton in the UK and to the short ton in the US;

– speciality and specialty – in British English the standard usage is speciality, but specialty occurs in the field of medicine and also as a legal term for a contract under seal;

– contractions, where the final letter is present, are often written in British English without stops/periods (Mr, Mrs, Dr, St). British English shares this convention with French: Mlle, Mme, Dr, Ste, but M. for Monsieur. In American and Canadian English, abbreviations like St., Mr., Mrs., and Dr. always require stops/periods.

American and British English spelling differences are one aspect of American and British English differences. In a few cases, essentially the same word has a different spelling which reflects a different pronunciation. All these nuances are to be considered while learning the most commonly used international terms.

At the end of the course the students are expected to: listen to presentations within the domain of economics and business administration; give a presentation on a topic related to business economics in English; read and interpret specialized business economic texts; write an executive summary or short report in English.

To conclude, we should say that to achieve all these teaching goals and to help students to use their knowledge of English for different purposes of communication, learning the difference in using and pronouncing international terms plays a substantial role in the whole complex of the Business English course study.

Literature:

1. Богацкий И. С. Бизнес-курс английского языка / И. С. Богацкий, Н. М. Дюканова. – К.: Логос, 1998. – 352 с.
2. Oxford Dictionary for International Business. – Oxford: Oxford University Press, 1998. – 484 с.

*Гоца Н. М.
Львівський національний університет
імені Івана Франка*

ЕТНІЧНІ ТА РАСОВІ ФАКТОРИ У ФОРМУВАННІ АФРО-АМЕРИКАНСЬКОЇ МОВИ ТА ПРОБЛЕМИ ЇЇ РОЗУМІННЯ МОВЦЯМИ ІНШОЇ РАСИ Й КУЛЬТУРИ

Сучасна соціально-політична ситуація показує, що конфлікт між “білою” та “чорною” расою ще не до кінця вичерпав себе. У зв’язку з цим актуальною залишається