



UNIVERSITY OF BANJA LUKA

FACULTY OF PHILOLOGY

**Double standards in a field - specific non - native
business English setting: linguistic and socio - cultural
aspects**

MASTER THESIS

Mentor:

Dr. Emir Muhić

Student:

Ita Aćić

Banja Luka, September 2019



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FILOLOŠKI FAKULTET

**Lingvistički i socio- kulturološki aspekti marginalizacije
neizvornih govornika engleskog jezika u poslovnom
okruženju**

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Information about the mentor and paper

Mentor: Dr. Emir Muhić

Thesis title: Double standards in a field - specific non - native business English setting: linguistic and socio - cultural aspects

Summary: The goal of this paper is to claim that double standards are an inevitable label for non-native speakers of the English language. Though these speakers are supposed to perform identical tasks as the original speakers, they are, however, a marginalized group that aspires for integration and acceptance. In order to have a complete insight into the hypothesis, the paper will consider theories of ideology as well as the critique of discourse: educational and business. For the purpose of this research, we are assuming in our hypothesis that inexperienced speakers of the English language are half-aided with double standards while performing the same business tasks as the native speakers of the language. The research in business environment is used as an instrument of experiment, or more precisely, the content of e-mails. In order to centralize the analysis, a specific setting was chosen: the business environment. Moreover, the hypothesis will be submitted to socio-cultural and linguistic analysis. The research will be organized in two parts, where the first one will be explaining the usage and benefits of English language, whereas the second one is dealing with the socio-cultural analysis. The subsections are educational background of the subject - candidate, investigation of higher education in Bosnia and Herzegovina and an overview of its advantages and disadvantages. Also, the ideology of power, class will be explained and taken as a fundament for creating double standards for non- native speakers.

Keywords: English, standard, lingua, business environment, education

Scientific field: Philology

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Informacije o mentoru i radu

Mentor: Dr. Emir Muhić

Naslov rada: Lingvistički i socio- kulturološki aspekti marginalizacije neizvornih govornika engleskog jezika u poslovnom okruženju

Rezime: Cilj ovog rada jeste da dokaže kako su dupli standardi neizbježna etiketa za osobe kojima engleski jezik nije maternji. Iako se od neizvornih govornika engleskog jezika očekuje da obavljaju iste zadatke kao i izvorni govornici, oni, pak, bivaju marginalizovana grupa koja ima za cilj integraciju i prihvaćanje. Kako bi se predočio što bolji uvid u samu hipotezu, rad će se baviti teorijama o ideologiji, kao i kritikom diskursa obrazovanja i poslovanja. U svrhu istraživanja i potvrde hipoteze, glavna pretpostavka jeste da su neizvorni govornici ograničeni pojmom i svim onim što marginalizacija, tj. dupli standardi nose sa sobom dok obavljaju iste poslove kao i izvorni govornici engleskog jezika. Kako bi usredsredili istraživanje, izabrana je određeno okruženje – poslovno, tj. kao instrument istraživanja je korišćen sadržaj elektronske pošte. Sa lingvističke tačke gledišta, ovaj rad će da analizira konstrukciju rečenice, kao i da predoči poruke prenesene iz elektronske pošte. Opis istraživanja je raščlaćen na dva veća dijela, gdje prvi objašnjava primjenu i korist engleskog jezika, dok se drugi bavi socio-kulturološkim aspektima. Ostali podiocci se tiču obrazovanja kandidata, uvida u visokoškolsko obrazovanje unutar Bosne i Hercegovine, kao i pregleda prednosti i mana tog istog stepena školovanja. Isto tako, ideologija moći, klasnih podjela je uzeta kao osnova za duple standarde koji se tiču neizvornih govornika engleskog jezika.

Ključne riječi: engleski, standard, lingua, poslovno okruženje, obrazovanje

Naučna oblast: Filologija

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1. Introduction

The title of the paper "Double standards in a field-specific non-native business English setting: linguistic and socio-cultural aspects" is a synergy of theoretical and analytical research that permeates the questions of a double standard for non-native speakers of English versus native speakers, where both groups found in one, common environment: business.

Furthermore, the theme clearly states that the field of processing is concentrated on one social aspect - work, i.e. business atmosphere. In this aspect, we have two groups that come from a different socio-cultural environment, have the same or similar tasks. However, from a cultural point of view, this research should describe the fact that non-native English speaker falls under the double standards, where they must be prominent in the business community with additional effort and dedication. The term non-native speaker is considered to all those for whom, in this case, the English language is not native (Wiley¹; 1994), and have acquired their knowledge through various creeds, and later studying. Within the framework of discourse analysis, the term double standards is encountered as one of the lines of the ideology of marginalization of everything that does not fall under the term native speaker i.e. original speaker.

In addition to the business environment, the common point for both groups is English. In the title of the paper, there is a syntagmatic- linguistic aspect which translation is a linguistic aspect. And on the other note, specifically work, employment area, should emphasize the comparison of use, the control of matter and the use of the acquired knowledge of both groups of speakers.

In essence, the entire title of the paper is the interweaving of the linguistic and socio-cultural aspects of original and non-native English speakers, emphasizing their use of the same, and extending the theme itself through the prism of set standards in a specific business environment.

¹ Based on the official web page of Center for applied linguistics, it is learned that Terrence G. Wiley is President and Chief Executive Officer of the Center for Applied Linguistics in Washington, DC. His field of expertise lies in linguistics, both educational and applied, where he is concentrating on educational language policies; language diversity and immigrant integration; teaching English as a second and international language; bilingualism, literacy and biliteracy studies; and bilingual, heritage and community language education.

1.1. Subject of research

For the purpose of this research, we are assuming in our hypothesis that inexperienced speakers of the English language are half-aided with double standards while performing the same business tasks as the native speakers of the language. The research in business environment is used as an instrument of analysis, or more precisely, the content of e-mails. From the linguistic side, the paper should analyze the sentence constructions and scaling the messages themselves. Then, the ideology of the double standard can be incorporated here, which will be supported by the personal experience of the candidates in the sample.

However, it is important to emphasize that the paper will contain a part that speaks about the educational background of candidate, in the sample, as an individual, but which explains what conditions our higher education system provides and/or which it misses. Although this review will show the available level of knowledge that can be acquired, it also serves as one of the advantages that an inexperienced speaker has in the business environment. Also, the personally-experienced part is based on the previous work experience of the candidate, i.e. experience in the existing business environment. It is a clear improvement in the knowledge of the English language, for the ones using it in day-to-day communication. Through this work, we will show the application in the knowledge of the English language in a completely new environment while meeting challenges and applying acquired knowledge in the business-economic branch.

In addition to the educational and personal-experiential part, the critique of discourse, as well as the analysis of the already mentioned ideology, will enable the clarification of the main hypothesis. The way in which this will be done is the inclusion of specific examples, such as electronic correspondence, into already formulated theories. The paper will show how the role of ideology influences criticism of discourse within a particular, business and environment.

1.2. Hypothesis

General hypothesis: The center of work assumes a hypothesis that claims that double standards are an inevitable label for non-native speakers of the English language. Though these speakers are supposed to perform identical tasks as the original speakers, they are, however, a marginalized group that aspires for integration and acceptance. In order to have a complete

insight into the hypothesis, the paper will consider theories of ideology as well as the critique of discourse: educational and business.

Specific hypothesis: One of the topics of the hypothesis lays the educational background of the candidate, as well as a detailed description of the business environment where the candidate is able to use the acquired knowledge on a daily basis and to transfer personal experience.

According to this, the personally-experienced part is considered through the prism of the environment, and with the help of adequate examples, the hypothesis is confirmed or denounced. The analysis of the used instincts is performed through a cultural and linguistic aspect.

1.3. Task of research

The task of this research is to confirm the already existing hypothesis on adequate examples. Furthermore, the examples used are analyzed from two points of view, and as such will be used to confirm the topic.

The aim of the research is to compare educational backgrounds, business opportunities, and opportunities for original and non-native speakers of English, where both groups operate in the same environment and are linked to a common point - English. It also seeks to achieve adequate conclusions in favor of the assumed hypothesis. The obtained results should be an explanation and some kind of guide for all those who do not perform the activity for which they gained the diploma, but should use their knowledge to occupy the same position as someone from the branch in which they are now.

1.4. Methodology

The methodology in this research is an analytical-theoretical combination. The theoretical part deals with the ideology of a double standard and combines the research of higher education as well as in a certain social field, i.e. business environment. The analytical part will be supported by examples, since it will be analyzed from a linguistic point of view. Samples used in the research are e-mails that are exchanged between native and non-native English speakers.

However, the criticism of the discourse will embody the results of both parts, and so we will have a scientific research work that should serve as a written guide for all those in the marginal group, non-native speakers of English. The work itself should be a contribution to the understanding and consideration of the use of English language proficiency, where it is understood as an advantage and provides the possibility of overcoming the existing limitations.

For the purpose of this research, we will use the inductive approach, which is also called inductive reasoning. The inductive method is a systematic inductive application in the way of conclusion based on the analysis of individual facts that comes to the conclusion of the general observation, from the observation of specific individual cases to the general conclusions.

For our case, we will use analogous induction which is based on the conclusion by using the analogy, constructed from opinion that is depending on individual cases. This type of analysis is associated with qualitative methods, with a narrative comparison of individual instances.

This paper has the goal to prove the hypothesis that non-native English speakers are bounded to an ideology of double standards while performing and fulfilling the same duties as native speakers. In order to centralize the research, a specific setting was chosen: the business environment.

Moreover, the hypothesis will be submitted to socio-cultural and linguistic analysis, which already depicts the shape of this paper. The research will be organized into two parts, where the first one will be explaining the socio-cultural analysis. The subsections are the educational background of the subject - candidate, investigation of higher education in Bosnia and Herzegovina and an overview of its advantages and disadvantages. Also, the ideology of power and class will be explained and taken as a fundament for creating double standards for non-native speakers. In order to add an authentic tone, the candidate will present her experience during the studies in comparison to present business one. Each individual is observed separately and shows how English language knowledge works as an achievement tool for a non-native speaker.

In addition, various situations from work atmosphere such are emails, calls, meetings, and conversations will be presented as a proof for latent marginalization of non-native English speaker. The end of the first part is also a link to the introduction of the second part, where a

depicted discourse will be examined in a linguistic approach. This discourse will consist of a certain number of email constructions, in order to show the effort of a marginalized group in the same environment that includes native speakers, too. In order to close the research circle, this linguistic and discourse analysis will be implemented in the theory of ideology.

Furthermore, the results of this paper and the text overall should serve as a guide for all those who have devoted time and made a choice to educate themselves in one field of employment, and yet altered their course. Once the career choice does not match with the candidate's diploma title, one is exposed to a different pool of options. The common ground is the English language.

To sum up, the main goal is to gain sustainable conclusions in order to confirm the hypothesis. The results of this research would need to show that received education can be a benefit even if a candidate is not an English native speaker in terms of knowledge of the English language.

2. Literature review

The English language became one of the phenomena of the second half of the twentieth century gaining the status of a global language that is used for many purposes (Crystal² 2012). Regardless of the positive interactions, as well as the tension it causes between the local and the global level, we are witnessing this development has serious linguistic, socio-cultural, ideological, political, and pedagogical implications. During its development and expansion, English has always played different roles in the lives of individuals, as well as entire social communities, from marginalization to providing a chance for faster growth and development.

For decades, it has recorded an incredible academic interest in issues related to the development of the English language, the process of its spreading, the implications, as well as the consequences of these events. In the field of linguistics, there are various explanations for the emergence of this phenomenon. English became a global means of communication thanks to the fact that it has received a special role recognized in every country.

2.1. Expansion of the English language

Today's wide use of English can be seen from the corner of its expansion through several phases (Kachru³, 1996; p. 136):

- In the first stage of English in 1535, it spread to Wales, then Scotland in 1603, and in 1707 to Ireland, when the United Kingdom was created.

² David Crystal is one of the highly recognized British linguists and academics. He is the holder of OBE (The Most Excellent Order of the British Empire), FBA (Fellowship of the British Academy), FLSW (Fellow of the Learned Society of Wales) and FCIL (Fellow of the Chartered Institute of Linguists). His field is oriented towards the language and English language studies. It crosses points with stylistics, religion and even contains some clinical contexts. A part of his work also involves couple of Penguin books, encyclopedias, being an editor for Cambridge University press, as well as contributing to radio and television program as a consultant or presenter.

³ Based on the information found on the official webpage of the University of Illinois, Braj Behari Kachru was educated at the University of Allahabad, the Deccan College, Pune, and the University of Edinburgh. He was Professor of Linguistics, Jubilee Professor of Liberal Arts and Sciences, and Center for Advanced Study Professor at the University of Illinois at Urbana-Champaign. He authored and edited over 25 books and numerous research paper, and was a co-founder and co-editor of the journal *World Englishes*. Through half a century of meticulous scholarship and energetic advocacy, Kachru demonstrated that the non-native Englishes were rule-governed systems, shaped by natural evolutionary processes of second language learning and multilingual creativity, and vibrant expressions of distinct cultural identities; also, he argued, they should not be judged with reference to native speaker standards. In the process, Kachru emerged as the world's leading authority on all aspects of the use of English as a global language.

- In the second phase, the population of English speakers spread to North America, Canada, Australia and New Zealand and each of these countries adopted English as the language of the newly born nation.
- In the third phase, English became language that translated its sociolinguistic profile and acquired global status as a language that was also used for the purpose of non-English socio-cultural context i.e. in South Asia, Africa and Latin America.
- In the fourth phase, English came into contact with languages with which he was not genetically and culturally connected: in Africa and Asia. These contacts led to occurrences of regional varieties, e.g. Indian English as well as Malaysian, Singapore, Philippine and Nigerian English. In addition, at this stage there is a creation of a "new ecology" of teaching English from an angle of linguistics, methodology, norms and identity.

There are many linguistic attempts to explain the reasons why English language became a global language. Very often this is explained by linguistic traits, and these factors are called an interlingual factor (intrinsic linguistic factors). It can be argued that specific components of English, e. g. absence of gender, standard word order or a relatively small number of flexible sequences, depict English as a simple language. On the other hand, it is not necessary to ignore his syntax, lexical, and stylistic complexity or irregularity that occur in spinning.

2.2. Standard English version

In the meantime, it is necessary to emphasize what is implied under the so-called standard English version. Standard version means a set of rules that apply in a particular socio-cultural community of native speakers of English, while every other represents deviations that are attributed to non-standard varieties (Riches, Genesee; 2006; p. 64-176)⁴. Each of them has their function in a certain context and among certain interlocutors, and the ultimate goal of their use is to achieve successful communication. Terms that are now used in the literature as synonyms are

⁴ Though both chapters, the students of different age, social and cultural background, had their level of English language tested. Many factors influenced the results, such as being put in different classroom settings. In addition, the studies were conducted on foundation of L1 and L2 literacy and comprehension of the English language. Therefore, crosslinguistic and crossmodal issues were noticed, and hypotheses were confirmed. At the end of ELL program, it is concluded that both time and the assessment have positive outcomes, here as being bilingual can carry disadvantages.

related to the new role of English as the language of global communication, as well as its diversification and they are distinguished as:

- English as a lingua franca⁵;
- English as a global language:
- English as a world language:
- English as an international language:
- World English.

International English use native speakers of English and bilingual users of English in their intercultural communication. International English can be used by local speakers of different languages and members of different cultures within one country, and globally between speakers from different countries.

⁵ As described in web encyclopedia Britannica, construction “lingua franca” is used to describe that certain language is used as means of communication.

3. Syllabus review

In this part of the research work, we will examine the syllabus of each of three universities in Bosnia and Herzegovina that is referred for bachelor studies:

- The University of Banja Luka, Faculty of Philology, study program in English language in literature;
- The University of Sarajevo, Faculty of Philosophy, Department for Anglistics⁶; and
- The University of Mostar, Faculty of Philology, study program in English language in literature.

University of Banja Luka, Faculty of Philology - study program in English language in literature offers to students 35 compulsory and seven elective subjects, distributed in eight semesters that are four academic years. In addition to subjects dealing with the study of language, culture and literature in the English speaking field, there is also a didactic-methodical group of subjects that provides students with the practical application of acquired knowledge.

3.1. Comparison between universities

The first year is mostly focused on studying modern and medieval English language and literature, Anglo-American studies, grammar and literature of English Renaissance. Modern English language courses have an objective to develop students' ability to use the integrated language skills properly, with the application of the acquired lexical and grammatical units in the appropriate social and work situations. The particular emphasis is placed on training students to develop skills and strategies aimed towards acquiring structures and forms that are studied during lectures and practical classes.

Comparably, Medieval English literature focuses on the Anglo-Saxon literature, culture and history until 1500. Anglo-American studies have an aim of presenting the history and culture of

⁶ Although it is not a common translation, the author decided to keep this English version due to authentic, actual name of the department at the University of Sarajevo.

the United Kingdom and the United States of America in order to enable an easier connection with the issues which are to be done in courses of both British and American cultures. The English Renaissance literature subject explores culture and history of this epoch.

Finally, in the first year, courses in grammar focus on the basic categories, types, and forms of the English grammar system, in order for student to be able to recognize and use contextually appropriate grammatical structures and to help students improve their communication skills and acquire the fundamental theoretical knowledge. The emphasis is placed on both the acquisition of theoretical knowledge and practical training of students.

The second year (third and fourth semester) continues to improve students' knowledge when it comes to skills in modern English. There are new courses introduced, which study Morphology and Morphosyntax, courses in English Classicism and Romanticism, American literature to 1900, Modern American literature and Victorian literature.

Courses in English Classicism and Romanticism, American literature to 1900 and Modern American literature serve as a guidelines for description of the cultural and social circumstances of England from 1830 to 1900 and identification of the basic characteristics and main representatives of literature of English Classicism and Romanticism and critically engage with the main characteristics and diversities of American Literature to 1900 and modern American literature. Courses in Victorian literature are giving ability to students to identify and describe the basic characteristics of Victorian literature and name the main representatives of Victorian with analysis of their most significant works.

The third year (fifth and sixth semester) is focusing mostly on British Modernism, Shakespeare and Contemporary British literature. Also, Psychology, Pedagogy and Methods in teaching of English language are introduced as well. English Syntax starts in third year, but continues in fourth year of bachelor studies. The aim of courses in English Syntax for both years is to familiarize students with the fundamentals of the simple sentences in English. The particular attention is dedicated to the sentence analysis and the practical application of theoretical knowledge.

Wider socio-historical and cultural context in Shakespeare works is given in those courses, where his works are main topic of the analysis. Both classes in British Modernism and

Contemporary British literature will help students to critically engage with main characteristics and diversities of Contemporary British literature and Modern British literature, particularly poetry and short story, to recognize the representative modernist works of the period, to make comparisons between them and to contextualize them, to perform textual analysis and contextualization of the poetic, prose and short theoretical texts of the period. Also students will be able to outline, present, and write coherent contextual analyses of selected poems and short stories and other examples of those two periods in British literature, while placing those works within broader social and critical contexts.

The fourth year at the University of Banja Luka offers students more elective courses, with continuous improvement in English language teaching methods and Modern English language. English language teaching methods practicum is introduced with the main goal of the course to help students to effectively develop their teaching skills by performing in the real classroom and to improve their ability to plan and teach English lessons and assess English proficiency in a variety of educational contexts. Course in Contemporary American literature is the new course and gives students an introduction with the contemporary streams of the American prose, poetry and drama through the study and contextualization of the representative literary works made between 1970s and today.

Comparatively, the University in Sarajevo offers students a study program in English language and literature and those undergraduate studies are studied in the cycle of the six semesters or three years. Courses in linguistics at this university offer basic introduction to the study of English language, Morphology, overview of English grammar, English phonetics, Morphosyntax and nonfinite constructions, Syntax of simple and complex sentences.

Modern English language is studied in all of the three years followed by British literature to 1500, Social and cultural history of Great Britain after 1485, British Renaissance literature, Social and cultural American history until 1865, Social and cultural American history after 1865, British novel in 18th and 19th century and Pedagogy. It is interesting to mention that course in Shakespeare works at the University in Sarajevo is an elective course, while at the University in Banja Luka is obligatory.

Finally, in the third year students are getting familiar with American transcendentalism, Poetry of British pre-romanticism, introduction to teaching methodology of English language, American modernism, Poetry of British romanticism and introduction to teaching practice of English language. Study plans in those two universities are similar; the length of the undergraduate study is different.

Also, at the University in Sarajevo, undergraduate studies are general course, so student has to study two more years in order to get a more specific major. There are four different majors and those are: literary, linguistic, teaching and major in translation.

3.2. British vs. American

These two universities give a great observation to British and American literature as well as the University in Mostar. Courses in phonetics and linguistics are designed to acquaint students with the basic theoretical principles of English phonetics. Special emphasis is given to place and manner of articulation, stress and intonation and transcription, as well as aspects of connected speech. Similar to that, the aim of linguistic science is aspects and relation to other social disciplines. Furthermore, those courses aim at acquainting the students with the nature of human language, its characteristics, functions, and components. A fairly detailed study of language components will be presented within the overall framework of modern linguistic theories.

British and American Literature courses have a great focus on a study of the major literary and social forces that helped to shape the cultural context of the time or period presented in each of the courses previously mentioned, regarding the literary period. Courses in American literature place an emphasis on major texts and authors representing the various literary and intellectual trends and movements in the Colonial, Federal and Romantic periods, such as early promotional literary Puritanism, Deism, Romanticism, and Transcendentalism.

Each of those mentioned courses also include Romanticism and Victorianism. The prominent Romantic poets and essayist, and their Victorian counterparts are studied during the study period. Selections from the novels and plays of the period may be chosen to illustrate the generic and thematic richness of this important century. On the other side, students are giving an opportunity to explore a wide range of the most influential and innovative writers who wrote during the

American Renaissance. The works of Melville, Hawthorne, Whitman, Dickinson, Emerson, Thoreau, Poe, Douglass, Fuller, and Stowe, to name only a few, will be read, discussed and analyzed. The history of this era and its impact on those writers is also highlighted.

The introduction to both the world and art of the novel: the elements of the novel are treated in a special manner, so that each of them has cultural and historical background. Through an in-depth study of novels, students are acquainted with the various styles and trends within this rich genre. Further, novel is being analyzed on a level of the modern and contemporary novel. Emphasis is placed on the more recent and innovative developments in the genre in the recent years. The postmodernist novelists such as Conrad, Joyce, Lawrence, Forster are being analyzed in detail.

3.3. Shakespeare

Finally, special attention is given to the Shakespearean drama. The general background about Shakespeare and his age, his life and works is provided. Together with that, special emphasis of the development of Shakespearean criticism during the ages is granted to students. But the crux of the courses is the detailed study of several plays selected from among the various types of Shakespearean drama.

4. Double standards – the Other

Life in the modern world is almost impossible to imagine without foreign languages. According to Bugarski⁷ (1991), the English language, as one of the most prevalent, today is a regular companion of entrepreneurs around the world, the main link in the communication of people from different continents, a necessary tool in the exchange of scientific knowledge, one of the essential prerequisites for many occupations and an indispensable medium in the rich world of culture and art.

4.1. Approaches to language

The English language, as the medium of extremely diversified internationalization, adapts to the contemporary reality and recommends for the future - among other things, and as a teaching goal of a very high degree of practical usability (Lindholm-Leary, 2006; p. 176–222). When it comes to language in application, sociolinguistics puts emphasis on the purposeful and creative use of available linguistic means, that is, on free communication with different groups of speakers (original and non-original) under different circumstances, with differentiated use of linguistic skills-speech, understanding of speech, writing, and reading.

Bugarski (1991) also points out the overcoming of old-fashioned approaches to language teaching through mere spinning that hardly anyone has been able to cope with in real- life situations, it is important to mention that subject of teaching should not be approached in such way that thinking the foreign language as a valuable opportunity to expand personal exploration potential.

Bearing in mind the complex structure and functional polyvalence of English language, the language, among other things, is appropriately defined as social, cultural, psychological, artistic, esthetic, communication, information, interaction and pedagogical phenomenon and as such language is subject to effects of this entire aspect, and all changes that are possible to happen in such results of effects. Looking from the point of view of basic goals of the teaching process, in

⁷ Ranko Bugarski is one of the recognized linguists from Ex- Yugoslavia. His work as a lecturer and researcher has been based in fields of English and sociolinguistics, culture, written language, translation and etc.

the foreground, it would certainly be a language as a pedagogical and communication phenomenon, although it can be said that, from the aspect of general education and culture, other elements of the definition are equally important.

Learning foreign languages is not a luxury in an internationally-defined world, but one should emphasize the prerequisite for a lot of mutual understanding and cooperation among people. By giving a brief overview of methods dominating at the beginning of the development of contemporary language teaching (grammatical-conductive, direct, audio-linguistic), historically efforts have been made to make the teaching of foreign languages a communicative one, i.e. that learner's attention is focused on understanding the functions of a language and developing its own ability to choose the appropriate type of language for use in certain situations (Genesee, Lindholm-Leary, Saunders, Christian; 2006). All of these previously mentioned events led to the situation where we can conclude that there are a lot of situations affecting the path of any language and the overlook of how that language should be thought and learned.

4.2. English language as a complex hybrid

English language is a complex hybrid, originating from the group of West Germanic languages. Since it originated from the fifth century and was brought by immigrants, it had a huge influence from Nordic, Latin and Greek languages, as well.

Over time, it was homogenized as a separate language and became the most widely used language in the world (Callahan; 2005; p. 305–328). However, in the process of homogenization, the language created an influence to the same extent as it was influenced.

It is important to mention that most large cities with an English speaking area have a huge population of immigrants, which affect the English language. For example, there are about 800 different languages in New York, while London is estimated to 200. According to Harmer (2002), the way of teaching English language has changed a lot through the years. Focuses have become different as well as dictionaries. There are new words added and old ones displaced from dictionaries. That is why we constantly have new editions.

The debate has been going on for several years, but in all likelihood, things will remain what they are, without compromise. Different words for the same things are rare, but the differences in

writing are numerous. The teaching of English language focuses more on teaching “British English” but everyday situations are pointing out that “American English” is more flexible to focus, especially when we talk about international communication. Americans are the ones that simplify writing as well as speaking, and in those terms, people are much easier on using it as everyday language (Artiles, Ortiz; 2002).

And while the British will struggle to maintain their “colors”, “standardisation” and “travelling”, simplicity will ultimately win. And that's why most of the non- native English countries write in American style⁸. That's why, if one day international nations decide which one of the two will become the standard in the world, it's very likely that British English will get the worse.

Every nation has its own kind of “English” and just because English is widely used, that much is susceptible to accepting new phrases and adopting the culture of other language to itself. This is not just a current issue, this has been happening for years (Bauer; 1994). Many studies have showed that if we compare English language historically, sure that we will find a lot of changes in the language itself.

Language changes every day. It is a gradual process where words and phrases slowly stop or begin to be used. The meanings of the word can also become diverse over time. English dictionaries are also another indicator of the language that is changing. Each year, publications insert new words and throw away unused ones.

4.3. International English

The international English is used by native speakers of English and bilingual users of English in their intercultural communication. International English can be used in a local sense between speakers of different languages and members of different cultures within a country, and globally between speakers from different countries (Crawford; 1992). In this case, for the sake of better understanding, all speakers, and especially those whose mother tongue is not native, are in the situation of introducing changes in the English language into international communication. These

⁸ When it comes to the difference between UK and US spelling, it is noticeable that US spelling omits an extra U like in colours, or changes S to Z in nouns ending in – sion, that is – zion, where we would have organization rather than organisaiton.

changes do not deviate only from the standard variants of native speakers, but also from the English varieties characteristic of the region they originate from.

In this way, we get a variety of communicative contexts that are actually oriented towards English. However, English language as an internationally used language has several advantages: it emphasizes the role of English in communicating between speakers whose native languages are different, which is the primary reason for learning English today; suggests the idea of a community, rather than alienation; emphasizes similarities rather than differences; implies that "mixing" of the language is acceptable.

The English language was promoted and enforced in the world by the British Council and the Association of Teachers of English to Speakers of Other Languages as instruments of the foreign policy of the leading native speaker countries (Phillipson&Skutnabb-Kangas, 1996; p. 429-452). Neocolonial economic exploitation in the modern world fueled by inequalities between Western countries and less developed countries from a non-Western environment is one of the causes of the expansion of English language and its domination (Hickey; 2010b). The idea of spreading English internationally was imposed by promoting multilingualism within language policies.

Crystal (2003) explains that English is used as a neutral and useful means of global travel and communication, and its status as an international language concludes by being in the right place at the right time.

4.4. Plurality of English

From a variety of views on the spread of English, it is up to the question whether any changes and innovations in the English language are coming in consequently, and are we today really confronted with the emergence of varieties that deviate from the standard variants of English language (Melchers, Gunnel and Shaw; 2014). According to advocates of the plurality of English, linguistic innovations in varieties are countless (Bhatt, 2001), but the contradiction of this thesis is reflected over the Crystal's conclusion that in the fact that only a few linguistic studies were done that should show that the varieties of the world English in the outer circle and circle that are expanding his linguistic personality.

Language changes are taking place through the process of convergence and divergence of English as a world language, which explains that English is expanding because many people learn it, not because of the migration of native speakers (Schneider; 1997). These two processes take place simultaneously - new varieties are created and the unity of the world language is maintained.

According to Barker (2000), language is a way of cultural identification, thus explaining that cultural change is possible through language in first place. Signs, texts, and codes are covering structuralism in cultural studies, and the best tool for providing it is within a volume of a language. Moment of structuralism in cultural studies was important because in giving us the language of signs and codes, it prepares the foundation for a stream of analyses of popular cultural documents as well as articles, treated as a text.

In order to discover the culture of language, these terms are often discovered: language and culture are inseparable, language and culture are intimately connected, language is culture and culture is a language (Tristram, 2003). Language is maintained and transmitted and through cultural links. Language, of course, as an integral part of a culture, would be defined as the sum of beliefs and practices in society. On the other hand, culture is a product of historical and socially established speech of communities that are largely created and shaped by language.

According to Bugarski, the structure of language influences the way of thinking and behaving. The main reason why different languages can have different effects on the actions of people in that language is the main filter of the observations and how they categorize experiences. In other words, the way of thinking and the society view are determined by language.

4.5. Culture and English

The culture is essentially a system for organizing and directing the humanity with some abilities being simplified in different ways, well thus, in a distorted way, they represent the whole world of reality. Each culture forms a specific framework within which it is interpreted - selected external signs of reality. The basic mechanism for this interpretation is a language that has an important additional role (Wright, 2000). In a language, from time to time, a human being interprets nature and shapes culture as its own human world, whereas there is a constant

interaction between language and culture on various fields. Culture is created through language and to a large extent in language. This means that language is not only static frame of culture, the system for its interpretation, but also its dynamic constitutive principle. In this way, the experience of the world is conditioned by culture, while it is largely profiled by language.

5. 3 Engleshes, 1 Goal⁹

On a personal note, the real life experience of the Other effect from previous section of this paper occurred when I started working for an USA based IT¹⁰ corporation that recognized Banja Luka as a fruitful place. Job requirements were neatly listed, and among them, one of the most important requirements was proficient English knowledge. This situation encouraged me since I only had two exams left to graduate, and needed my economic independence.

5.1 The job ad overview

Job title: Help Desk Representative – French and English language (m/f)

Company background: Trizma is a dynamic Business Process Service Provider, operating in South East Europe, offering to its global customers the next generation of outsourcing services¹¹.

ACCELERATE BEYOND is our approach to outsourcing in which we UNDERSTAND business of our clients and end user needs, EVOLVE the business processes and models and we ACCELERATE together to maximize the full business potential. We do all in a synergetic manner, achieving unique customer experience over time.

⁹ This construction is chosen by the author as it summarizes the three different sets of English language presented in this paper. Namely, we can make a distinction between a) Academic English, English though in schools, b) the level of author's English language as she is a non- native speaker, and c) Business English environment, crossroads with native speakers and English speakers from former English colonies.

¹⁰ IT stands for Informational Technologies

¹¹ Simply put, the role of outsourcing company is to hire staffing for another company, where the outsourcing company would be employed by the company needing workers.

Help Desk Representative – French and English language

5.2. Position summary

Position works in high call volume Technical Assistance Center (TAC) environment supporting customers (both internal and external) and their analysts in providing problem resolution for products and services, specifically ALOHA¹² software and other related products/equipment.

Responsible for ensuring the customer's entitlement of services; deliver solutions remotely, dispatch service personnel, and when appropriate verify resolution of a customer's issue that has not been escalated; Work directly with the customer to understand the problem, and/or escalate problem to the next level.

Following the documented Remote Incident Management Process, position's primary responsibility is to:

- Perform Level I technical troubleshooting with end-users of PC¹³s and retail point-of-sale devices (depending on account assignment);
- Review incident history to determine recurring faults;
- Provide technical phone support on Hospitality products (ALOHA and other), systems and various software products;
- Provide accurate solutions to user problems to maximize product or system availability;
- Take ownership of service request from customer and ensure timely and satisfactory resolution of problem;
- Escalate both internally and externally when required according to defined Escalation Paths;
- Enhance and develop quality support methods and communication skills through coaching feedback, and other developmental approaches;
- Assist in the resolution of user and support issues over multiple user sites to ensure timely distribution of knowledge and cause positive impact on user satisfaction;
- Updates work orders and provides status information;

¹² Aloha is the official name of the software developed by the NCR Corporation.

¹³ PC stands for Personal Computer.

- Research, resolve, and respond to questions received via telephone calls, letters, and callbacks in a timely manner, in accordance with current standards and set targets;
- Communicate with customers through various means (oral, written, electronic) to remotely resolve customer problem;
- Use tools to remotely access customer equipment to diagnose and resolve customer problem;
- Follow solutions outlined in the knowledge database;
- Verify resolution of problem with the customer;
- Record information into the GEMS¹⁴ (incident tracking) system;
- Document, verify and make appropriate corrections to the incident record and customer profile;
- Ensure thorough documentation of problem description and all subsequent activity;
- Write knowledge articles based on lessons learned in resolving customer issues;
- Contribute as a team member;
- Participate in team meetings and activities;
- Participate in objective setting, performance management, reward and recognition programs;
- Participate in special projects as assigned to continuously improve processes, tools, systems and organization;
- Coordinate project start up¹⁵ activities;
- Maintain technical knowledge and expertise associated with multiple applications and hardware specific to individual customer's solution;
- Support less experienced colleagues on the helpdesk through joint working, monitoring, direct feedback and knowledge sharing;
- Follow all mandatory training courses according to provided timelines;
- Record information into the Incident tracking system (GEMS);
- Conduct GEMS quality audits and Call Monitoring activities through monitoring tool;

¹⁴ GEMS is the official ticketing tool developed by the NCR Corporation, and stands for Global Electronic Management System.

¹⁵ In IT contacts, start-up is the name for new, small business that has started recently; it is also called start up project.

- Manage operations during scheduled shifts using on-hand tools and observations.

5.3 Basic qualifications, preferred qualifications and the offer

- High School Diploma or equivalent;
- Excellent communication skills at all levels including excellent listening skills in French and English language;
- 0-2 years of related experience;
- Advanced knowledge level of Windows XP/Vista/7/8/10¹⁶;
- Advanced knowledge of the Internet including applications and protocols as well as standard network monitoring and analyzing tools;
- Advanced trouble-shooting skills with MS Office¹⁷ and standard applications (Virus Scanner, Adobe, Zip);
- Advanced knowledge of the software structuring, configuration, file organization;
- Ability to read and analyze program logs;
- High level knowledge of PC hardware equipment and utilization (printers, scanners, modems, network cards, monitors);
- Possess strong customer service skills and be able to work in a dynamic team environment;
- Advanced problem solving and troubleshooting skills;
- Ability to work a flexible schedule (evenings/weekends); Ability to work in a multitask fast paced environment;
- Not convicted or in a process of conviction.

PREFERRED QUALIFICATIONS:

- Associate's Degree preferred;
- 2+ years of call center experience;
- Experience in providing in-house escalation assistance;
- A track record showing initiative leading to positive results.

¹⁶ Windows XP/Vista/7/8/10 are different versions of operating system.

¹⁷ MS Office is Microsoft Office package tool that contains Word, Power Point, Excel tools.

TRIZMA OFFERING:

- Long term employment opportunity for best performing candidates;
- Performing services for a multinational company;
- Dynamic and responsible position;
- Chance for a professional and personal development;
- Advancement opportunity;
- Paid training.

The application was performed online, via website:

Follow the link and apply <https://www.trizma.com/hiring/>

5.4 Research analysis

Furthermore, the employment took place, and was on a position of a software support specialist. The training was in specific areas in order to perform all necessary duties that company prescribes. One is directly connected to this paper: communication with clients; and it can be separated into two branches: call handling management and email business correspondence.

At that time, I was working only with clients from the USA, and during one of the phone calls, the lady on the other side of the line, knowing that she did not place me on mute, told her coworkers: ‘This girl cannot speak English.’ In that very moment, I was employed for over a month.

Hearing her commenting my English skills in that manner only created avalanche of emotions, doubts, questions whether I can really acquire the knowledge I gained during my Bachelor studies. It only made me think if I can improve myself, even though there were comments like ‘those damn foreigners’, or requests such as ‘I want to speak to an American’.

It is all part of my past, but it did leave a mark, and surely pursued me subconsciously to move forward. The call handling management requires soft skills, which one learns with time. Today, I moved up the ladder, and I am supervisor to three teams. This means that I am heavily involved in communication with multiple company’s personnel from other departments, either via various

online meetings or meetings that occur during business trip visits. Now, I hear more of reviews such as ‘exceptional presentation skills’ or ‘great opinion elaboration’ and less of ‘what do you mean by that, can you explain’.

Moreover, email management or email business correspondence vividly depicts the difference between a native speaker and non- native speaker. If discussed from a cultural aspect, it gives us local (mine) point of view as well as native speaker’s point of view.

The guidance from my studies came in handy, indeed, but, same as any other skill, email correspondence in business environment required practice and was challenge since cross pont for my filed of expertise and my job was English language. In order to achieve maximum at my working environment, I stared paying attention to details, such as punctuation, space between words, length of the sentence, greetings and endings of the message, email Subject and etc.

When someone is constantly in the business environment, it does not take much time to understand the meaning and importance of email management: it helps us stay in contact with a client, manage a healthy relationship, provides us with written evidence or facts, insight into needed details regarding business development and etc.

The title of this section consists of an unusual form of word English. It is written in plural – Englishes. The reason is that we will present three different steams of English language (native, non- native and local speakers) through examples that are taken form the business correspondence emails. Geographically speaking, native speakers originate form United Kingdom, United States of America, New Zealand and Australia while non-native speakers come from France, Spain, Germany and India; whereas, local correspondent would the author of the paper. Note that only email body is used, and where needed, some words are either changed or removed due to GDPR¹⁸ and company’s Global Security policy.

The above mentioned presentation is showing us three tables that are divided according the place of origin, which occupies left column, where the right column is populated with the examples:

¹⁸GDPR stands for General Data Protection Regulation.

Native speakers

United Kingdom	Mary Advised the MOD¹⁹ that we can replace the till & cable, however of this occurs again, then it will be identified as a power issue. Best to replace for now and monitor If this occurs again then I would advise they contact electrician
United States of America	Going to try to get you 2 more people in the next couple weeks I know we have one you are hiring and 1 I gave you already. Where does that leave us...staffing vs say 200-230 cases more a month
New Zealand and Australia	Hi Team, Please provide an update at the 2 hour mark from the tech being onsite, including actions that have been performed since the tech attended and actions that will be performed over the following hour to 4. Please also include the estimated time for full recovery. Regards,

Non- native speakers

France	HI Team At this date , I have no Call in my my base . Without calls Jane Doe couldn't go on site . Please do necessary or send me the number of the SR²⁰ of the call. Good week end
Spain	Jane, Franchise is absolutely disappointing with company due to the lack of solutions and more over the answers and justifications are given to him (company don't find the restaurant in database, there are more restaurants to provide service, etc etc etc) ; the fact he is raising is that his restaurant is having the same problem over the last 3 weeks, he is paying for a support service and there is no solution from company impacting his sales I don't know what is the problem, maybe the

¹⁹ MOD stands for Manager on duty.

²⁰ SR stands for service record, which is the ticket/ GEMS number.

	team knows what is going on with the restaurant
Germany	Good morning, Technician arrived this morning on side there normally was a failure message on the till. No message on the till Printer is working. Did we change anything yesterday or overnight? Was there any work done could someone please update us. Thanks.
India	Dear Team, In the following location server D:xxx\TEMP folder some junk files are getting auto generation. Due to this server D drive getting full and it will crea an issue for billing further. Per reference please find the screen shot.

Local correspondent (Bosnia and Herzegovina)

To whom it may concern: It would be highly appreciated if we could get the needed details in order to complete necessary legal paperwork for this visit. The agent will need to send us scanned first two pages of his passport. Today, I will deliver the paper of work justification that needs to be signed by manager, scanned and sent to me. The whole paperwork process takes minimally 7 days. Note that we are having Bank holidays this and next week, starting from tomorrow. Thank you.
Hello, As agreed on the phone, we are sending you this email requesting Serial and Model number for Till3. There should be a sticker on Till3 with information such as S/N, M/N²¹ and Product number. Please take a photo of that label and attach it to your reply to this mail. Also, please use “Reply all” option so the rest of the team can see it as well. Thank you.

²¹ S/N and M/N stand for Serial number and Model number.

Hello Laura,

Thank you for your reply, I will add Insight Pooling team which will be able to provide accurate information about this, since this is not a POS²² issue.

Hello team

Can you please assign an agent from Insight Pooling team, which could provide necessary information for the customer?

*Fourth²³ is asking for the API²⁴ path you are using to post these also.
Thanks in advance.*

Thank you
Kind regards,

6. Hypothesis confirmation

The English language is an important tool in the process of internationalization, education and other educational processes. The academic English language has become an academic lingua franca, due to the growing role in education, but also academic and scientific circles. That's why there is an increasing number of inexperienced speakers of English who do use English for informal purposes, but also for interaction in the academic, business and other environments.

The modern world has accepted the reality of several different languages of the world, among which the first and most widely spoken language is English. This language is native to many, but foreign to many as well; it is the language of business communication, language of globalization, worldwide and international speakers.

Language variant, British, American or just international English is recognized, and is not of paramount importance in the market of world values of mutual business interests. The speed and accuracy of communication are sought, because the interests of business partnerships are of

²² POS stands for Point Of Sale.

²³ Fourth is the name of 3rd party IT support helpdesk.

²⁴ API stands for application program interface and its function is to be the bridge between programs that are functioning together.

primary importance. We can conclude that language is an asset of interest in business environment.

The analysis is focused on those examples, which are being examined from two aspects:

- Linguistic and
- Socio-cultural aspect of research.

Our goal is to make an overview of the sentence construction and all its particles used, whereas latter it will be shown that local speakers are marginalized group in this specific area.

6.1. Linguistic aspect

If seen through linguistic prism, emails from native speakers tend to be clearer in their message. The word order is correct, however, they use punctuation seldom, or not at all. This makes the message either confusing or it is more complex to detect the true meaning. In comparison with non-native speakers, emails from native speakers are understandable since they follow the standard sentence creation path, that is English in use, and the recipient of that email can easily recognize the point. With that being said, the emails from non-native speakers tend to be lower on some imaginary linguistic rule scale.

There are various reasons for this: key words are omitted (e. g. direct objects, auxiliary verbs, and etc.) incorrect spelling, incorrect word-form usage, and etc. But, non-native speakers tend to pay more attention to punctuation. Furthermore, if we examine emails of local speakers, it is easy to conclude that they are composed by the book: all grammar rules are followed; punctuation is either added or not added, depending on the part of the sentence, and etc. Within linguistic approach, a native speaker may identify oneself, while having a benchmark for knowledge of the language.

As seen from the above, the native speaker concept is rich in ambiguity. Both English native and non-native speakers are influenced by social factor or contextual constraint. Non-native speakers are focused more on linguistics order, while native speakers are focused on language. As

languages differ essentially in terms of vocabulary, that much the difference between native and non-native English speakers is created.

Different languages provide different non-native speakers. From those examples, it is concluded that non-native speakers do not possess intuition on his/her idiolect grammar, due to the fact that focus is given on stating things as in rule. Also, the native speaker has a unique capacity to produce fluent spontaneous discourse, creating some kind of linguistic independence, while having an ability to write creatively, from jokes to metaphors. However, non-native speakers have the ability to write creatively, but not in the volume as a native one.

6.2. Socio-cultural aspect

The second layer of the analysis is socio-cultural aspect. Now, we can put native and non-native emails in one group and comment that they have the sense of imperative, and demand that is directed towards the reader. The message is not precise so we can assume that the reader will either provide wrong data or will ask for elaboration, which only can be seen as an incompetence to perform duties or solve tasks. There is a lack of communicational politeness and emphasis is put on orders, or delegation of work. On the other hand, emails from the local speaker are composed in layers, where the writer starts with a greeting, continues with the reason and explanation for email creation and sending, then ends with a standard wording - "Thank you."

The message in the email is clear; the writer is direct and precise, which provides a natural flow of the information and easier understanding of the task. The native speaker, who remains a learner of new words and new registers and who is able to balance that role with the proper authority necessarily attained, can only be a valued resource for other speakers.

The relationship between language, society and culture is central to the field of sociolinguistics, but socio-cultural concept of those examples can explain why there are different social contexts, and identification of the social functions of language.

People live in societies that have a strong influence on their lives, opinions and thoughts. In this concept, a society is necessarily brief in order to be comprehensive, so native and non-native speakers as society are a broad concept, given the many different societies that exist.

According to Campbell (1982), culture is also linked to society and language, and can have different meanings depending on how it is viewed, for example, aesthetically, sociologically, semantically, and pragmatically. In previously mentioned examples, meaning of every e-mail is taken from the point of native and non-native speaker's view. In business environment, such are e-mails, speaker represents a business community where one has to be a native speaker or non-native speaker, but with strong belief of his/her language knowledge in order to operate in a manner acceptable to its members, and to do so in any role that they accept for any one of themselves.

Basically, what is seen from the examples that there is a big difference between spoken and written language. In fact, the verbal legacy is completely omitted from the context, which means that the construct of the message that we want to give is narrowed, and does not have the intended purpose. There is a gap between native/non-native and local speakers' consciousness of language culture.

We have seen that local English users tend to utilize fine tuning and add more tact to their emails. But, that is not the case when it comes to native speakers. The reason can be that, since we, for whom English is a second language, learned the mother tongue of another folk, need to automatically adapt to any deviation, such as slang or abbreviation; or be extra careful when elaborating our point of view because political incorrectness can easily appear between the lines. Base the investigation conducted, and results, it can be said that hypothesis is confirmed: double standards do apply on local users. Indeed, our effort is noticeable, sometimes even rewarded, but in the business environment, the level and knowledge of English language needs to on a proficient level.

7. Conclusion

The function of English as a foreign language for the needs of international business, world economy and banking, as well as for communication among people globally, has set certain linguistic norms that need to be respected for this purpose. In addition to the mother tongue, in

wider communication with people from all over the world, English language is based on the British or American variant which is commonly used.

Exposure to English through business and media has led to a high level of understanding the language. Very often, in the learning of language, understanding is replaced by expression. High level of understanding does not guarantee accurate and fluid expression. This creates the challenge that needs to be faced. For fluency in expression, as well as for the necessary grammatical accuracy, time is needed, a lot of effort and work. Here is where we get two different groups of speakers: native and non-native English language speakers. Through the period of learning English language and using it in everyday communication, there are non-native speakers who are representing intermediate or basic knowledge and those who have advanced knowledge, almost similar to native speakers.

Also, a very important factor in perfecting the language is the relationship speakers are building on that language. If English is not a foreign language, but the language that one presume to know, the desire for improvement will be lower, while any error will appear oversized. A job where success is implied, and every mistake further frustrates, is not favored. In this case, the desire for progress will be reduced, until it completely disappears.

When almost everything is known to us in a language we learn, or when we think that we all know it because of great understanding, it is extremely difficult to define goals of the learning process. Our analysis showed to us that the English language has different outcomes when it comes to native and non-native speakers, producing unrealistic expectations, setting up very challenging goals for non-native speakers or just making it too easy to understand that someone is not a native speaker. It has become common for everyone to speak English at a high level of knowledge. English needs to be taught equally long and with the same amount of effort as any other foreign language.

Speaking foreign language is a huge success. Expressing our thoughts, attitudes, feelings in the non-native language and, in doing so, to communicate and understand, is a great achievement for each of us. Our goal is to make an overview of the sentence construction and all its particles used, whereas latter it will be shown that local speakers are marginalized group in this specific area.

Our analysis produced results seen through linguistic spectrum, where emails from native speakers tend to be clearer in their message. They use freedom in word order making sometimes a message either confusing or hard to understand the true meaning of the message. In comparison with non-native speakers, results from native speakers are understandable since they follow the standard to sentence creation - that is English in use. In linguistics, a native speaker may identify oneself, while having a standard for knowledge of the language.

Both English native and non-native speakers are influenced by social factor or contextual constraint. Non-native speakers are focused more on linguistic order, while native speakers are focused in language. As languages differ essentially in terms of vocabulary, that much the difference between native and non-native English speakers is created.

Other results provided from this research are considered through socio-cultural aspect in terms of the sense of imperative and demand that is directed towards the reader. There is a lack of communicational politeness and emphasis is put on orders or delegation of work so that it is easily understandable what the one is asking. In business environment, such are e-mails, speaker represents a business community where one has to be a native speaker or non-native speaker, but with strong belief of his/her language knowledge in order to operate in a manner acceptable to its members, and to do so in any role that they accept for any one of themselves.

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Appendix 1

The original emails created by the native speakers of English language

Some data is removed from emails due to Global Security Policy of the Company.

United Kingdom

Label: 3 Year Delete (3 years) Expires: Thu 6/30/2022 2:01 PM

PR

👍 ↶ ↷ ➡ ...

Dusko

Advised the MOD that we can replace the till & cable, however of this occurs again, then it will be identified as a power issue.

Best to replace for now and monitor

If this occurs again then I would advise they contact electrician

Brian

United States of America

 Label: 3 Year Delete (3 years) Expires: Sat 4/30/2022 3:35 PM



Going to try to get you 2 more people in the next couple weeks
I know we have one you are hiring and 1 I gave you already.

Where does that leave us...staffing vs say 200-230 cases more a month

...

New Zealand and Australia

From:
Sent: subota, 25. maj 2019. 06:56
To:
Cc:

Subject: Re: Mt Annan - Current Status

Hi Team,

Please provide an update at the 2 hour mark from the tech being onsite, including actions that have been performed since the tech attended and actions that will be performed over the following hour to 4. Please also include the estimated time for full recovery.

Regards,

IT Service Delivery Manager

Appendix 2

The original emails created by the non- native speakers of English language

Some data is removed from emails due to Global Security Policy of the Company.

France

 Label: 3 Year Delete (3 years) Expires: Mon 4/18/2022 7:29 PM

 CB

Fri 4/19/2019 7:29 PM



Thanks for the update and the handling of incident.
Is there a risk for other UK stores? With easter weekend this is potentially an important financial impact.
If so can we flag to check those things when store report all pdqs not working?

Warm regards,

Get [Outlook for Android](#)

...

Spain

 Label: 3 Year Delete (3 years) Expires: Wed 8/18/2021 11:04 PM

Sun 8/19/2018 11:04 PM



Franchise is absolutely disappointing with due to the lack of solutions and more over the answers and justifications are given to him (don't find the restaurant in database, there are more restaurants to provide service, etc etc etc) ; the fact he is raising is that his restaurant is having the same problem over the last 3 weeks, he is paying for a support service and there is no solution from impacting his sales

I don't know what is the problem, maybe the support team knows what is going on with the restaurant

...

Germany



Fri 2/15/2019 10:25 AM

Good morning,
Technician arrived this morning on side there normally was a failure message on the till.
No message on the till Printer is working.
Did we change anything yesterday or overnight?
Was there any work done could someone please update us.

Regards



Account Manager Global Accounts, Hospitality Germany
NCR GmbH

:

| www.ncr.com



India



Attachments, pictures, and links in this message have been blocked because the sender isn't in your Safe Senders list.
[I trust content from](#) | [Show blocked content](#)



Label: 3 Year Delete (3 years) Expires: Mon 6/28/2021 1:43 PM



Fri 6/29/2018 1:43 PM



Dear Team,

In the following location server .TEMP folder some **junk files** are getting auto generation. Due to this server D drive getting full and it will crea an issue for billing further. Per reference please find the screen shot.

Store Code:

Store Name:

Appendix 3

The original emails created by the local correspondent

Some data is removed from emails due to Global Security Policy of the Company.

Email 1

 Label: 3 Year Delete (3 years) Expires: Sun 4/24/2022 12:37 PM



Acic, Ita
Thu 4/25/2019 12:37 PM



To whom it may concern:

It would be highly appreciated if we could get the needed details in order to complete necessary legal paperwork for this visit.

The WCS agent will need to send us scanned first two pages of his passport. Today, I will deliver the paper of work justification that needs to be signed by WCS manager, scanned and sent to me. The whole paperwork process takes minimally 7 days. Note that we are having Bank holidays this and next week, starting from tomorrow.

Thank you.

Email 2

 Label: 3 Year Delete (3 years) Expires: Sat 7/2/2022 5:05 PM



Acic, Ita
Wed 7/3/2019 5:05 PM



Hello

As agreed on the phone, we are sending you this email requesting Serial and Model number for Till3. There should be a sticker on Till3 with information such as S/N, M/N and Product number. Please take a photo of that label and attach it to your reply to this mail. Also, please use "Reply all" option so the rest of the team can see it as well.

Kind regards,

Email 3

Thu 6/27/2019 12:54 PM



Hello Laura,

Thank you for your reply, I will add Insight Pooling team which will be able to provide accurate information about this, since this is not a POS issue/

Hello

Can you please assign an agent from Insight Pooling team, which could provide necessary information for the customer?

*Fourth is asking for the API path you are using to post these also.
Thanks in advance.*

Thank you
Kind regards,

Appendix 4

The original job add taken copied form <https://www.posao.ba/#!/job;t=help-desk-representative-french-and-english-language-m-f-trizma-gs-doo-banja-luka;id=315119;page=1;keyword=trizma;jobstate=ACTIVE;range=any>

Help Desk Representative – French and English language (m/f)

Trizma is a dynamic Business Process Service Provider, operating in South East Europe, offering to its global customers the next generation of outsourcing services.

ACCELERATE BEYOND is our approach to outsourcing in which we **UNDERSTAND** business of our clients and end user needs, **EVOLVE** the business processes and models and we **ACCELERATE** together to maximize the full business potential. We do all in a synergetic manner, achieving unique customer experience over time.

Help Desk Representative – French and English language

POSITION SUMMARY & KEY AREAS OF RESPONSIBILITY:

Position works in high call volume Technical Assistance Center (TAC) environment supporting customers (both internal and external) and their analysts in providing problem resolution for products and services, specifically ALOHA software and other related products/equipment.

Responsible for ensuring the customer's entitlement of services; Remotely deliver solutions, dispatch service personnel, and when appropriate verify resolution of a customer's issue that has

not been escalated; Work directly with the customer to understand the problem, and/or escalate problem to the next level

Following the documented Remote Incident Management Process, position's primary responsibility is to perform Level I technical troubleshooting with end-users of PCs and retail point-of-sale devices (depending on account assignment); Reviews incident history to determine recurring faults

Provide technical phone support on Hospitality products (ALOHA and other), systems and various software products; Provide accurate solutions to user problems to maximize product or system availability; Take ownership of service request from customer and ensure timely and satisfactory resolution of problem

Escalate both internally and externally when required according to defined Escalation Paths

Enhance and develop quality support methods and communication skills through coaching feedback, and other developmental approaches

Assist in the resolution of user and support issues over multiple user sites to ensure timely distribution of knowledge and cause positive impact on user satisfaction; Updates work orders and provides status information

Research, resolve, and respond to questions received via telephone calls, letters, and callbacks in a timely manner, in accordance with current standards and set targets; Communicate with customers through various means (oral, written, electronic) to remotely resolve customer problem

Use tools to remotely access customer equipment to diagnose and resolve customer problem; Follow solutions outlined in the knowledge database; Verify resolution of problem with the customer; Record information into the GEMS (incident tracking) system

Document, verify and make appropriate corrections to the incident record and customer profile; Ensure thorough documentation of problem description and all subsequent activity; Write knowledge articles based on lessons learned in resolving customer issues

Contribute as a team member; Participate in team meetings and activities; Participate in objective setting, performance management, reward and recognition programs

Participate in special projects as assigned to continuously improve processes, tools, systems and organization; Coordinate project start up activities;

Maintain technical knowledge and expertise associated with multiple applications and hardware specific to individual customer's solution

Support less experienced colleagues on the helpdesk through joint working, monitoring, direct feedback and knowledge sharing; Follow all mandatory training courses according to provided timelines

Record information into the Incident tracking system (GEMS); Conduct GEMS quality audits and Call Monitoring activities through monitoring tool

Manage operations during scheduled shifts using on-hand tools and observations

BASIC QUALIFICATIONS:

- High School Diploma or equivalent
- Excellent communication skills at all levels including excellent listening skills in French and English language.
- 0-2 years of related experience
- Advanced knowledge level of Windows XP/Vista/7/8/10; Advanced knowledge of the Internet including applications and protocols as well as standard network monitoring and analyzing tools; Advanced trouble-shooting skills with MS Office and standard applications (Virus Scanner, Adobe, Zip); Advanced knowledge of the software structuring, configuration, file organization; Ability to read and analyze program logs
- High level knowledge of PC hardware equipment and utilization (printers, scanners, modems, network cards, monitors)
- Possess strong customer service skills and be able to work in a dynamic team environment
- Advanced problem solving and troubleshooting skills
- Ability to work a flexible schedule (evenings/weekends); Ability to work in a multitask fast paced environment
- Not convicted or in a process of conviction

PREFERRED QUALIFICATIONS:

- Associate's Degree preferred
- 2+ years of call center experience
- Experience in providing in-house escalation assistance
- A track record showing initiative leading to positive results

TRIZMA OFFERING:

- Long term employment opportunity for best performing candidates
- Performing services for a multinational company
- Dynamic and responsible position
- Chance for a professional and personal development

- Advancement opportunity
- Paid training

Follow the link and apply <https://www.trizma.com/hiring/>

Lokacija: Banja Luka

Broj izvršilaca: 5

Datum objave: 19.06.2019.

Trajanje oglasa: 30 dana (ističe 19.07.2019.)

Author's biography

Ita Aćić was born in Banja Luka, where she finished primary and secondary (Grammar) school. Her first choice for studies was law, but after 2 years, Ita decides to apply for Faculty of Philology, Department for English language and literature. Upon graduating, she continued her education in the same facility, where she has finished her Master studies with topic: *Double standards in a field - specific non - native business English setting: linguistic and socio - cultural aspects*.

Since 2016, Ita is employed as a manager/supervisor of three teams at NCR Banja Luka Office, and married since 2018.

Biografija autora

Ita Aćić je rođena u Banjoj Luci, gdje je završila osnovnu i srednju (Gimnazija) školu. Prvi izbor studija su joj bile pravne nauke, međutim, nakon 2 godine, Ita se odlučila upisati na Filološki fakultet, Odsjek za engleski jezik i književnost. Po završetku prvog ciklusa studija, nastavila je šklovanje u istoj instituciji, gdje je odbranila mster rad na temu *Lingvistički i socio- kulturološki aspekti marginalizacije neizvornih govornika engleskog jezika u poslovnom okruženju*.

Od 2016. godine, Ita je zaposlena kao poslovođa/supervisor tri tima u NCR Banja Luka kancelariji, a udata od 2018. godine.

Изјава 1

ИЗЈАВА О АУТОРСТВУ

Изјављујем да је мастер/магистарски рад

Наслов рада _____

Наслов рада на енглеском језику _____

- ☐ резултат сопственог истраживачког рада,
- ☐ да мастер/магистарски рад, у цјелини или у дијеловима, није био предложен за добијање било које дипломе према студијским програмима других високошколских установа,
- ☐ да су резултати коректно наведени и
- ☐ да нисам кршио/ла ауторска права и користио интелектуалну својину других лица.

У Бањој Луци _____

Потпис кандидата

Изјава 2

**Изјава којом се овлашћује _____ факултет/ Академија умјетности
Универзитета у Бањој Луци да мастер/магистарски рад учини јавно доступним**

Овлашћујем _____ факултет/ Академију умјетности Универзитета у
Бањој Луци да мој мастер/магистарски рад, под насловом

који је моје ауторско дјело, учини јавно доступним.

Мастер/магистарски рад са свим прилозима предао/ла сам у електронском формату,
погодном за трајно архивирање.

Мој мастер/магистарски рад, похрањен у д и г и т а л н и р е п о з и т о р и ј у м
Универзитета. у Бањој Луци, могу да користе сви који поштују одредбе садржане у
одабраном типу лиценце Креативне заједнице (Creative Commons), за коју сам се
одлучио/ла.

1. Ауторство
2. Ауторство - некомерцијално
3. Ауторство - некомерцијално - без прераде
4. Ауторство - некомерцијално - дијелити под истим условима
5. Ауторство - без прераде
6. Ауторство - дијелити под истим условима

(Молимо да заокружите само једну од шест понуђених лиценци, кратак опис лиценци дат
је на полеђини листа).

У Бањој Луци _____

Потпис кандидата

Изјава 3

Изјава о идентичности штампане и електронске верзије мастер/магистарског рада

Име и презиме аутора _____

Наслов рада _____

Ментор _____

Изјављујем да је штампана верзија мог мастер/магистарског рада идентична електронској верзији коју сам предао/ла за дигитални репозиторијум Универзитета у Бањој Луци.

У Бањој Луци _____

Потпис кандидата
