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**BAKALaura DARBS**

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**THE IMPORTANCE OF WRITTEN ENGLISH  
LANGUAGE IN CROSS – CULTURAL BUSINESS  
MEETINGS**

**ANĢĻU RAKSTU VALODAS NOZĪME STARPKULTŪRU  
BIZNESA SANĀKSMĒS**

BACHELOR'S THESIS

**Alisa Cvetkova**

Matriculation card No. ac20057

Adviser: lect. Ilze Ruža

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## ANOTĀCIJA

Šī darba mērķis ir izpētīt, cik svarīgi ir izmantot atbilstošas angļu valodas prasmes starpkultūru sarunās, jo īpaši uzņēmējdarbības kontekstā. Tā kā arvien vairāk uzņēmumu paplašina savu darbību ārpus vietējiem tirgiem, ir būtiski izprast un ievērot to cilvēku kultūras atšķirības, ar kuriem tie sadarbojas. Darba mērķis ir identificēt visizplatītākās nianses un valodas problēmas, kas rodas rakstisku starpkultūru sarunu laikā, noteikt, kuras no šīm niansēm ir raksturīgas konkrētām valstīm vai kultūrām, un sniegt ieskatu un ieteikumus personām un uzņēmumiem, kas iesaistās šādās sarunās. Izmantojot visaptverošu esošās literatūras un gadījumu analīzi, darba mērķis ir sniegt lasītājiem praktiskas stratēģijas veiksmīgai starpkultūru mijiedarbības vadīšanai. Pētnieciskie jautājumi, kurus darba mērķis ir risināt, ir saistīti ar galvenajām kultūras līdzībām un atšķirībām, kas redzamas starpkultūru biznesa tekstos, metodoloģijām, kas izmantotas šo atšķirību identificēšanai, un to, cik lielā mērā šīs atšķirības ietekmē teksta uztveri tā saņēmējam. Darbā tiks veikts rūpīgs attiecīgās teorētiskās literatūras apskats un analīze, sastādīts dažādu angļiski runājošo valstu izcelsmes biznesa e-pasta vēstuļu korpuss un teorētiskā sistēma tiks izmantota kā analītisks instruments, pētot izvēlēto korpusu. Pamatojoties uz veikto analīzi, darbā tiks izdarīti un sniegti secinājumi.

**Atslēgvārdi:** starpkultūru sanāksmes, kultūras atšķirības, praktiskas sarunas, izpratne.

## **ABSTRACT**

This paper aims to explore the critical importance of using adequate English language skills in cross-cultural meetings, specifically in the business context. As more and more companies expand their operations beyond their local markets, it is crucial to understand and respect the cultural differences of the people they are interacting with. The paper seeks to identify the most prevalent nuances and language challenges that arise during written cross-cultural negotiations, determine which of these nuances are specific to certain countries or cultures, and provide insights and recommendations for individuals and companies engaging in such negotiations. Through a comprehensive analysis of existing literature and case studies, the paper intends to equip readers with practical strategies for successfully navigating cross-cultural interactions. The research questions that the paper aims to address are related to the primary cultural similarities and differences evident in cross-cultural business texts, the methodologies employed to identify these variations, and the extent to which these differences affect the comprehension of the text by its recipient. The paper will conduct a thorough review and analysis of relevant theoretical literature, compile a corpus of business emails originating from various English-speaking countries, and utilise the theoretical framework as an analytical tool when examining the chosen corpus. Based on the analysis conducted, the paper will draw conclusions and present findings.

**Key words:** cross-cultural meetings, cultural differences, written negotiations, comprehension

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# INTRODUCTION

## **The background of the study**

In recent years, globalisation has led to an increase in cross-cultural interactions, including business meetings and negotiations, which, in turn, has mainly occurred due to the rise of technology, having made it easier to connect with people from all over the world. As a result, more and more companies and personal businesses are expanding their reach beyond their local market to tap into foreign markets.

The expansion into foreign markets has proven to be capable of offering several benefits, such as increased revenue, access to new customers, and a larger pool of talent. However, together with opportunities come threats and challenges, especially when it comes to communication. Different cultures have different norms and values, which can affect the way business is conducted. This is why it's crucial to understand and respect the cultural differences of the people you're interacting with.

Therefore, the idea of conducting cross-cultural meetings has gained significant traction in recent years as an increasing number of companies and personal businesses are seeking to expand their operations beyond their local markets. By engaging in cross-cultural meetings, businesses can tap into global opportunities, potentially gain support from experienced vendors, and even explore possibilities of mergers with leading foreign companies. However, businesses and individuals must exercise caution and consider several nuances before embarking on such meetings. In this paper, the focus will be on the critical importance of using adequate English language skills in cross-cultural negotiations, as the appropriate use of English can be a key factor in establishing successful relationships with foreign counterparts and achieving business objectives.

By the end of this paper, it is expected to identify the most prevalent nuances and language challenges that arise during written cross-cultural negotiations. Additionally, it seeks to

determine which of these nuances are specific to certain countries or cultures. Through a comprehensive analysis of existing literature and case studies, this paper intends to provide insights and recommendations for individuals and companies engaging in cross-cultural negotiations, with a specific focus on the importance of adequate English use in these interactions. By the end of this study, readers will have a deeper understanding of the complexities involved in cross-cultural negotiations and be equipped with practical strategies for navigating these situations successfully.

### **The significance of the problem**

The period from 2010s to 2020s is demonstrated to be majorly focused on such things as keeping consumers and investors interested in developing a small business idea into the market with an opportunity to be spread around the globe and gaining attention of as many potential buyers as possible both in a local area and in the further countries.

And although many dream to contact the company from another part of the world for a piece of advise in developing their business or, in general, to collaborate, with a market titan, at times, it is complicated to build the first impression and one's ideas to come across in a coherent way, even if, from the first glance, both of the meeting parties negotiate in the same language.

Therefore, the issue discussed in the following theses may not be significant to the audience, unless they are somewhat connected to the business industry or cross-cultural negotiations, however, it may be insightful for those individuals that are planning to communicate with businesses of other English speaking countries and are willing to improve their level of English coherence in regard to the nuances of other nations' English varieties, some of which implement, but are not limited to utilisation of country specific vocabulary, acknowledgement of cultural values and others.

### **The research goal**

The research goal of this paper is to provide the reader with an insight into the similarities and differences of the English language use between the most frequently discussed English speaking countries and get the said reader acquainted with knowledge of ways to differentiate one English variety from the other.

### **Research questions**

The research questions that this paper aims to address are:

- What are the primary cultural similarities and differences evident in cross-cultural business texts?
- What methodologies may be employed to identify these variations in the texts?
- To what extent do the cultural, writing style and formality level differences affect the comprehension of the text by its recipient?

### **Enabling objectives**

The enabling objectives of this paper are as follows:

- To conduct a thorough review and analysis of relevant theoretical literature regarding the significance of the English language and its influence on cross-cultural communication;
- To apply the developed theoretical framework in order to facilitate the reader's understanding of the ways and nuances which aid in distinguishing one English language variety from another;

- To compile a corpus of business emails originating from various English-speaking countries;
- To utilise the theoretical framework as an analytical tool when examining the chosen corpus;
- To draw conclusions and present findings based on the analysis conducted.

# 1 ENGLISH LANGUAGE DEVELOPMENT

## 1.1 English development throughout history

English is a fascinating language with a rich history that can be traced back to its Latin and Greek roots. The language has evolved significantly over time, with each stage reflecting the social, cultural, and historical context of the period. In the following subchapter, the reader will gain insight into the most significant events that have influenced the development of English, such as the mediaeval period, particularly after the Norman Conquest in 1066, and the British Empire era during the 18th and 19th centuries, among others. Additionally, the paragraph will introduce examples of countries where English is used daily as a first or second language, including the United States, United Kingdom, Canada, Australia, New Zealand, and many more.

### 1.1.1 Facts about the English language appearance

As mentioned in the subchapter summary, English has its roots in Latin and Greek, and it is a language that has evolved over time. Before the arrival of Latin and/or Greek influences, communication in the world was primarily oral, and, therefore, there were no written records. The Roman conquest of Britain in the 1<sup>st</sup> century AD introduced Latin as a written language, which gradually replaced the indigenous Celtic languages and later on, the influence of Latin on English can be seen through the borrowings of Latin words in areas such as science, medicine, and philosophy.

For example, in medicine, Latin words are commonly used to describe diseases and medical conditions. Terms like “influenza”, “cancer”, and “Alzheimer’s disease” all have Latin

roots (Oxford English Dictionary, 2021). Similarly, in science, many scientific terms have Latin names, such as “biology” (from the Latin “biologia”) and “chemistry” (from the Latin “chemia”). In philosophy, Latin is used to name many schools of thought, such as “existentialism” (from the Latin “existentialis”) and “epistemology” (from the Latin “epistēmē”) (Crystal, 2003). The use of Latin in these fields shows the enduring legacy of the language and its impact on modern English.

Over time, this language evolved through various stages, including Old (c. 450-1100), Middle (c. 1100-1500), and Early Modern English (c. 1500-1700), to its current form of Modern English (c. 1700-present), all of which will be discussed in the following subchapter.

Old English, also known as Anglo-Saxon, is the earliest recorded stage of the English language. It was spoken in England from the mid-5<sup>th</sup> century until the mid-12<sup>th</sup> century and was heavily influenced by the Germanic languages brought over by the Anglo-Saxon settlers. The language was additionally influenced by the Latin and Celtic languages that were spoken in Britain prior to the arrival of the Germanic tribes, as well as by the Old Norse language spoken by Viking invaders.

Along with this feature, Old English also had a complex system of noun declensions, verb conjugations, and grammatical cases, with five cases for nouns and pronouns (e.g. nominative, accusative, genitive, dative, and instrumental) and three genders (masculine, feminine, and neuter), which, in a way, resembles of the system of our own. And yet, despite its complex grammar, Old English was thought to be a highly expressive language with rich vocabulary that included many Germanic words that are still in use today, some examples of which include “Earth”, “Sun”, and “Moon”, which are all derived from Old English roots.

Additionally to the complex system of declensions and conjugations, the poetic tradition in Old English was strong as well, with one of such work examples being the “Beowulf” that showcased the intricate verse and alliteration characteristic of Old English poetry. These works provided insight both into the cultural and historical context of that time, and were often used to convey important messages or stories to the community, finding their way up to this century.

However, as the language developed and novelties needed to take place along with it, over time, Old English evolved into Middle English, making numerous significant changes such as the loss of many word inflections and the introduction of French vocabulary following the Norman Conquest of 1066 (Online 1). After William the Conqueror became King of England, the Norman nobility spoke Old French and held significant influence over the English language, therefore, their influence led to the incorporation of French vocabulary into Middle English, particularly in areas such as law, government, and fashion, where French had established itself as a language of prestige and sophistication.

The assimilation of French words into Middle English ultimately helped shape the English language we know today, and, judging by the situation during the beginning of 11<sup>th</sup> century, marked a significant shift in the development of the English language as a whole, as Middle English became the language of the ruling classes, classic literature and of people with administrative status.

As Middle English continued to develop, it also saw changes in its grammar and syntax. One of the most important changes was the emergence of the definite and indefinite articles that we are acquainted with now, which are “the” and “a/an”, respectively. These articles helped to clarify the meaning of sentences and contributed to the development of more complex sentence structures by defining an object or a subject that takes place in a particular scenario.

Among the other additional developments during the Middle English period was the standardisation of spelling, which made it possible to establish consistency in written English. Prior to this, there was a great deal of variation in spelling, as writers would often spell words phonetically, however, with the standardisation of spelling, the written form of English became more accessible to a wider audience, including those who were not native speakers.

During the later part of the Middle English period, the influence of the printing press was another stepping stool to standardise spelling and grammar even further. Since the printing press allowed for the mass production of books and other variations of typography, their impact helped to spread literacy and education all throughout England, and, as a result, this stage of English

development continued to evolve and become more widely used, paving the way for the emergence of English in the 16<sup>th</sup> century in the process.

Around the same time, taking place somewhere around the centuries 1500 to 1700 AD, there was yet another transition in English development stages, which changed the language's title from being Middle English to Early Modern one, as it was marked by a number of new changes in the language, one of the most notable of which was the Great Vowel Shift, which saw a significant shift in the pronunciation of long vowels, and, in the progress of time, helped the researchers to differentiate Early Modern English from its Middle English predecessor, and helped to establish a more standardised pronunciation of English words.

Another major development during this period was the influence of the Renaissance and the familiar printing press. As in the situation with its predecessor stage, the printing press offered a helpful hand in spreading knowledge and education through its literacy, however, this time, instead of focusing on England, this kind of typography was also welcomed throughout Europe. Therefore, as a result of broader language spreading, English vocabulary began to expand rapidly as well, as new words or neologisms, which will be taken into discussion in the further subchapter, were introduced to describe new ideas and concepts. This led to a greater diversity of vocabulary in English, and helped to establish not only as a language for one or few countries for utilisation, but also as a communication tool of science, literature, and learning all around the European community.

Additionally, the Early Modern English period was marked by the influence of the English Reformation and the rise of Protestantism.

Having begun in the early 16<sup>th</sup> century, the English Reformation had a profound impact on Early Modern English society and culture. According to historian Alec Ryrie, the Reformation “ushered in a period of profound and traumatic religious change, intellectual ferment and political instability” (Ryrie, 2017). To prove his point, the translation of the Bible into English, which was a central part of the Reformation, helped to establish English as a language of religious study and devotion, and it had a significant impact on the development of English literature, therefore, the

later rise of Protestantism and the Church of England helped to establish English as a language of national identity and pride only further, as the Church became a symbol of English independence from Rome (Greenblatt, 2005). The occurrence of such events, along with translation of the Bible into English, especially the language used for the King James Bible, published in 1611, has helped to standardise English vocabulary and grammar, and had a lasting impact on the development of the language, yet, that is not all.

Along with the period of Renaissance and Protestantism, the expansion of the British Empire has also played a role in the language development (Baugh & Cable, 2019).

As Britain established colonies around the world, English became the language of administration, commerce, and diplomacy in many parts of the globe. Such major influence could not go unnoticed as, consequently, it led to the incorporation of new words and phrases from a wide range of languages (e.g. “typhoon” from Chinese or “pyjamas” from Urdu), creating a more diverse and flexible English language that we can familiarise nowadays, too.

Additionally to the new word incorporation, the spread of the English language has also had significant cultural and political implications. According to the historian Richard Bauman, “the spread of English has been perhaps the most significant single phenomenon in the history of human communication” (Baugh & Cable, 2019).

Therefore, taking into account the British Empire’s impact not only on the development of English, but also on the world itself, it should not be surprising, how during the Early Modern English period the popularity of the language has just begun expanding and taking its new place as the most commonly used language in the world.

Moving closer to the English we are more familiar with, Modern English, which spans from the 18<sup>th</sup> century and up to the present day, is characterised by its widespread use as a global language, and its continued evolution through the influence of technology and global communication (Baugh & Cable, 2019). Today, English is spoken as a first language by around 400 million people and as a second language by over a billion more (Crystal, 2003). It has

become the lingua franca of international business, diplomacy, and science, and its influence only keeps spreading yet further, both around the work areas and around the globe.

### **1.1.2 Expansion of English around the world**

Going by the information mentioned in the prior chapter, the spread of English as a global language is a well-documented phenomenon, with sociolinguistic research pointing to its greatest development happening during the colonial period, which was estimated to go as far as the 18th – 19<sup>th</sup> century. According to Kachru (1985), the formation of English speaking elites in colonised societies was a crucial factor in the expansion of the language around the broader territories. These elites had access to higher education and, therefore, occupied higher positions of power and influence, as a result appearing capable of promoting the use of English in various domains of society, while the other part of society, lacking the needed resources and not being considered any close to elites, had their troubles with the “right language” learning and, by most part, happened to learn the language novelties when struck by it in several areas and domains.

As trade, commerce, and industry expanded in the 19<sup>th</sup> and 20<sup>th</sup> centuries, the use of English as a language of international communication has also begun growing in demand as a cross-cultural communication tool. Crystal (2003) notes that the need for a common language for business and negotiation facilitated the spread of English beyond the formal education system. The increasing use of English in these domains contributed to the emergence of English as a global language.

In addition to the British Empire, the United States played a significant role in the global expansion of English in the aftermath of World War II, when the country emerged as the greater power and began to exert its cultural influence around the world. One of the motives for expansion of language has become the American popular culture, including movies, music, and

television shows, which turned out to increase in popularity in many countries, with Hollywood being one of the major players in and inducers of the entertainment industry (Piller, 2016). As a result, American English became the dominant form of English used in popular culture, which contributed to its global spread. However, the reason for the American English spreading has originated much earlier.

One of the major factors was the presence of American troops in Europe. According to historian Paul Fussell, over two million American soldiers were sent to Europe during World War 1, which represented a significant influx of American culture and language into the region (Fussell, 1975). Along with their national language, the arm forces of the foreign country have also brought their customs, music, and other aspects of American culture, which, in their turn, have influenced the economic sphere of the country. The following exposure to American English helped to popularise the language in Europe and other parts of the world where American troops were stationed.

Another factor was the growth of American industry and commerce, since the United States were acknowledged as a major economic power, and as American businesses expanded their reach around the globe, new economic and business terminology began to emerge, too. These terms reflected the changing nature of international trade and commerce, as well as the increasingly complex nature of modern business practices.

Some examples of these new terms include “globalisation”, “outsourcing”, and “data analytics”, while closer to the 21<sup>st</sup> century, our times, there were newer terms, such as “e-commerce” and “digital marketing”, which are more associated with the business activities, such as trades, marketing and others being active online or, in other words, in our own computer or any other gadget.

Going off the previous paragraph, the development of some new technologies, such as the telephone and radio, and, later on, telephones and computers, made it easier for people in different countries to communicate with each-other in a much faster and comprehensive matter than by sending out the letters, and the use of these technologies did not go missing on an imprint

of American English either. According to linguist David Crystal, the spread of such innovative communication tools as radio in particular played a key role in the global diffusion of English, as radio programs were often broadcast in the national language of American people and managed to reach audiences around the world (Crystal, 2003).

These factors combined had created a global appetite for American culture and language, which helped to popularise American English around the globe, so much so that an arrival of American troops to Europe and their impact on both the economical and scientific areas of the world have not been missing to this day.

In addition, along with the culture and innovative technicalities, the cross-cultural business meetings in English have emerged as well, as a way for individuals from different linguistic and cultural backgrounds to communicate effectively. While the exact date of their first appearance is difficult to pinpoint, it is clear that the use of English as a lingua franca has become increasingly common since the late 20<sup>th</sup> century. As globalisation and internationalisation have brought people from different countries closer together, the need for a common language or a base, so to say, has become more pressing, therefore, English has emerged as a solution to this problem because of its widespread use as a second language, and its status as an international language of business, as well as the reputation as a language of science and academia, was taken without a doubt.

As these English meetings have developed, they have faced both successes and challenges. On the one hand, they have facilitated cross-cultural communication, allowing individuals from different linguistic and cultural backgrounds to work together and achieve common goals. They have also provided opportunities for people to learn about different cultures and gain a deeper understanding of the world around them. Yet, on the other hand, they have also encountered obstacles such as linguistic and cultural differences, which at times have led to misunderstandings and miscommunication. The most frequently successful English meetings require their participants to be patient, empathetic, and willing to learn from each-other, not only in the context of mutual discussion topic, but also with the retrospective of other cultural beliefs

and values, which means that they also require a recognition that cultural differences can be both enriching and challenging, so willingness to embrace these differences to create a more inclusive and productive environment is more than welcome from all parties.

Not only that, but starting with recent decade of years, which can be especially noticeable during 2020s, along with the prior mentioned business terminology, English has also become the predominant language of artificial intelligence (AI, for short), and such development has taken place due to English having been the standard language used in computing for decades, with most programming languages and software applications being written in English as their common language as well, since this particular language is not only well-documented through the history of its expansion during earlier centuries, but it also appears to have numerous resources available, including books, articles, and other materials, which makes it easier both for developers and researchers to build and study AI models that use English language data that ought to be relevant for the future user (Mallinson et al., 2017). The following dependence on the given information along with the availability of the relevant resources makes English-based commands and interfaces widely used and familiar not only to developers, but also the researchers, making it a natural thing for dealing with AI on a close to daily basis (Lee, 2018).

As it was mentioned previously, the accuracy of the English data is just as significant as the availability of it. There is no doubt that there is a vast amount of English language data that is literally flowing on the internet, including written text, speech or its transcription, as well as visual materials, such as images, which can be used to train AI models and even make them competent in sorting out information that is available for third party utilisation. Such training makes it easier to develop English-based AI applications and eases the life for humanity as a whole (Firmani et al., 2020).

It is, however, worth mentioning that, while English has become the predominant language of AI, there is no universal language for AI, per se. This means that, practically speaking, AI models can be developed and trained in close to any language, or even in combination of such languages, which, again, mainly depends on the particular case of each user

and the data available for the utilisation. As AI applications become more localised and specific to different regions and cultures, with a time being, the use of other languages in AI may become more prevalent, too (Garcia-Silva et al., 2021), but as for now, the most comfortable option for us is either to study English on our own or get acquainted with it together with AI.

In summary, while the spread of English can be attributed to a variety of historical, technical, and sociolinguistic factors, its continued usage and evolution have resulted in multiple varieties of the language, including American, British, Australian, and many others. Despite having a common origin, these variants have developed their own distinct characteristics and continue to be used today. Thus, while concerns about linguistic and cultural diversity remain, the continued vitality and diversity of English suggest that it will remain a crucial tool for global communication and interaction, with each variant contributing to the richness of the language.

### **1.1.3 Examples of countries where English was used on a frequent basis**

As we have figured out in the previous subchapter, over time English has become one of the most widely spoken languages in the world, and it has become a permanent language in many countries. One of such countries is India, where English has become an official language of the country and is used in various domains such as education, media, commerce, and government, whereas its national, Hindi language, has remained its importance as a national language of the country.

Being an Indo-Aryan language closely related to other languages in the same family, such as Punjabi, Gujarati, and Bengali, the Hindi language has a long history in India, its declaration as the official language dating back as far as to the year 1950, following India's independence from British colonial rule. This decision was made in recognition of the language's widespread use among the local inhabitants, as well as its cultural and historical significance for the country itself.

According to the 2011 Census of India, in recent years, Hindi is the most widely spoken language in the country, with over 41% of the population speaking it as their native language, therefore the importance of Hindi cannot be overstated. Being used in various domains such as education, commerce, and many others, the utilisation of Hindi in literature is also considered important, especially when it's considered to be one of the richest in language around the world, with an overflowing tradition of poetry, prose, and drama dating back around 14 centuries. The language has also played a significant role in the growth of Indian nationalism, as many of the country's most prominent leaders and thinkers expressed themselves in Hindi, ruling over masses of those who thought alike and were familiar with their traditional language.

However, despite Hindi being widely known as the national language with its deep roots in the country's cultural and historical heritage, the use of English, whether with or without Indians' consent, also retains its status as an official language in the country, reflecting its complex linguistic and cultural diversity. The use of this language could be traced, again, as far as to the British colonial period, when the language was introduced as a means of communication between the British rulers and the Indian population. After India gained independence in 1947, English continued to be used as an official language, along with Hindi and other regional languages.

Today, this language is an integral part of Indian society, with many Indians using it as their first or second language. According to a report by the British Council, India has the second-largest English speaking population in the world, after the United States. The report states that around 10% of Indians or 125 million people speak English, and this number was expected to grow to 238 million by 2021 (British Council, 2021).

The widespread use of English in India has led to a thriving industry of English language training and education. The country has a large number of English-medium schools and colleges, and many students choose to pursue higher education abroad in English speaking countries such as the United States, the United Kingdom, and Australia, which can be achieved by Indian citizens, as well as the citizens of other Commonwealth countries, since they can be eligible for

certain visas or programs that allow them to live, work or study in the United States, such as the H-1B visa for skilled workers, the J-1 visa for exchange visitors, or the F-1 visa for students. Certainly, they have some limitations, such as not necessarily providing Indians U.S. citizenship, but studies and workability abroad is plausible for any volunteer, as long as they have the said visa(-s).

However, the use of English in India is not without controversy. Some argue that the dominance of English in education and the workplace has led to a neglect of regional languages and cultures. Others argue that English proficiency is essential for social mobility and access to opportunities in a globalised world, but, overall, it does not stop the language from thriving in its own way, and, for certain, it is an irreplaceable communication tool in India, despite the controversial disputes and personal opinions of the local people.

Coming back to the topic of this subchapter, Australia and New Zealand can be mentioned as two other countries where English is used as a permanent language. Having become the official language of both countries, the widespread use of which, similarly to that of India, can be traced back to their history as British colonies, with English being the language of the colonisers, while, at this era, this language is broadly used in various domains, including education, different media, and government affairs.

According to the Australian Bureau of Statistics, around 72% of the Australian population speaks English as their first language, which is followed by Mandarin, Arabic, Cantonese, and Vietnamese as the most commonly spoken languages other than English (Australian Bureau of Statistics, 2019). Whilst in New Zealand, there are around 96% of the English speaking part of the population, with other commonly spoken languages including Maori, Samoan, Hindi, and Mandarin (Statistics New Zealand, 2018).

The use of English in Australia and New Zealand has led to a thriving industry of English language education, with many international students choosing to study it in these countries. Not only that, but, aside from the educational system, English language proficiency has also become a

requirement for many jobs and professional fields of these countries, such as medicine, law, and engineering, even though, in the case of Australia, it may be rather troublesome.

The thing is, the development of Australian English as a distinct dialect differs quite majorly from the one that is familiar to us nowadays, therefore, in the last decade of years, it has been extensively studied and documented by different linguists to demonstrate just how much the language developed and at what places, perhaps, its differences from British English are not as transparent or clear.

According to an article in the Australian Journal of Linguistics, Australian English has evolved through a process of several aspects, such as lexical innovation, morphological simplification, and phonological change (Harrington, et al., 2013). This has led to the creation of numerous slang words and idiomatic expressions that are not commonly used in other English speaking countries, and may hinder communication with speakers of other dialects.

In terms of pronunciation, Australian English has also been noted for its unique features, some of which include the use of a “high rising terminal” or “up-speak” at the end of statements, which makes the statements of Australians sound more dubious and question-like, and the pronunciation of the “a” vowel sound as a diphthong. These features can be rather challenging for speakers of other dialects to understand, and may require adaptation for effective communication (Cox & Palethorpe, 2007).

In a study published in the Journal of Sociolinguistics it was also found that Australians were more likely to adapt their speech to be better understood by non-native speakers of English, and were less likely to expect non-native speakers to adapt to their dialect (Lam, 2018).

In terms of the impact on preparing Australians for communication with, for instance, British English speakers specifically, a study published in the International Journal of Applied Linguistics found that Australian English textbooks often focus on older fashioned American English rather than British English that keeps on progressively developing, which may lead to

complications in understanding British English vocabulary and differences for Australian learners (Baker, 2012).

Overall, the unique features of Australian English, such as slang, pronunciation, and grammar, may present challenges for communication with speakers of other dialects, British English included. However, with awareness and adaptation, effective communication can still be achieved. Additionally, the education system in Australia may need to ensure that learners are adequately prepared for communication with speakers of different dialects, including British English, to meet the demands of global communication.

Not only that, but, similarly to India, there is a fright among the local inhabitants that the dominance of English could and would lead to a neglect of indigenous languages and cultures. Therefore, in response to that fear, efforts have been made to revitalise and promote the use of indigenous languages as well, such as the Maori language in New Zealand and the Aboriginal languages in Australia, in order not to forget the countries' original language roots.

Another country example where English is widely used would be Canada, where it is considered one of the country's two official languages, alongside French. Prior to having been acknowledged in Canada due to the country's war for independence, specifically the Seven Years' War and the subsequent British conquest of New France in 1763, the French had their rule over Canada and the use of French was widespread, especially in the province of Quebec. However, after the victorious battle, some English people have found their new home in Canada and, as the country did not mind their arrival to their territories, English has over time become more widely spoken throughout Canada, and, as more time went on, has even been considered the second dominant language of the newly acquired lands.

During the 19<sup>th</sup> century, Canada's economy and population grew, and with it, the use of English also increased. English was seen as the language of business activities and commerce, and it became necessary for Canadians to learn it in order to succeed in these fields.

As it was mentioned in the beginning, today, English is one of Canada's two official languages, alongside French, and is spoken by the majority of the population, therefore, despite French still being widely spoken in certain regions of the country, particularly in Quebec, where it is the primary language for communication, English is just as important in use around the other country's territories.

This sort of Canada's official bilingualism has majorly reflected the country's diverse cultural heritage and its ongoing commitment to promoting and preserving both English and French is an important aspect of Canadian identity.

But if we speak about English role in Canada particularly, then this broadly admired language has become the mother tongue for around 60% of the total Canadian population and, without a doubt, is used in various domains and fields, starting with everyday communication and the media, and ending with education, alongside government affairs, and business activities or trades of Canada, which take place both domestically and internationally. English language education is widely available throughout the country, yet, despite the widespread use of it, Canada itself is also known for its linguistic diversity. Many Canadians speak both English and French, and there are also many other languages spoken in the country due to immigration.

Efforts have been made in Canada to promote the use of both English and French, as well as to support linguistic diversity. For example, the Canadian government provides funding for French language education and promotes bilingualism in many domains, including government services and signage (Government of Canada, 2021). Therefore, despite English inflecting the country's inhabitants by the most part, it does not go by any means that they would forget their own roots and opportunities for culture and language diversity.

#### **1.1.4 Use of English language in cross-cultural agreements**

As we figured out in the previous subchapter, when countries manifest themselves to be understood by foreigners, especially in cross-cultural meetings, they usually use English language to ensure clarity with foreign countries and reduce misunderstandings to the minimum amount. Therefore, being considered a neutral language for international agreements, as it is not affiliated with any particular country or culture, English is widely used in various types of international negotiations, including political, economic, and trade agreements (Crystal, 2003).

The use of the language in international agreements has a long history and, despite its interesting aspect, in this paper, it will be kept as short as possible, with only a few examples of such meetings throughout the history, one of which is the agreement between the Soviet Union and the United States during the Khrushchev era. The document contained specific provisions and detailed requirements to ensure compliance by both parties, and, from the United States' part, it was significant to ensure that the agreement was clear and unambiguous, as the use of the language in it was crucial for ensuring that both sides fully understood their obligations and responsibilities before each-other (Kalashnikov, 2018).

Another example of several cross-cultural agreements that have used written English as the primary language, was the North American Free Trade Agreement (NAFTA), which was signed between Canada, the United States, and Mexico (Lawrence, 1999).

NAFTA was one of the successful examples and for several reasons. Firstly, it created a massive market of 450 million people, providing companies with a larger customer base to sell their products and services. Secondly, it reduced tariffs on goods traded between the three countries, making imports and exports cheaper and more accessible for businesses. Thirdly, it attracted foreign investment to the region, creating jobs and stimulating economic growth.

Furthermore, NAFTA established a framework for resolving disputes and enforcing the agreement, ensuring fair and predictable trade practices. The agreement also included provisions to protect intellectual property rights, promote environmental and labour standards, and increase cooperation between the three countries in areas such as customs administration and regulatory cooperation (ibid.).

However, there have also been instances where the use of written English in cross-cultural agreements has led to misunderstandings and conflicts, one of which is the case of the Anglo-Irish Agreement of 1985, which was signed between the United Kingdom and the Republic of Ireland. The agreement aimed to address the political situation in Northern Ireland and included provisions for joint cooperation between the two governments. However, the use of written English led to several misunderstandings, and the agreement was ultimately unsuccessful in achieving its objectives (Ward, 2013).

To begin with, the use of legal jargon, technical terms, and ambiguous language in the agreement contributed to its failure. Since the agreement was drafted by lawyers and civil servants, who often use complex language that can be difficult for non-experts to understand, this complexity led to confusion and ambiguity, as the governments of the countries had different interpretations of the same legal terms and provisions. For example, the agreement used the term “consultation” to describe the joint decision-making process, but the two ruling hands had different interpretations of the meaning of the term and, therefore, got confused about each other’s intentions (Lloyd, 1996).

The next thing that has also contributed to its failure was the lack of cultural sensitivity and awareness of the language used in the agreement. Due to the United Kingdom and the Republic of Ireland having different cultural norms and values, this could unconditionally affect the interpretation and implementation of the agreement and, since the document did not take these cultural differences into account, this led to more misunderstandings and some conflicts. For example, the Anglo-Irish Agreement referred to the Irish people, both Northern part and overall inhabitants, as an “Irish nation”, which was seen as a challenge by the sovereignty of Northern Ireland and was met with resistance due to the bigger part of Northern Irish being the unionist community (Edwards, 1998).

Thirdly, the use of language in the media and political discourse surrounding the agreement also played a role in its failure, due to the media coverage of the agreement being frequently biased and sensationalised, which, consequently, led to a negative public perception

of the agreement in both countries. The political discourse surrounding the agreement was also polarised, with both governments using inflammatory language that undermined the spirit of cooperation and mutual respect (Ward, 2013).

Additionally, the use of neologisms in the agreement also contributed to misunderstandings and confusion between the two governments. Being newly coined or used words or phrases that may not be widely understood, especially in cross-cultural contexts, several neologisms included in the Anglo-Irish Agreement, such as the term “Irish dimension”, which was used to refer to the relationship between Northern Ireland and the Republic of Ireland, were not well-defined and understood by both parties, which, in turn, led to further confusion and misinterpretation. The use of neologisms in the agreement is expected to highlight the importance of clear and precise language in cross-cultural communication, however, in this specific case, the following task has been failed.

Therefore, as a result, we can note that use of English in cross-cultural agreements may have several advantages, one of which is permission for parties from different cultures to communicate effectively and efficiently (Crystal, 2003). Since written English has become the lingua franca of international business, the use of it in negotiations eliminates the need for translators, which can slow down the process and introduce potential errors (Lee & Park, 2019). Additionally, written English is more formal and precise than spoken language, reducing the risk of misunderstandings in oral meetings due to minimised cultural differences in communication styles (Gudykunst, 2005).

Another advantage of using this language in cross-cultural agreements is that it ensures the agreement’s content is clear, concise, and possesses straightforwardness in their wording. In the usual scenario, it ensures that all parties have a shared understanding of the agreement’s terms and can refer back to them if any disputes arise. Additionally, written agreements can be more easily enforced in court than verbal agreements, making them a more secure option for businesses (Bhattacharya, 2019).

Not to mention, written English can provide a neutral language for negotiations, ensuring that no party gains an unfair advantage due to language proficiency. Because, in negotiations where one party is more proficient in a language than the other, for example, in a dispute between French or Russian individual(-s) and American, that party may use their linguistic advantage to push their agenda or take advantage of the other party's misunderstandings, therefore, by using a neutral language like English, parties can ensure that negotiations are conducted on a level playing field, where no one party has an unfair advantage (Crystal, 2003).

However, the use of the said language in agreements does not go without some drawbacks, either. One major issue is that not all parties may be proficient in English, and, therefore, this lack of proficiency can lead to misinterpretations of the message, which, consequently, can undermine the agreement's effectiveness.

Another potential drawback of using English for agreements, as we found out in the case of Anglo-Irish Agreement, for instance, is that it may not adequately capture cultural nuances and differences. This can lead to misunderstandings and even conflicts, particularly in situations where the agreement deals with sensitive cultural or social issues.

Despite these potential drawbacks, the use of written English in cross-cultural agreements has several potentials. One is that it can facilitate communication and understanding between parties from different cultures, reducing the risk of misunderstandings and conflicts. Additionally, written English can provide a neutral language for negotiations, ensuring that all parties have equal access to information and can negotiate on an equal footing. Finally, the use of written English can enhance the transparency and accountability of the negotiation process, as all parties have a clear understanding of the agreement's contents (Crystal, 2003), and, therefore, all the advantages and drawbacks, really, depend on two things – the clarity of the document's content and the agreement's parties' interpretation of this document -, both of which can go either with a smooth change in pace, or with a rough landing.

## **1.2 Development and most notable changes of written English**

According to the prior chapter, there is no doubt that English has undergone significant changes over time, and even more so has happened in its written form. The development of written English has been influenced by various factors, including historical events, social and cultural changes, and technological advancements. Some of the most notable changes that will be discussed in the following subchapter include the appearance of neologisms or new vocabulary and the creation of abbreviations for ease of use, even though it is indisputable that, in reality, there are many more to be found.

### **1.2.1 Appearance of neologisms**

Over the centuries, neologisms have become an essential aspect of the evolution of any language, and English was no exception. Especially not since the English language has always been known for borrowing words from other languages, therefore it was only natural that new words have been coined by speakers of English to describe or to express new concepts and ideas in new ways.

In recent times, however, the pace of neologism creation in English has accelerated significantly, mainly due to the impact of technology and the increasing globalisation of society. The rapid development of new technologies has led to the creation of many new words and phrases, as people attempt to describe the new devices, processes, and concepts that emerge as a result.

The development of new technologies has had a particularly significant impact on the creation of neologisms in English, since with the rise of the internet and social media, new ways of communicating and interacting with people have emerged, leading to the creation of many new words and phrases. Examples of such neologisms include “tweet”, based on the infamous social platform called Twitter’s logo of a tweeting blue bird, “vlog”, as a clipping for two words “viral”

and “blog”, and “selfie”, interpreting as an imagery of one’s own face, which were coined in response to the development of social media platforms such as Twitter, YouTube, Instagram and many-many others (Aitchison, 2003).

Changes in social and cultural norms have also played a role in the creation of neologisms. For instance, the growing awareness of gender identity and sexual orientation has led to the emergence of new terms such as “non-binary” and “pansexual”, which, respectively, mean the lack of the natural feeling of one’s own gender and describe a person that does not have the attraction for a particular sex. Similarly, the increasing focus on mental health and well-being has resulted in the creation of new terms such as “mindfulness” and “self-care” (Oxford English Dictionary, 2021).

The need to express new concepts and ideas has also led to the creation of many neologisms in English. For example, the term “Brexit” was coined as a clipping to describe the United Kingdom’s exit from the European Union, while the term “woke” has been used to describe a heightened awareness of social injustice and inequality, especially around social media platforms (Oxford English Dictionary, 2021).

Not to mention, there have been several changes in business structures over time, especially in the recent years, when trading and cooperation with other companies has changed by taking the dip not only in the markets and service provision as we knew of just several decades ago, but also in the internet sites and online platforms.

In the fast-paced world of cross-cultural business, these neologisms – newly-coined words or phrases – are emerging all the time. These words reflect the changing landscape of business, particularly in the digital age. One of the reasons for the rise of those words and phrases is the rapid evolution of technology and new business models. For example, the term «digital transformation» refers to the process of using technology to fundamentally change how a business operates, often with the aim of increasing efficiency or improving the customer experience. Another example is «omnichannel,» which describes a strategy of providing a

seamless experience across all channels of communication and commerce, including in-store, online, and mobile.

In addition to technological advancements, neologisms in cross-cultural business language also reflect shifting cultural and societal trends. For instance, the term «disruptive innovation» refers to the introduction of a new product or service that fundamentally disrupts an existing market, often creating a new one. This term reflects the growing interest in innovation and disruption, particularly among younger generations who are more likely to embrace new and unconventional ideas.

However, despite the already existent neologisms in the world, it does not under any circumstances mean that they do not continue to be used and evolve in the modern world of business and technological spheres. One example is the term «gig economy,» which describes a labour market characterised by the prevalence of short-term contracts or freelance work, often facilitated by digital platforms. Another neologism is «fintech,» which refers to the use of technology to provide financial services or improve existing financial systems. The term «big data» has also emerged as a neologism to describe the massive amounts of data generated by modern technology and the potential insights and benefits that can be derived from analysing it. These neologisms continue to evolve and adapt as the society, which is especially notable in technology and business practices, continues to change and develop along them.

Neologisms have always been a part of the evolution of languages, especially of English and its variations, and their creation has accelerated due to technology and globalisation. While they may seem overwhelming or even confusing as it was mentioned in an Anglo-Irish Agreement example in the prior subchapter, neologisms are necessary for expressing new ideas and concepts. In the modern world, keeping up with emerging neologisms is crucial for effective communication in a global marketplace and, overall, when communicating with a local English speaker, no matter of their sphere, especially since none of neologisms appear and disappear as a simple process of sudden word emergence, but, instead, they continue to exist and their definition

is capable of evolving, with many of such coined words or expressions still actively used on a daily basis.

Neologism analysis can be a useful tool for observing cross-cultural business emails, since, by examining the use of neologisms in these emails, it is possible to gain insights into the business culture and practices of different countries and regions. For instance, the prevalence of certain neologisms may indicate a particular emphasis on innovation or technology in a particular region, while the absence of certain neologisms may suggest a more traditional or conservative business culture. Additionally, the use of neologisms in cross-cultural business emails may help to bridge the language gap between different cultures and facilitate communication by providing a shared vocabulary for discussing new concepts and ideas. However, it is important to note that neologisms can be highly context-dependent and their meanings may vary across different cultures and languages. Therefore, it is essential to carefully consider the cultural and linguistic background of the recipients when analysing neologisms in cross-cultural business emails.

### **1.2.2 Appearance of abbreviations**

As it was mentioned prior, abbreviations have been a part of the English language for centuries, and their usage has been continuously evolving over time. The first known use of an abbreviation in English dates back to as far as the 14<sup>th</sup> century, when the Latin word "et" was abbreviated to a single sign of "&" (Simpson, 2019).

Abbreviations are commonly used in various texts and fields, the most important of which include science, medicine, and technology, where specialised and technical terminology can be complex and rather lengthy. For example, in the field of medicine, abbreviations such as "BMI" (body mass index) and "CPR" (cardiopulmonary resuscitation) are frequently used to simplify the communication of complex medical concepts (Kaplan, 2017). Similarly, in the field of computer science, abbreviations such as "HTML" (Hypertext Mark-up Language) and "API" (Application Programming Interface) are widely used to simplify technical jargon (Hirst, 2017).

Aside from that, the use of abbreviations has also become a common feature of business communication in English speaking countries, and their use has increased with the rise of email and instant messaging. However, the use of abbreviations can also lead to confusion and misunderstandings, particularly in cross-cultural communication.

Research suggests that cultural differences can affect the use and understanding of abbreviations in business communication. For example, a study by Haas and Hwang (2014) found that Chinese speakers of English were less likely to use and understand English abbreviations than native English speakers. Similarly, a study by Reilly and Karin (2013) found that abbreviations were less commonly used in formal business communication in the United Kingdom than in the United States.

Furthermore, the meaning of abbreviations can vary across industries and contexts, which can also lead to confusion. For example, an abbreviation such as “CRM” may be commonly understood to mean “customer relationship management” in the technology industry, but in the healthcare industry, it may mean “clinical research manager.” This highlights the importance of clarifying the meaning of abbreviations when communicating across different industries and contexts.

In addition to cultural and industry-specific differences, the use of abbreviations can also have gender and age-related implications. For example, a study by Herring (2018) found that younger people were more likely to use abbreviations in business communication than those of older age, suggesting that the use of abbreviations may be influenced by gender and generational differences.

To minimise confusion and misunderstandings in cross-cultural business communication, it is important to use abbreviations judiciously and clarify their meaning when necessary. This can be achieved by avoiding the use of unfamiliar or industry-specific abbreviations, providing a clear explanation of any abbreviations used, and checking that the recipient has understood their meaning.

There goes, while abbreviations are a common feature of communication, especially in English speaking countries, their use can lead to confusion and misunderstandings, particularly in cross-cultural communication. By being aware of cultural and industry-specific differences and using abbreviations appropriately, effective cross-cultural communication can be achieved.

Abbreviation analysis can be a useful tool for understanding and examining cross-cultural business emails, for instance, by the frequency and usage of abbreviations in emails, this way gaining insight into the communication styles and preferences of different cultures and industries. For example, a comparative analysis of email contents between American and any other English speaking country business professionals could reveal differences in the use and understanding of abbreviations. Such an analysis could also identify common abbreviations and industry-specific jargon that may be unfamiliar to one party or the other (for example, what could be understood in business, would not be in the medical field), potentially leading to misunderstandings or miscommunication. By identifying these areas of confusion, businesses can take steps to clarify language and avoid confusion in future communication. Additionally, abbreviation analysis can be used to identify patterns and trends in communication styles, therefore helping businesses improve their cross-cultural communication by identifying areas of confusion and promoting clear and effective communication practices.

### **1.3 Methodology**

For the empirical part, it was decided to analyse several business emails of different English speaking countries, such as United States (US), United Kingdom (UK), Canada, India and Australia, since, firstly, the email communication is one of the most frequently used ways of exchanging information, beside the online communication and text messaging, and secondly, the English texts of these five countries are the most recurrent to be found in an open media, whether when communicating with people on the streets or come across the English texts in different sources, such as books, television and the other forms of media. Which is why this task can be a

challenging one, if going unprepared, yet, in this particular paper, the following methodology will be used in order to keep everything in order and more coherent for interpretation:

- 1) **Collect a representative amount of business emails from English speaking countries:** a diverse set of 48 business emails will be gathered from the English speaking countries. Unfortunately, despite reaching out to local businesses and organisations for this task would be more reasonable, not many businesses are open for sharing the private email database they have, therefore, the following step will be done by searching for business emails from the free online sources, instead, and the links to them will be provided in references.
- 2) **Identify key linguistic features, such as differences in grammar and vocabulary use:** once required representative amount of emails, identification of the key linguistic features can be done by searching the main features that distinguish the email contents from each other. Some potential features to look for might include differences in vocabulary, grammar, spelling, and others. As this step cannot be done with the researcher's interpretation alone, the identification of key features will also be done according to other 5-10 linguists' prior analysis, such as Crystal, Leech, Lee and Lai, and others.
- 3) **Code the emails:** using the coding scheme, which, in this case, will be done by encryption of the email texts into the Notepad application and categorised by code numbers instead of titles (e.g. UK emails can be coded as 1.1, 1.2..., while US emails can be coded as 2.1, 2.2...), each email will have a code according to the linguistic features identified for the specific country. This can be a time-consuming process, but it will help identify patterns and trends across the different countries once the results are put together.
- 4) **Analyse the data:** once all of the emails are coded, the data analysis can take place by identifying the similar patterns and trends within a single country, as well as different ones across the English speaking countries. In order to come through with this analysis, a TagCrowd software will be used for decrypting the coded

email contents and demonstrating these trends. With the help of the TagCrowd software, the top 5 of the most frequent words will be identified within the emails to see the source or, rather, country origin of an email, the recipient and, perhaps, will give an insight on the importance of one matter or another discussed in an email together with visualisation of writing style/use of particular words, which, by analysing this data, may be an aid with demonstration of the several topics discussed more frequently in one country than in another. This analysis may as well indicate the language used in emails from one country to seem more familiar in the writing style than that used in emails from another country, which can be seen by the topic-specific vocabulary and grammar use.

- 5) **Compare the data:** the data gathered from each of the countries' emails can further be compared among each-other in order to see the differences mentioned in the prior step in action.
- 6) **Draw conclusions:** finally, based on the analysis, an embodiment of knowledge about the linguistic differences between business emails from different English speaking countries will be created. This knowledge can help both the reader and the researcher better understand the cultural and linguistic nuances of different business cultures and, as a result, has a probability of improving communication level with international business partners.

## **2 ENGLISH LANGUAGE USE IN PRACTICE**

### **2.1 Analysis of the differences between cross-cultural emails**

The aim of the empirical part of this study is to identify and analyse the linguistic differences between cross-cultural business emails using the methodology previously described. The analysis will involve examining patterns, trends, and nuances of linguistic features for each of the English-speaking countries individually and in comparison to one another. The ultimate goal is to draw conclusions about the similarities and differences in language use across cultures in the context of business communication.

#### **2.1.1 Identification of the key linguistic features**

As it was identified in the methodology paragraph, the following subchapter will acquaint the reader and a future linguistics researcher with the list of key linguistic features, which can be indicated as an aid for comprehending the difference between specific English speaking countries such as US, UK, India and Canada, whereas the linguistic features to be the most discussed along the assumptions of the other researchers are mainly relevant to the use of vocabulary and grammar in the text itself.

##### **2.1.1.1 Use of vocabulary**

The differences in vocabulary use, despite a couple of examples in the prior chapter, are not limited to just American and British English. Canadian and Indian English, for example, also have unique variations in their vocabulary usage. For instance, Canadian English may be influenced by both British and American English, but it also possesses its own distinct features, such as the use of words like ‘tuque’ for a knitted hat and ‘pop’ for soda (Trudgill & Hannah,

2002), whilst Indian English, on the other hand, despite being majorly influenced by British English, also incorporates words and phrases from various Indian languages, which includes words like ‘chai’ for tea and ‘Namaste’ for a greeting (Kachru & Nelson, 2006).

Therefore, it can be noticeable how Indian English incorporates numerous words and phrases from various Indian languages, and understanding these lexical differences can significantly impact communication in various contexts. For instance, the nourishment words such as ‘chutney’, which is a meal, ‘masala’, as a spice, and ‘naan’, as a round bread, are widely used in Indian English, even though they may not be familiar to speakers of other varieties of English dialects. Furthermore, the use of English loanwords from Hindi, such as “jugaad”, which means an improvised solution or fix, or “chaiwallah”, which refers to a tea vendor, have become common in Indian English variety and are used on the daily basis (Kumar & Gupta, 2021).

Another notable aspect of Indian English vocabulary is the incorporation of idiomatic expressions and colloquialisms that may not be immediately recognisable to speakers of other varieties of English. For instance, ‘timepass’ is a widely used term in Indian English that refers to engaging in unproductive, leisure or idle activities to pass the time. Similarly, the phrase ‘cutting chai’ is used to describe a miniature serving of tea, typically consumed by those on a tight budget (ibid.).

Moreover, Indian English also exhibits some unique grammatical features, such as the use of the verb ‘prepone’ instead of the phrases like ‘move forward’ or ‘bring forward’ to indicate rescheduling some action to an earlier time. Another example is the use of the phrase ‘do the needful’, which is often played in the role of a request that someone take care of a particular task or obligation (ibid.).

When moving forward, it is noticeable that Canadian English has also got its own unique vocabulary that distinguishes it from other English varieties. For example, a study conducted by Dollinger (2008) identified distinctive Canadian words, including ‘poutine’, which identifies a dish made of fries, cheese curds, and gravy, and ‘double-double’, which, in other words, is a

coffee with two creams and two sugars. Canadian English also incorporates words borrowed from indigenous languages, such as ‘moccasin’ and ‘pemmican’ (Dollinger, 2017).

Another distinctive feature of Canadian English is the use of certain terms and expressions. For instance, Canadians frequently use the word “eh” at the end of a sentence to indicate a question or to solicit agreement with another party. This usage is sometimes referred to as the “Canadian question intonation” and due to that can often be misinterpreted or get confused looks from the borrowers of the other English dialects. Canadians also commonly use the term “washroom” instead of “restroom” or “bathroom” when referring to a public toilet, which can also lead to some misunderstandings.

There are also regional variations within Canadian English itself, with certain words and expressions being more common in some parts of the country, but not in Canada as a whole. For example, in the Maritime provinces, the word “schooner” may be used to refer to a type of beer glass, while in other parts of Canada, it is more commonly used to refer to a type of sailing vessel, so, if one would think that misunderstandings in communication with Canadians can occur only in America or any other country with English as an official language, then it is preferable to think again.

Understanding the differences in vocabulary use in Canadian and Indian English, along with other English varieties, is crucial for effective communication in various contexts, especially if one wishes to differentiate one English variety from the other, based on the vocabulary and idioms used. As Dollinger (2017) notes, “awareness of vocabulary differences and variations in different countries is vital in order to communicate effectively across cultures and contexts” (p. 35).

### **2.1.1.2 Grammar and tense aspect use**

Similarly to the vocabulary use, differences in grammar and tense aspect use are not limited to just American and British English either, spreading to the Canadian and Indian English, while also having unique variations in their grammar usage. Canadian English tends to follow British English grammar rules, but it also has some variations in its tense aspect usage, such as the use of the past participle “gotten” instead of “got” (Trudgill & Hannah, 2002). Indian English, on the other hand, has its own grammar rules influenced by various Indian languages. For example, Indian English tends to use the present continuous tense more frequently than British or American English, and it often omits articles when either speaking or writing (Kachru & Nelson, 2006). Therefore, without a doubt, differences in grammar and tense aspect use in these variations of English can frequently lead to confusion and misunderstanding when communicating with inhabitants of other countries.

Another thing worth mentioning in Canadian English is that there are also differences in the use of prepositions, particularly the use of “to” instead of “for” in some expressions, such as “I’m going to the hospital” instead of “I’m going [to the hospital] for an appointment” (Trudgill & Hannah, 2002). In addition, Canadian English has a unique way of forming questions by adding the tag “eh” at the end of a statement, such as in an example “It’s a nice day, eh?” (Trudgill & Hannah, 2002).

Moving on to Indian English, as mentioned prior, there is a special grammar system influenced by various Indian languages. According to Kachru and Nelson (2006), Indian English speakers tend to use the pronoun “he” or “she” instead of “it” when referring to non-living subjects. This is because the use of “it” can be considered impersonal and insensitive in Indian culture. For example, an Indian English speaker may say “The car needs a wash, she is very dirty” instead of “The car needs a wash, it is very dirty.” Additionally, Indian English speakers tend to use the present continuous tense more frequently than British or American English speakers, particularly when talking about future events. This usage is influenced by the use of the present continuous tense in Indian languages to indicate future events. For example, an Indian English speaker may say “I am meeting my friend tomorrow” instead of the more familiar “I will

meet my friend tomorrow” (Kachru & Nelson, 2006). Such differences in pronoun and tense usage in Indian English can lead to ambiguity and frequent misunderstanding when communicating with speakers from other countries or, to be more precise, with the speakers of other English varieties.

The challenges of cross-cultural communication caused by differences in grammar and tense aspect use have been widely discussed in the literature. For instance, in their study on the communication barriers faced by non-native English speakers, Lee and Lai (2010) found that the differences in grammar and syntax between different varieties of English could cause confusion and misinterpretation of the message, whether spoken or written, received from the other party. Similarly, Grabe and Kaplan (1996) found that the lack of awareness of grammatical differences in broad and unfamiliar varieties of English could lead to ineffective communication between the people of different linguistic backgrounds, such as American and Indian English speakers.

Therefore, it is essential for writers, similarly to speakers, to understand the differences not only in vocabulary, but also in grammar use when in need to deal with the different varieties of English. This includes being aware of variations in verb tenses, prepositions, articles, and pronouns, and their representation or definition in the particular context. As pointed out by Leech et al. (2009), writers must also consider their audience when writing in English to ensure that their message is effectively communicated. By doing so, writers can avoid misunderstandings and ensure that their message is conveyed clearly and coherently.

### **2.1.1.3 Other features**

In written English, other differences beyond vocabulary, spelling, grammar, and tense aspect use can also pose challenges in cross-cultural communication. For instance, in terms of writing conventions, British and American English differ in their use of punctuation and quotation marks, with British English using single quotation marks and American English using double quotation marks (Trask, 1997). Canadian English, on the other hand, tends to follow

British English conventions in its writing (Trudgill & Hannah, 2002), whilst Indian English has its own conventions, such as the prior mentioned use of Indian words and phrases and the omission of articles (Kachru & Nelson, 2006). Differences in idiomatic expressions and cultural references can also be found in each variation of English. For example, the use of the word “sorry” varies in American and British English, with Americans tending to use the apology word less frequently than their British counterparts (Tannen, 1989). These differences in writing conventions, idiomatic expressions, and cultural references can create ambiguity and misinterpretation, highlighting the importance of considering the audience and their awareness of other English varieties when communicating in this language.

According to Trask (1997), punctuation and quotation marks are one of the other writing conventions that differ between British and American English. British English favours the use of single quotation marks, while American English uses double quotation marks. For example, in British English, a quoted sentence from speech or the written work might be written as: ‘I’m going to the cinema’,, whereas in American English, it would be written as: “I’m going to the cinema”, which may not be seen as a major difference for a foreigner, but is considered a rude punctuation mistake for the British or American people.

In addition to this topic, it should be taken into account that Canadian English also tends to follow British English conventions in its writing, which includes both the use of punctuation and spelling of some words (Trudgill & Hannah, 2002). It should be expected that the writing conventions of some countries can be more similar to one another than the conventions of original English spreading forces, such as America and Britain, and, depending on the context, can at times raise confusion in foreign people that are communicating with the said nations, since the message received from a particular community may involve similar and different from other countries aspects and rules at the same time.

Overall, it is crucial to consider the audience and the cultural context before even starting communication in English, since, as it was found in this chapter, there are multiple different aspects and formations in writing conventions, idiomatic expressions, and cultural references,

which, if not evaluated for the sake of the message receiver's comprehension, can pose challenges in cross-cultural communication. By being aware of these differences, speakers of English can improve their cross-cultural communication skills and ensure that their message is accurately conveyed by the audience.

In addition to the differences in vocabulary, spelling, and grammar mentioned earlier, there are also linguistic differences in written communication that can pose challenges in cross-cultural communication. These differences include variations in the use of prepositions, conjunctions, articles, tense, voice, and sentence structure. For instance, Indian English is characterised by its tendency to omit articles and the use of different prepositions compared to other English varieties (Kachru & Nelson, 2006). Similarly, British and American English differ in their use of passive voice, with the passive voice being more common in academic writing in British English than in American English (Biber et al., 1999). In terms of sentence structure, different varieties of English may have different preferences or norms, such as the use of different word orders or the placement of modifiers.

These linguistic differences can create ambiguity, misunderstandings, and misinterpretations in cross-cultural communication. For example, the omission of articles in Indian English can lead to confusion in understanding the intended meaning of a sentence, especially when the context is not clear. Similarly, differences in the use of passive voice can affect the perception of the writer's intent or the emphasis placed on the subject and object of the sentence. As it is considered to be another linguistic difference in written communication, it can affect cross-cultural communication just as much as other differences would. Passive voice is more common in academic writing in British English than in American English (Biber et al., 1999), therefore, there is a possibility that British people are more keen on paying more attention to an action that happened instead of the person who performed it, since, in passive voice, it is mandatory for the subject of the sentence to be focusing more on an execution of event rather than people that make it. This can affect the perception of the writer's intent or the emphasis placed on the object of the sentence. For example, in a sentence like "The report was written by

the team,” the emphasis is on the report and the fact that it was written, rather than on the team that wrote it, as we are unaware of which team wrote the report, how they did it and, for instance, what amount of people actually worked on it.

Moreover, the use of passive voice can also contribute to the ambiguity of the message. In some cases, unlike in an example mentioned above, where we got at least a peek of information on the subject of the action, passive voice may be used to avoid stating the agent of the action explicitly, which can lead to confusion or misinterpretation, especially when knowledge of an action doer is obligatory for personal interpretation. For instance, in a sentence like “Mistakes were made,” it is not clear who made the mistakes, which can cause misunderstandings or distrust.

Considering these differences, it is crucial to take into account the audience’s background and linguistic expertise when communicating in English. As Kachru and Nelson (2006) state, “awareness of the different varieties of English is essential for effective cross-cultural communication” (p. 36). By being aware of the linguistic differences in the use of passive voice, English speakers can better navigate cross-cultural communication challenges and ensure their messages are accurately conveyed to their intended audience.

### **2.1.2 Email analysis based on the trends**

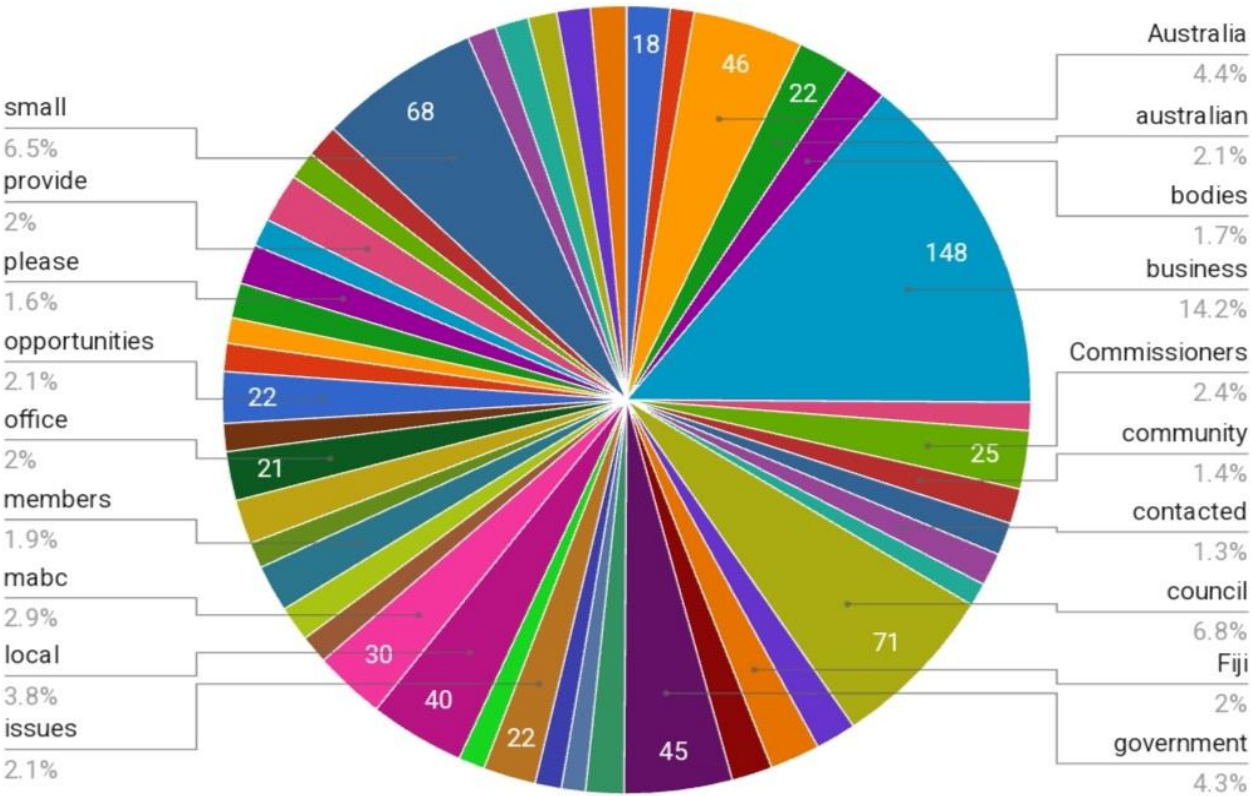
This subchapter aims to identify the trends or, in other words, the frequencies of words used in the different English speaking countries emails, the analysis of which can be helpful for us to understand not only the contents of the mentioned emails’ corpora, such as main topic of concern and the face of a sender/recipient, but also the features that makes English language use unique for the particular country.

The following analysis presents five small pie diagrams (Figures 1 to 5) that showcase the five most frequently used words in the email dataset for each country. The identified words

predominantly signify a couple of significant aspects of the letters, including a) the origin country of the email, b) the sender of the letter, which, in this study’s corpus, comprises the business council or government of each country, and c) other words that help identify or imply the most commonly discussed topic or issue in the series of letters. These findings are in line with expectations and can aid in comprehending not only the email content’s main topic and sender/recipient characteristics but also the unique language usage specific to each country.

**Fig. 1 Australia**

**Australian email trends (>10 times frequency)**



*Figure 1 - values of the trends used in the corpora of Australian emails, which either equalises to or exceeds the frequency of 10 times of the trend use.*

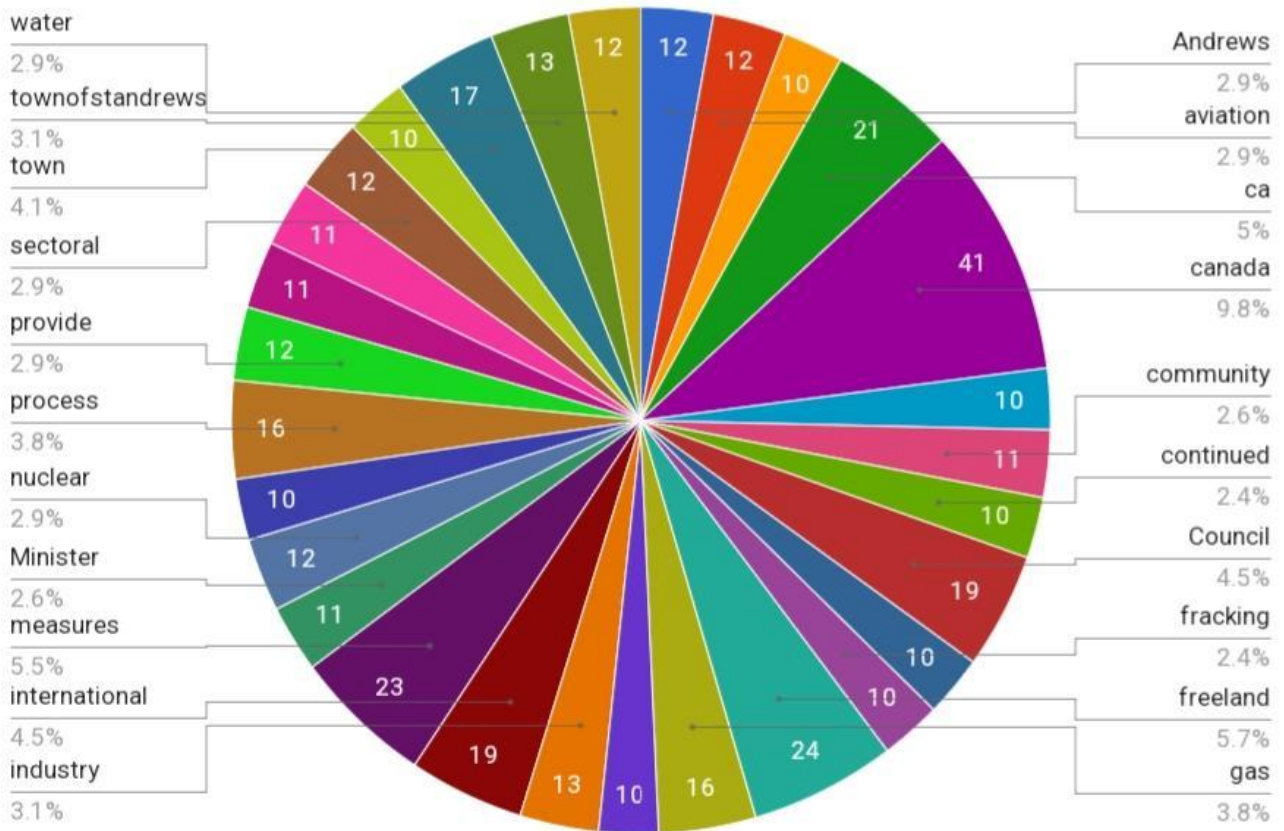
*Numerical values on the pie chart are an amount of the trend cases found in the corpora, and the percentage values are a relative value indicating hundredth parts of overall trend quantity.*

The following chart identifies a number of main trends found in the Australian corpus of e-mails, the biggest to the smallest frequency of which is demonstrated both by the numbers that represent an amount of times the term has been used in an e-mail corpus and by the corpus, which is demonstrated in different colours.

As it can be seen in the Figure 1, Business is the most frequently used term in the emails, being used 150 times, Council is used a little less frequently, earning the second place in the top 5 frequent terms with an amount of 71 times of use, next are the words Small, in relevance to Business, and Australia, which share the third place while each of them is used as frequently as 68 times, while the penultimate place is taken by Government with frequency of 45 times, and the last being Opportunities with 22 times.

**Fig. 2 Canada**

**Canadian email trends (>10 times frequency)**



*Figure 2 - values of the trends used in the corpora of Canadian emails, which either equalises to or exceeds the frequency of 10 times of the trend use.*

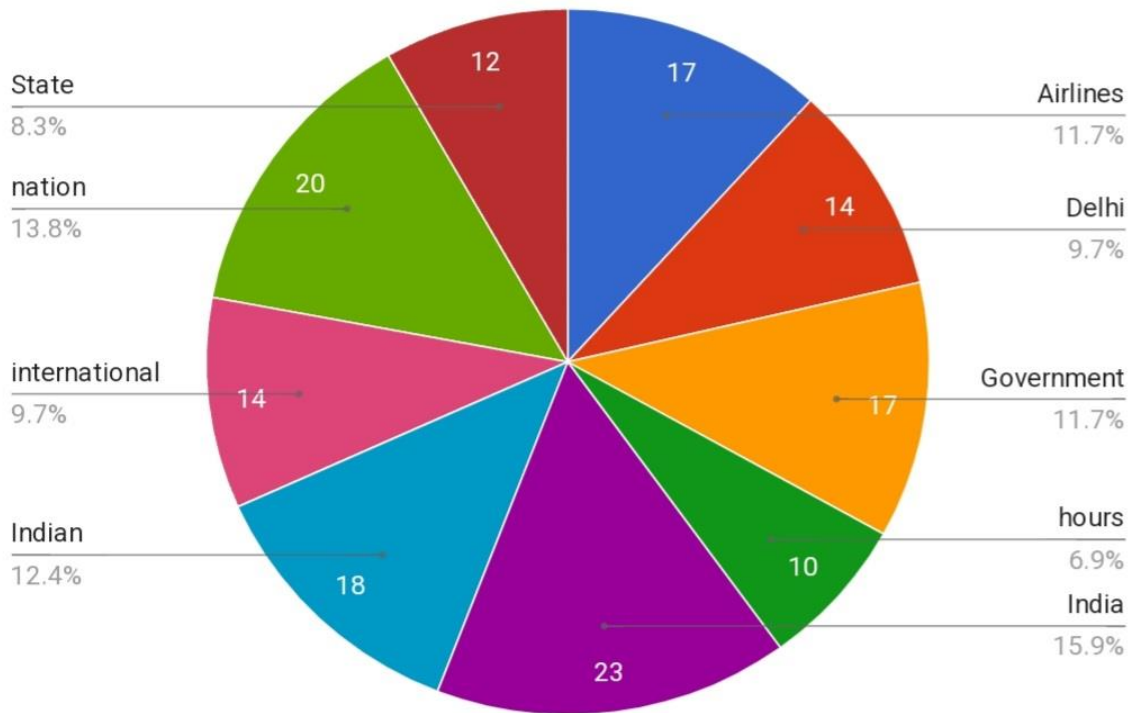
*Numerical values on the pie chart are an amount of the trend cases found in the corpora, and the percentage values are a relative value indicating hundredth parts of overall trend quantity.*

The following chart identifies a number of main trends found in the Canadian corpus of e-mails, the biggest to the smallest frequency of which is demonstrated both by the numbers that represent an amount of times the term has been used in an e-mail corpus and by the corpus, which is demonstrated in different colours.

As it can be seen in the Figure 2, Canada is the most frequently used term in the emails, being used 41 time, Government is used a bit less frequently, earning the second place in the top 5 frequent terms with an amount of 24 times of use, next is the word Nuclear that is used as frequently as 23 times, while the penultimate place is taken by Ca abbreviation, identifying the relevance to the country with frequency of 21 time, and the last place being shared by the words Council and Fracking with 19 times.

**Fig. 3 India**

**Indian email trends (>10 times frequency)**



*Figure 3 - values of the trends used in the corpora of Indian emails, which either equalises to or exceeds the frequency of 10 times of the trend use.*

*Numerical values on the pie chart are an amount of the trend cases found in the corpora, and the percentage values are a relative value indicating hundredth parts of overall trend quantity.*

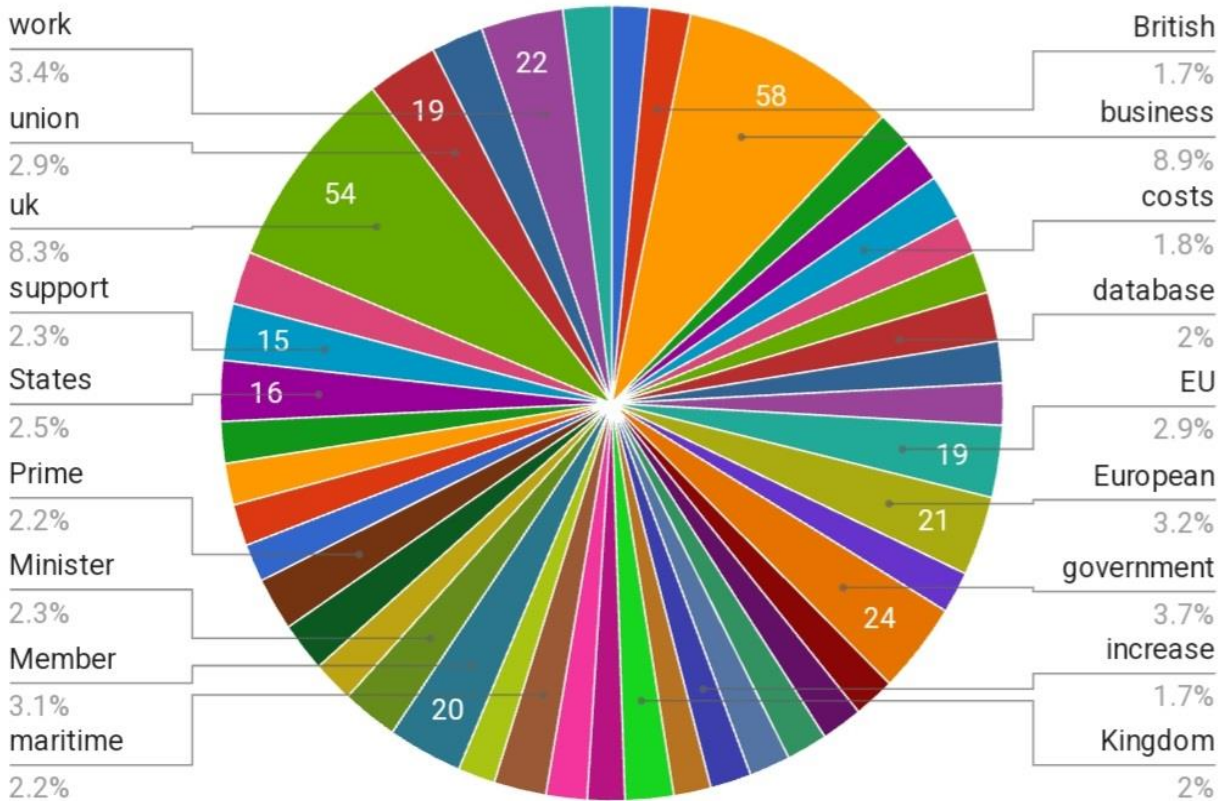
The third chart identifies a number of main trends found in the Indian corpus of e-mails, the biggest to the smallest frequency of which is demonstrated both by the numbers

that represent an amount of times the term has been used in an e-mail corpus and by the corpus, which is demonstrated in different colours.

As it can be seen in the Figure 3, India is the most frequently used term in the emails, being used 23 times, Government is used a bit less frequently, earning the second place in the top 5 frequent terms with an amount of 17 times of use, next is the word International that is used as frequently as 14 times, while the penultimate place is taken by Hours with frequency of 10 times, and the last place being shared by the word Office and the abbreviation COVID with 9 times.

*Fig. 4 United Kingdom*

**British email trends (>10 times frequency)**



*Figure 4 - values of the trends used in the corpora of British emails, which either equalises to or exceeds the frequency of 10 times of the trend use.*

*Numerical values on the pie chart are an amount of the trend cases found in the corpora, and the percentage values are a relative value indicating hundredth parts of overall trend quantity.*

The following chart identifies a number of main trends found in the British corpus of e-mails, the biggest to the smallest frequency of which is demonstrated both by the

numbers that represent an amount of times the term has been used in an e-mail corpus and by the corpus, which is demonstrated in different colours.

As it can be seen in the Figure 4, Business is the most frequently used term in the emails, being used 58 times, Government is used a little less frequently, earning the second place in the top 5 frequent terms with an amount of 24 times of use, next is the word Work, which is used as frequently as 22 times, while the penultimate place is taken by Union with frequency of 19 times, and the last being Minister with 15 times.



the numbers that represent an amount of times the term has been used in an e-mail corpus and by the corpus, which is demonstrated in different colours.

As it can be seen in the Figure 5, Business is the most frequently used term in the emails, being used 90 times, ERC abbreviation, which stands for Employee Retention Credit, is used a bit less frequently, earning the second place in the top 5 frequent terms with an amount of 26 times of use, next are the words American and State, which share the third place while each of them is used as frequently as 20 times, while the penultimate place, oddly enough, is also shared between two words – Council and Companies, - with frequency of 19 times, and the last place being taken by the word Funds with 18 times.

Although comprehensive lists of frequently used word forms such as nouns, verbs, and adjectives are limited to the scope of the graphs used in this subchapter, the rest of the values will be included in the appendices for reference. Instead, this paragraph will focus on highlighting some of the more convenient cases of word forms and their linguistic features that are characteristic of a particular country, such as abbreviations and geographical identifiers. By identifying these linguistic features, it may be possible to discern unique writing styles and characteristics in the email corpus of each country.

Within the emails analysed from Australia, there were various abbreviations utilised throughout the text. The most prominent abbreviations observed include “NGO”, “NT” (referring to the Northern Territory), “NSW” (for New South Wales), “atbc”, “au”, and “mabc”. These shortened forms not only represent the Australian council itself, but also reference specific regions of the country, as exemplified by the “Australia” word displayed in Figure 1, and less commonly used terms such as “Canberra” as the capital of the country. In addition, there are indications of international communications made by the Australian council, demonstrated through references to foreign countries such as “Fiji”, “Malaysia”, “Korea”, and “Indonesia”. These linguistic features offer a glimpse into the unique writing style of Australian English and

provide insight into the scope of the Australian council's communication beyond its local regions.

The electronic mails in this dataset appear to contain a high frequency of technical vocabulary and industry-specific jargon, which could be challenging to comprehend for those not well-versed in the particular industries or fields being referred to. Examples of such terminology include "advocacy," "commitment," and "mechanisms," which are commonly employed in industry-specific parlance.

In addition, it is worth noting that the emails in the Australian corpus often employ passive voice constructions in their use of verbs, such as "can be accessed", "has been dealt with", and "is being impacted". This linguistic tendency may create an impression of impersonality and bureaucratic tone, thereby suggesting a certain level of detachment on the part of the email sender towards the issues or problems discussed in the communication. Interestingly, this stylistic feature is not as prevalent in the other email corpora under analysis.

In the case of Canada, the emails in the corpus also contain several abbreviations, including "gc", "nato", and "icao", as well as terms related to the geography of the Canadian provinces. Notably, the terms "Alberta", "Brunswick", and "Kitchener" are frequently used, identifying specific provinces that are distinct to Canada and play a significant role in the country's English language usage.

As previously discussed in the theoretical framework, Canadian English has been heavily influenced by American English. This influence can also be observed in the vocabulary used in the emails, with terms like "fracking," as well as the use of "z" in the spelling of certain verb forms, such as "recognizes," "racialized," and "utilise," instead of the more common "s" spelling.

Furthermore, it is worth noting that the dataset under scrutiny contains some French words like "canadien", "conseil", "des", "le", and "sur", as well as several acronyms and names of Canadian organisations, which highlights Canada's bilingualism and the existence of French-language institutions and groups actively participating in Canadian society.

The emails in the Indian corpus reveal a significant influence from the country's cultural and linguistic diversity. This is evident in the numerous word forms containing names and surnames, such as "ajit," "bhaart," "bhawan," "bhounik," "narendra," "pratima," "shahbad," and "shastri," among others. Additionally, there are some words, such as "crores," "dakota," "hidatsa," "mathadi," "srst," "satyamev," and "sukhdeo," that reflect the use of Indian language and serve as a representation of Indian culture in Indian English. This demonstrates the unique features of Indian English compared to other varieties of English.

Similar to the emails from Australia and Canada, the Indian emails also feature the use of acronyms and abbreviations, such as "Covid," "NHS," and "IOC," which reflect the topics and issues that are prevalent and widely recognized by people across the world. The use of these acronyms and abbreviations in the Indian emails not only demonstrates the awareness and knowledge of Indian English speakers but also highlights the importance of effective communication across international borders. Furthermore, this practice of using acronyms and abbreviations in the emails of Indian English speakers contributes to the country's presence in the global language landscape, demonstrating its cultural and linguistic diversity as well as its ability to adapt and contribute to the development of English as a global language.

When examining the emails within the Indian corpus, it becomes evident that Indian English diverges from the standard grammatical structures utilised in both British and American English. This deviation from typical grammar conventions results in sentences that may sound more casual or informal, which may be deemed inappropriate in formal communication settings. For instance, one of the emails within the corpus includes the phrase "Thanks for your concern for getting connected with me." This sentence structure, lacking the conjunction "and" between the words "concern" and "for," is not typical of either British or American English and could be perceived as unconventional and difficult to comprehend. Additionally, the use of "Thanks" instead of "Thank you" and the placement of "for getting connected with me" after "concern" and before "Thanks" deviates from the expected formality level of a typical formal communication. A

more appropriate phrasing for this sentence, adhering to the standard conventions of British or American English, would be “Thank you for contacting me and for your concern”.

As we shift our focus into the case of the United Kingdom, we are faced with a variant of the English language that is both familiar and unique. This variant of English employs a specific set of grammar rules and vocabulary, which distinguish it from other forms of the language. The words and their frequencies used in British emails offer valuable insights into the nuances of this distinct language, as well as its usage in formal communication.

One characteristic feature of the British variant of English is its frequent use of compound nouns. These are formed by combining two or more words to create a new word that conveys a specific meaning. Unlike the Australian and Canadian emails previously analysed, compound nouns are used extensively in British English. Examples of these include “carbon emissions” and “cost-of-living”. Such compound nouns are often used to describe significant aspects or topics of discussion in the United Kingdom. The use of these compound nouns is an important aspect of British English and reflects the unique characteristics of the language.

Another notable feature of British English is its frequent use of adjectives to modify nouns. Adjectives such as “crucial,” “competitive,” and “inclusive” are commonly used in everyday life both in the context of work and studies. However, when these adjectives are used in business communication, especially in emails, they are thought to convey the speaker’s opinion and create a more precise point of view towards the topic or issue being discussed. The use of such adjectives in email communication in particular is especially important as it can help to convey the writer’s perspective or attitude towards a particular subject, which can help to prevent misinterpretation or misunderstanding of the intended meaning. Therefore, the use of adjectives in British English email communication can be considered an important aspect of the language that reflects the culture and values of the country.

Concluding our analysis with the United States’ email corpus, it is worth noting that this language variety has its own distinctive features that set it apart from other English language variants. While it shares some commonalities with other varieties, such as the use of

abbreviations and acronyms, a closer examination of the vocabulary used in this corpus reveals its own unique characteristics. For example, words like “erc”, “irc”, and “mbda” are specific to this corpus and reflect the terminology and jargon used in the relevant industries or fields. By examining these unique words and expressions, we can gain insights into the language practices and cultural references that shape the communication style in the United States.

The US email corpus, like other email corpora examined, also reveals unique linguistic features that differentiate it from other countries. Notably, the corpus contains references to specific American companies such as “Cargill,” “Dow,” and “Cummins.” The inclusion of these references not only allows analysts to identify the origin of the email, but also facilitates connections between American companies that are either collaborating or promoting their presence. Moreover, the corpus also includes several geographical identifiers of American states, including “Georgia” and “Kansas,” which provide additional context for the reader. These references to companies and locations serve to highlight the importance of regional identity in American English, as well as the role of business and industry in American culture.

Another noteworthy aspect of the US email corpus is the presence of a particular set of vocabulary related to diversity and social justice issues. The corpus contains a number of terms that are closely linked to the concept of diversity, such as “alliance,” “communities,” “equality,” “inequities,” and “minority”. The frequent use of these terms is indicative of the high level of awareness in American society about the diversity of its people and culture. In written communication, Americans are likely to use inclusive language to ensure that all parties involved in the communication feel seen and heard. This is particularly important in the US where there are significant differences in cultural backgrounds, lifestyles, and beliefs among the population. Therefore, the use of inclusive language helps to promote understanding and respect for diverse perspectives.

### **2.1.3 Data comparison**

The analysis of the email corpuses from different English-speaking countries has yielded several key findings. By comparing these findings, it is possible to identify similarities and differences among the corpora, which shed light on the conventions of written communication in each country. Specifically, the use of abbreviations is a common feature across all the corpuses. However, there are also differences in the use of grammar, vocabulary, and structure, which create a distinct linguistic style for each country. Therefore, this comparison aims to highlight the similarities and differences among the corpora, in order to gain a better understanding of the linguistic and cultural characteristics of each country's written communication.

The Australian corpus of emails exhibits a language variety that is not significantly distinct from other English-speaking countries. This is due to the presence of various features that are found in both British and American English. In this regard, the origin of the Australian corpus can be determined through the context of the letters and several geographical indicators. For instance, the mention of specific regions within Australia or the use of the "com.au" email address are some of the ways that can help identify the origin of an Australian email. Nonetheless, it is noteworthy that this conclusion is based on the specific corpus of emails analysed in this thesis, and more extensive research could provide a different perspective on the linguistic characteristics of Australian English.

Although the Australian email corpus lacks distinctive features compared to other English-speaking nations, a particular characteristic was noted in the utilisation of passive voice within the emails of this country's letter corpus. The examples of passive voice usage were evident, however, it remains unknown whether this is a specific trait of Australians attempting to distance themselves from an issue and mentally absolve themselves from any potential consequences, or if it was a coincidence due to the selected email corpus. Further research is necessary to determine the underlying reasons behind the utilisation of passive voice within the Australian email corpus.

In the context of the Canadian and Indian email corpuses, a notable difference that distinguishes them from the other English-speaking nations is their possession of bilingualism.

This feature can be both advantageous and disadvantageous to the letter recipient(s). In the case of Canada, the utilisation of bilingualism can broaden the opportunities for coherence in the letter content not only for the inhabitants of Canada but also for people abroad, such as English and French-speaking nations. However, in India, the attempt at bilingual communication may become confusing for English-speaking nations. This is not only due to the Indian vocabulary used on a frequent basis in their email structure but also due to the inconsistent utilisation of the English language. In some cases, the sentences lack coherence in structure or use the wrong tone of formality with the letter recipient, or both. This may result in Indian letters being unable to reach a wider audience, despite their attempts at retaining their national language(s) culture. It is worth noting that, while the Canadian and Indian email corpuses both have bilingualism as a feature, the way it is utilised in each country differs, resulting in different communication challenges.

Continuing the analysis of the Indian English email corpus, it is noteworthy that it differs significantly not only from the Canadian English corpus but also from the other three corpus analysed in this paper. One of the distinct features of Indian English is its confusing sentence structure, which can cause difficulty for native English speakers in comprehending the intended meaning. Additionally, Indian English lacks the appropriate level of formality required for business communication, which is a significant deviation from the standard conventions of business communication observed in the other English speaking countries.

As previously observed in the paper, unlike the Australian, Canadian and the other two countries' email corpus analysed, the Indian English corpus did not possess an adequate level of formality for business communication. Although it may be tempting to believe that this was due to the letter being addressed to a friend rather than a client, or an attempt to establish a more friendly connection with the recipient, the reality is that the lack of formality was caused by a mistake in wording. This is a common occurrence in Indian English, which has developed more slowly than other English varieties. As such, Indian English is still evolving, and its use in business communication may require careful consideration to ensure that the intended message is effectively communicated.

Similar to the Australian English email corpus, the variety of English that has influenced Indian English in the email corpus is unclear. This is due to the fact that both British and American English have been found in the written communication of these two nations. Conversely, in the case of the Canadian email corpus, it is clearly evident that the writing style of this country has been majorly influenced by American English. This conclusion is based not only on the existence of certain terminology but also on the standardised form of the verbs written in the past simple tense. The American influence is palpable in the Canadian English email corpus, thereby distinguishing it from the other email corpora discussed in this paper.

In the context of comparing the email corpuses of various English-speaking countries, it is worth examining the British corpus. The British variety of English, alongside its American counterpart, has been instrumental in the development of English as an internationally used language. In comparison to the other country letters analysed, it can be observed that British English is characterised by a greater emphasis on the use of compounds. While compounds are frequently used in the daily life of students, they do not appear as often in the written communication of other English-speaking nations. This feature of the British corpus sets it apart from the others and highlights its unique characteristics.

Furthermore, in contrast to the other email corpuses analysed, the British English corpus displayed a greater inclination towards utilising compound words, which, although commonly used in everyday language by students, were less prevalent in the written communication of other English-speaking nations. Moreover, the adjectives employed in the British corpus appeared to convey more personal opinions, providing a rationale to the letter recipient as to why a particular topic in their business was critical to be acknowledged. This attribute, in turn, made the British English corpus appear more persuasive in language and direct when conveying a specific message with a request for action. Such an aspect was scarcely noticeable as a valid identifier in the other email corpuses.

The email corpus of the United States was also analysed, and it was revealed that there were notable differences between American style of letter writing and that of other countries

examined in this thesis. Firstly, the American corpus contained a distinctive vocabulary associated with social justice, which was not found in the other email corpuses. Secondly, the geographical identifiers used in the American emails differed from those used in the other countries, which indicated a different approach to the use of these identifiers in the American writing style. These differences were notable and contributed to the unique characteristics of the American English email corpus.

As previously noted, the United States and Canada share a common English language foundation. However, while this similarity exists, there is a significant difference in language proficiency between the two countries. Canada's most notable diversity identifier is the aforementioned bilingualism, which serves as a support to the country's French-speaking population. In contrast, American letters demonstrate an awareness of national and cultural diversity "in words." The content and word frequency of these emails predominantly center not on a particular group of individuals but on all minority groups, such as women, people with darker skin, and others. This is a promising indication of the recognition of these minorities and the level of tolerance towards these sections of society who are different from the vast majority of Americans. This phenomenon could be attributed to the country's melting-pot nature, which celebrates diversity as a strength, promoting an atmosphere of acceptance and equality among all citizens.

Moreover, the United States' and Canada's differences do not end with their diversity identifiers. While Canada's email corpus exhibited bilingualism, American English demonstrated a distinct approach to geographical identifiers and a vocabulary associated with social justice. The use of geographical identifiers was more straightforward and direct in American emails, with a clear reference to states, cities, and other specific places. This contrasted with the British email corpus, which preferred to use more ambiguous references to location, such as "up north" or "down south." On the other hand, the American email corpus frequently included vocabulary associated with social justice, such as "inclusivity," "equity," and "diversity," indicating a sensitivity and commitment to social issues in American culture. These words conveyed a desire

for fair treatment of all individuals and promoting a just and equitable society. Overall, these differences showcase the unique aspects of American English in the context of business communication and its potential impact on fostering a more inclusive and tolerant society.

Another aspect worth considering in the American email corpus is the inclusion of local company entitlements, which might appear to be an insignificant detail at first glance, but is in fact noteworthy. Each of the analysed email corpora contained some form of a signature line, which served to introduce the sender's identity and provide the recipient with information on the location and context of the message. This could include details such as the originating country of the email, or the names of the parties involved in any negotiations or agreements. However, the American corpus differed from the others in that it also contained references to local companies and firms, with whom the sender had some form of business relationship or competitive interaction. This additional layer of detail provided the analyst with a broader understanding of the sender's activities both domestically and internationally. It is worth noting that this level of transparency is not necessarily a common feature in other corpora, and could be interpreted as indicative of a distinctive cultural or business practice in the United States.

## **2.2 Conclusions**

Based on the analysis of the email writing style among five English-speaking countries, namely Australia, Canada, India, the United Kingdom, and the United States, it can be inferred that although these countries share a common origin of the English language, each of them has distinct similarities and differences in their writing style and cultural values. The empirical part of this study has provided insights into the linguistic features of each corpus, thereby allowing for a comparative analysis of the different email writing styles. The differences identified in the analysis suggest that each country has its unique way of communicating through written English, highlighting the significance of cultural and social factors in shaping language use.

As previously stated, the email corpus of Australia showcases certain similarities with both British and American English varieties. This particular characteristic makes it challenging for an untrained reader to differentiate Australian emails based solely on language use. The vocabulary and language stylistics of the Australian email corpus are heavily influenced by both British and American English varieties. Hence, distinguishing these emails from those of other English-speaking nations can be quite a daunting task. The only clear identifier of an email originating from Australia is the ending address of the email sender. Therefore, it is necessary to take extra measures to determine the origin of an email when necessary.

Furthermore, a distinguishing factor of the email corpora is the presence of unique characteristics, such as bilingualism observed in the Canadian and Indian letters. These distinct features can expand the possibilities of letter content coherence for the recipients of one country, but also pose a challenge for those of another. It is noteworthy that the use of a language other than English, when shared with a wider audience, may either attract attention as something comprehensible due to the broader awareness and knowledge of the language(s) used, as in the case of Canadian emails, or may be ignored and dismissed as a poorly executed attempt at language use on an international level, as seen in the case of India. Unfortunately, India's poor proficiency in English and attempt to preserve Indian culture did not do much justice to their written communication.

The analysis of the email corpora of five English-speaking countries revealed distinct features of the British letter writing style. Among these is the frequent use of compound words, which was observed to be more prevalent in British English than in any of the other three countries' corpora. Additionally, British email writers employ adjectives that convey personal opinions regarding the importance of the topic being discussed. These stylistic devices give British emails a persuasive and straightforward tone, particularly when sending a message with a request for the recipient's action. In contrast, the email corpora of the other countries did not adopt these tactics and instead presented information as a factual report, as was observed in

Australia and Canada, or adopted a friendlier, less formal approach, as was noted in the case of India.

In regards to the United States' email corpus, it is evident that there are significant differences when compared to the other countries' email corpora. The foremost difference lies in the use of vocabulary associated with social justice, which is commonly seen in American emails. This may include the use of terms related to equality and civil rights issues, such as "diversity", "inclusion", and "empowerment". Additionally, American emails also tend to have a slightly more individual approach to geographical identifiers.

Furthermore, it is notable that the American email corpus demonstrates a greater awareness of national and cultural diversity than the other countries. The content and word frequency of these emails typically revolve around all groups of minorities at once, including people of different ethnicities, genders, and other groups. This is a positive sign of acknowledgement and tolerance towards minority groups within society. It is worth mentioning that the other countries' email corpora did not focus as much on diversity-related topics. In comparison, the Australian and Canadian emails mostly reported on the situation as a fact, while the Indian emails took a friendlier, less formal approach. Lastly, the British emails utilised compounds and adjectives to convey personal opinion and persuade the recipient to take action.

The comparative analysis of emails from English speaking countries, which was centred on language use, level of formality, and content, provided valuable insights into the similarities and differences among various English language varieties and their execution in practical writing. However, it is important to acknowledge the limitations of the study. The relatively small size of the email corpus, which was limited to around fifty letters, and the inclusion of only five English speaking countries, whose usage of English was primarily found in online business communication, might affect the accuracy of the results. Additionally, the study was limited to the business sector, meaning that the wider audience was not represented, and further research on the topic is necessary. Despite the seemingly limited content of the emails analysed in this study, it is feasible to explore more English speaking countries or even consider examining the same

countries in different domains, providing a more comprehensive understanding of the nuances of English language varieties across various contexts.

### 2.3 Theses

1) English, like many other languages, has been influenced by the Latin and Greek languages. However, unlike its ancient origins, English is a living language that is widely used around the globe;

2) Although the modern version of the English language emerged in the 18<sup>th</sup> century, it has continued to evolve and change over time;

3) English is a valuable tool for cross-cultural communication, but its success is not guaranteed, as it depends on various factors such as language proficiency, mutual understanding, and cultural awareness;

4) Effective communication in English requires proficiency in the language, mutual coherence, and an understanding of the cultural nuances of the communication partner;

5) The perception of English language varies depending on the country of origin, the appearance of neologisms, and cultural values, resulting in diverse forms of English language;

6) The proliferation of globalisation and digitalization has resulted in a broader range of English language varieties;

7) Abbreviations have been in use since the 14<sup>th</sup> century and remain prevalent in modern English language usage;

8) While American and British English are the most common forms of English, there are many other varieties of English language spoken around the world;

9) In some countries, such as Canada, language varieties may differ between regions of the country as well as the country as a whole;

10) Indian English exhibits numerous peculiarities, including the use of personal pronouns when referring to an object, narrow English vocabulary, use of Indian words in English, and other unique features;

11) Indian letters tend to exhibit a more informal tone towards the recipient, due to the respect and politeness ingrained in the communication culture, as well as certain minor inconveniences in writing style.

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## APPENDICES

### *Appendix I – Australian emails' word frequency*

a-frame (2) able (7) access (4) account (2) acknowledge (2) act (5) action (3) activities (4) actu (2) additional (4) address (3) advice (5) advocacy (3) advocates (4) affairs (3) ag (2) agreed (5) agreement (4) aid (2) akbc (4) allows (2) already (3) ambassador (2) announce (2) appeal (4) appear (3) application (6) appointed (2) appreciation (3) appropriate (4) area (5) around (3) arrangement (2) Asia (3) asn (2) assistance (18) atbc (3) attached (3) attending (4) au (10) Australia (46) Australian (22) australiapacificbusiness (2) authority (4) available (7) award (2) barriers (2) based (3) basic (2) become (3) behalf (5) believe (3) benchmarking (3) benefits (2) bilateral (3) bodies (18) box (8) building (2) bulletin (2) burden (7) business (148) Canberra (2) car (4) cares (9) case (12) central (2) chairman (4) challenges (4) chamber (4) chang (3) chief (3) Christian (2) circumstances (4) closely (4) coast (2) collaboration (2) collective (3) com (2) commission (5) commissioners (25) commitment (4) committee (2) community (15) companies (3) complaints (14) complete (2) complex (3) concerns (7) conference (5) conflicts (2) construction (4) consultative (2) contacted (14) continue (6) contractor (4) contribution (2) convened (2) cooperation (3) Cost (10) council (71) countries (5) Covid (2) create (4) critical (2) cultural (2) current (5) customers (5) darul (3) Darwin (2) dealt (2) dear (8) decide (2) decision (4) department (3) designed (3) despite (3) details (2) detriment (3) developing (6) different (4) difficult (3) difficulties (2) directed (3) directly (4) director (2) discuss (7) dispute (17) donations (8) dr (5) draft (2) due (3) e-mail (3) early (3) economic (5) efforts (2) ehsan (3) email (9) embassy (2) encourage (2) enduring (2) engagement (3) ensure (3) entitlement (2) essentially (3) established (2) events (4) evident (2) example (2) executive (5) experiencing (3) expressed (3) face (3) facilitate (3) fact (3) fair (3) families (3) fax (5) federal (3) feedback (2) feel (2) fees (6) felt (2) fij (2) Fiji (21) Fijian (4) financial (3) following (6) food (17) force (3) foreign (3) form (2) formal (9) forum (6) forward (6) frank (2) free (4) front (2) fta (2) fund (2) future (2) general (3) given (2) goods (3) goodwill (2) gov (5) government (45) gpo (2) group (5) growth (3) handling (8) health (6) hear (3) held (3) help (4) highlighted (3) highly (6) hope (3) hotel (2)

impacting (5) implemented (5) important (5) impose (2) improved (3) inadequate (2) including (16) increase (3) independent (10) individual (3) Indonesia (9) industry (4) info: (2) informal (11) inspection (3) intercontinental (2) international (4) introduce (2) investigate (2) investment (5) invite (2) involved (6) isolate (4) issues (22) items (3) jalan (3) jaya (3) joint (3) key (4) king (2) Korea (8) leading (2) leave (11) lee (2) legislative (2) level (3) likely (3) limited (7) local (40) locations (3) mabc (30) majlis (3) majority (2) making (3) Malaysia (12) Malaysian (3) manager (4) matter (3) measures (3) mechanisms (2) media (2) mediation (15) medical (2) meeting (7) members (20) membership (5) menon (3) met (2) methods (4) metropolitan (3) minister (6) mobile (6) month (2) Mr (11) Ms (6) multiple (4) mundy (2) necessary (4) needs (3) needy (2) negative (2) negotiations (3) network (2) ngos (5) north (2) northern (2) note (3) NSW (19) nt (2) number (8) numerous (2) occasion (2) offered (4) Office (21) ongoing (4) operators (12) opportunities (22) options (4) order (2) Org (12) organisation (4) outcome (4) outlined (2) owner (11) paid (6) pandemic (5) parking (7) participate (3) particularly (3) parties (15) partnership (2) payment (3) perdagangan (3) performance (2) perspective (2) petaling (3) placed (3) plans (5) play (2) please (17) po (2) point (2) policy (4) porter (2) possible (2) potential (3) ppe (3) practice (2) present (4) private (2) process (12) productivity (5) program (6) progress (3) project (2) promote (2) provide (21) public (5) question (2) quickly (3) raised (2) Ramesh (3) range (3) reach (5) reason (2) received (3) recent (8) recognised (3) record (2) refer (2) regard (2) region (6) register (2) registration (4) regulation (9) regulatory (4) relation (7) relationship (4) relevant (2) remain (2) reminder (3) report (4) representative (3) republic (2) request (2) required (s) resolution (7) resolve (8) return (3) rm (4) role (12) sabah (2) safe (2) safety (2) Scheme (8) secretariat (4) sector (4) seek (2) Selangor (4) senior (5) serve (2) services (14) share (3) shops (5) shown (2) signage (2) significant (2) sincerely (4) situation (4) slow (2) small (68) smartraveller (3) social (2) spaces (3) sponsors (2) sponsorship (2) square (3) staff (2) starting (3) state (12) stay (4) strategic (2) strong (2) study (8) submission (14) substantial (2) successes (3) supplies (2) support (12) Sydney (7) systemnic (2) taipei (3) Taiwan (3) task (2) tel (5) telephone (3) territorians (3) territory (6) tested (2) thank (6) throughout (3) times (4) title (4) together (4) tools (2) trade (14) transmission (3) travel (2) understanding (7) undertaken (5) unfairly (2)

unions (5) unlikely (2) unsuccessful (2) update (3) urgently (3) validated (2) value (2) vendors (5) via (2) Victoria (3) voice (4) wanted (2) website (5) weeks (2) welcome (4) wells (2) whilst (2) whose (2) work (15) workers (8) workplace (3) world (2) WWW (7) Yasmin (2) year (9)

### *Appendix 2 – Canadian emails' word frequency*

Abandoning (3) act (4) action (2) address (5) administrator (4) adopt (2) affairs (7) agency (2) air (7) airlines (5) alberta (2) aligns (2) allies (2) already (4) amounts (3) Andrews (12) appointment (2) appreciated (2) approach (5) arms (3) around (2) aspects (2) assistance (5) associated (2) attendance (2) avenue (2) aviation (12) ban (6) based (5) basis (3) begin (5) behalf (5) believe (4) best (6) beyond (2) black (2) board (10) brunswick (2) ca (21) campaigner (2) Canada (41) Canadians (10) canadien (3) careful (4) carriers (5) case (2) CC (3) chair (4) chairperson (2) challenges (2) change (4) charges (3) chemicals (7) chrystia (7) churches (4) civil (2) clerk (2) climate (3) closely (2) co (2) collective (4) com (6) committed (2) committee (3) community (11) competitive (2) concern (2) conditions (2) congratulations (2) conseil (3) consideration (2) consistent (2) constituents (2) consultation (4) contamination (4) Continued (10) contribute (2) convention (2) convey (2) cooperation (2) cost (2) council (19) councilofchurches (3) countries (7) Covid (5) create (2) crisis (2) current (3) date (2) dear (7) debt (2) defence (2) demands (2) deputy (3) des (3) despite (3) develop (4) differences (2) directly (2) disarmament (4) district (3) documented (2) dollars (2) domestic (3) drive (3) dropped (3) due (2) economic (4) economy (2) effects (3) effort (5) eliminated (2) email (10) emergency (2) emissions (2) employee (5) encouraged (3) end (4) endocrine (2) energy (5) ensures (5) environment (4) environmental (3) ernst (2) European (4) express (2) extraction (3) face (2) Facebook (7) fax (3) federal (9) fin (2) finance (5) financial (5) flight (4) foreign (4) formal (4) formations (2) forward (7) fossil (5) found (2) foundation (2) fracking (19) fracturing (8) frame (2) framework (5) free (2) Freeland (10) fuel (6) funds (4) gas (10) gc (2) global (9) god (2) government (24) ground (2) hall (2) harms (2) health (9) heavily (2) help (2) honourable (6) https (6) human (5) hydraulic (7) icao (4) identified (3) immediately (2) impact (7) implemented (6) important (4) including (3)

increase (2) indeterminate (2) Indigenous (2) industry (16) inf (3) information (3) initiated (3)  
institute (6) international (10) invest (2) issue (3) join (3) jurisdictions (5) kitchener (2) known (2)  
large (3) le (4) leadership (6) leeff (3) legislation (4) letter (7) levels (3) link (8) liquidity (2) litres  
(3) live (2) loan (2) maintain (4) major (6) means (2) measures (13) meeting (9) member (6)  
methane (3) million (2) minister (19) month (2) moratorium (2) nacc (2) name (2) national (9)  
nato (5) natural (5) necessary (2) needs (2) negative (2) nopper (2) note (3) notice (2) nuclear (23)  
object (2) Ontario (7) operating (3) order (2) organ (4) Ottawa (6) outlined (2) pandemic (7) park  
(2) participants (2) partners (2) party (2) passed (3) passenger (3) paul (2) people (2) per (5)  
period (4) person (2) pipelines (2) plan (9) play (4) please (6) pnooper (6) point (3) policy (2)  
polluted (2) poses (3) positive (2) practices (4) premiers (11) president (2) pressure (2) previous  
(2) prime (7) process (12) programs (9) protect (7) provide (10) provinces (7) public (9) publicly  
(2) push (2) quarantine (3) question (4) racialized (2) re-open (5) re- start (2) reallocated (2)  
recognizes (3) recommendation (5) recovery (8) recycling (2) redman (2) reflect (2) regards (2)  
region (16) register (6) regulatory (2) rejected (2) released (6) remain (9) renewed (2) report (4)  
request (4) require (6) research (2) resolve (2) resource (2) respective (3) response (8) resulting  
(2) revenue (3) Rideau (3) risk (4) rock (3) role (5) Russia (5) safe (2) safety (4) saint (12)  
saintandrews (2) sand (2) saskatchewan (6) school (7) scott (2) secret (2) sector- specific (2)  
sectoral (11) security (4) senior (2) serious (3) Services (9) shale (2) share (2) sign (2) similar (2)  
sincerely (4) source (2) speak (3) specific (4) sro (4) stage (8) states (9) Stephen (2) stream (4)  
street() students (6) support (11) sur (2) sussex (3) sustain (2) table (3) targeted (4) tel (3) terms  
(2) territory (4) therefore (4) threat (5) threaten (3) together (3) toward (3) town (12)  
townofsaintandrews (2) townofstandrews (10) toxic (2) trade (2) transport (6) trapped (2) travel  
(4) treatment (2) treaty (8) trump (2) trustees (3) un (2) undermine (2) undertaken (3) unequivocal  
(2) union (3) united (4) urge (4) urgent (2) used (8) utilize (2) various (3) vermont (3) violation  
(2) wall (2) wastewater (4) Water (7) waterloo (7) weapons (13) web (2) webinar (4) website (2)  
wide (2) wish (3) wn (2) Work (12) world (5) wrdsb (5) writing (7) wrose (2) WWW (9) youth  
(3) Zero (8) Zoom (8)

### *Appendix 3 – Indian emails' word frequency*

Ability (2) action (2) ad (5) addition (3) address (2) administration (2) affiliated (2) aircraft (3) airlines (17) ajit (5) amongst (2) appreciated (3) approximately (2) arickara (4) articles (2) association (5) assuming (3) atf (4) athletes (5) attached (2) attract (3) aviation (5) bank (8) bapio (8) barrel (3) based (2) batra (2) become (3) best (5) bhaart (2) bhawan (5) bhounmik (2) board (2) British (2) business (8) certificate (2) chairman (8) challenge (3) charge (3) chowk (2) chq (3) circle (4) com (5) combat (2) commission (2) commissioner (7) commitment (2) committee (3) communication (4) company (3) concern (6) connected (2) continue (2) contractors (3) contribution (3) copy (3) council (5) country (2) Covid (9) crores (5) cross (2) crude (3) dakota (3) dapl (2) dated (5) dear (4) decades (2) deemed (2) Delhi (14) department (2) despite (2) developed (3) difficulties (2) dip (2) direct (2) directly (3) dr (9) due (5) duty (4) e-mail (3) economic (2) efforts (6) either (2) employees (8) employment (6) empowerment (2) engines (3) enhance (2) enterprise (2) er (3) establishments (3) events (5) explained (2) express (2) extended (3) external (2) facing (5) fax (3) federation (2) fight (2) financial (5) fleet (2) following (2) force (2) fort (2) forward (4) fox (3) frontage (2) funds (5) gain (2) general (2) giving (3) global (5) gmail (2) gov (2) government (17) govt (2) gratitude (2) group (7) guide (2) hamper (2) health (2) healthcare (3) hidatsa (4) hope (2) hosting (2) hours (10) huge (2) hundreds (2) las (2) important (4) including (6) increased (2) initiatives (2) India Indian (23) inr (2) (18) industry (5) inform (2) international (14) investigation (3) investment (3) investors (2) involved (2) ioc (2) issue (3) jayakumar (3) ji (5) job (3) joint (2) julaniya (2) justice (3) jyte (2) kingfisher (8) labour (8) land (2) largest (3) launched (2) lead (2) leave (2) letter (3) London (2) losses (3) Itd (3) Maharashtra (3) Mandan (4) manufacturer (2) mark (2) market (3) mathadi (2) matter (3) Mehta (2) member (8) minister (5) modi (2) Mohammad (2) money (3) Mr (3) Mumbai (7) narendra (2) nation (20) nd (3) necessary (2) nhs (2) north (2) Office (9) oil (3) Olympic (8) operating (4) opposition (2) orders (3) organized (2) origin (5) outbreak (2) overseas (2) paid (2)

pandemic (4) parashar (2) parliament (2) participation (4) passport (2) payment (2) people (7) per (4) permit (2) ph (4) phone (3) physicians (2) pipeline (2) pleaded (2) policy (4) political (2) post (3) postal (2) potential (2) prabhu (2) Prasad (2) pratima (2) president (5) prices (5) prime (3) principles (2) private (2) protect (2) provide (8) public (9) raising (3) rate (4) reduce (2) reference (4) regards (3) related (2) requested (4) reservation (3) resolve (2) respected (2) response (2) result (2) road (7) rock (4) role (2) rs (4) sales (5) Saturdays (3) secretary sector (4) seek (2) serve (4) service (6) several (7) shahbad (2) share (3) shastri (2) Shri (6) sincerely (7) situation (2) social (2) society (3) solicit (2) spirits (4) sporting (8) sportspersons (2) srst (5) staff (3) standing (5) started (2) State (12) stopping (3) stress (2) stymev (2) subject (2) successfully (2) support (8) Suresh (2) Swami (7) taken (2) tax (5) tel (4) terminate (3) thank (4) therefore (4) town (3) tribal (4) tribe (2) ub (4) uk (6) unfortunately (2) union (5) united (3) unprecedented (2) usd (2) valorem (2) value (4) various (2) view (4) violated (2) wages (5) website (2) week (3) whose (2) windfall (2) wishes (3) Work (6) workers (6) world (5) worst (2) years (2)

#### *Appendix 4 – UK emails' word frequency*

Aa (5) able (5) abuse (2) achieve (5) acknowledge (3) act (2) action (4) activities (4) add (2) addition (2) address (8) adequate (2) adversely (2) advice (3) advisers (3) affect (3) Africa (3) agenda (4) agreed (2) agreement (9) ahead (5) aims (3) aligns (3) alongside (2) already (3) ambition (10) ambitious (6) annual (2) apply (3) area (9) around (2) arrangement (2) arrive (2) authorities (2) available (3) bank (2) basic (2) basis (3) beat (3) become (6) behalf (2) believe (7) benefit (6) better-connected (2) better (2) beyond (2) biggest (2) bill (3) boost (2) Boris (2) brabin (2) Brexit (2) bring (5) Britain (9) British (11) brown (2) build (2) burden (3) business (58) calls (2) campaign (3) capital (2) carbon (2) case (4) caused (2) central (2) centres (2) century (3) challenges (7) chambers (5) changes (8) choice (2) choose (2) Christmas (2) citizen (4) city (5) clear (10) climate (4) clothing (2) colleagues (2) combat (2) coming (6) commerce (4) commission (3) commitment (7) commons (3) community (9) Companies (11) competence (2) competitive (4) comprehensive (3) concerns (9) conclude (2) conference (2) confidence (4)

confirm (2) congratulations (2) conservative (2) consumer (4) contacts (2) continues (2)  
contribution (5) control (3) cop (2) cope (2) copy (3) coronavirus (4) cost-of-living (2) Costs (12)  
council (10) councillor (2) countries (11) course (3) Craig (2) creation (3) crisis (5) crucial (2)  
currency (5) current (3) cut (2) database (13) de (2) dealing (7) dear (7) decide (3) decision (5)  
deliver (11) delivery (2) demand (2) departed (2) detailed (6) develop (3) different (3) difficult  
(3) digital (2) director (4) disadvantage (2) discussing (7) disruption (2) distributed (2) doctors (2)  
downing (6) downsize (2) drive (3) due (3) economic (6) economy (9) effectively (6) efficient (2)  
election (3) electricity (2) email (2) emergency (2) emissions (4) enabled (2) encourage (3) end  
(5) energy (11) England (3) enhance (2) enough (4) ensure (5) entered (2) eu (19) euro (2) Europe  
(4) European (21) Eurozone (7) everyone (2) example (3) excelling (2) executive (2) exert (2)  
existing (4) expanding (2) export (11) facilitated (2) facing (9) fairness (2) far (2) feel (2) final (2)  
finance (9) financial (5) flexibility (3) flow (5) focus (4) follow (4) food (5) forecast (2) formal  
(2) forward (8) found (2) France (2) free (7) full (2) fully (2) future (8) gdp (2) general (6) give  
(3) going (3) goods (2) gov (6) government (24) green (2) group (4) grow (2) growth (11)  
guarantee (2) guide (5) hard (6) heads (3) help (9) higher (2) history (2) home (7) hon (3) hope  
(7) hospitality (4) house (6) households (4) hs (2) human (11) immediate (4) immigration (3)  
impact (11) implementing (3) important (7) including (11) inclusive (3) increase (11) industry  
(10) inflation (2) inflationary (2) information (2) infrastructure (3) institutions (6) integrated (5)  
intend (2) interests (4) international (5) investment (5) investors (5) involved (3) ioe (3) Ireland  
(2) irreversible (2) Israel (2) issue (8) jobs (8) Johnson (2) key (3) kingdom (13) kw (3) lead (5)  
leader (2) leave (3) leeds (2) legal (2) legally- binding (2) legislation (2) letter (5) level (10) life  
(2) limited (2) line (5) link (3) listing (4) lives (9) local (4) London (11) long-term (2) longer (4)  
looking (3) lot (2) making (6) Manchester (3) marine (2) maritime (14) maritimeuk (3) market  
(10) matter (7) mayor (2) means (4) measures (3) mechanism (3) medical (2) meet (4) member  
(20) membership (2) minister (15) mission (2) model (2) moment (2) months (8) morning (2)  
movement (4) mp (3) multiple (2) national (11) ndc (8) necessary (4) needs (9) negotiation (6)  
net (5) network (2) nhs (4) non-euro (5) north (6) northern (5) number (4) nurses (2) observe (2)  
occupied (2) office (5) open (3) operating opportunity (8) opt-out (3) org (3) outside (4) overseas

(2) oxford (8) Palestinians (3) pandemic (2) Paris (3) park (2) parliament (6) parliamentarians (2) particular (3) particularly (2) parts (2) party (3) people (13) per (3) permanent (2) plan (6) play (2) please (2) pledge (2) policy (3) population (5) ports (2) possible (5) potential (3) powerhouse (4) practice (2) precise (2) prepared (2) president (2) pressures (5) previously (2) prices (4) prime (14) principles (4) priority (3) problems (3) products (3) programme (2) project (2) promises (3) promoting (3) proposals (10) prosperity (s) protect (5) protocols (3) provide (6) ps (3) public (11) published (4) pubs (2) purpose (3) qualify (2) quote (2) rail (9) reach (4) ready (4) reason (3) recent (3) recovery (2) reduce (5) reflect (2) reform (11) regulation (3) relevant (2) remain (2) reports (2) represent (3) require (2) resilience (3) ndc (8) necessary (4) needs (9) negotiation (6) net (5) network (2) nhs (4) non-euro (5) north (6) northern (5) number (4) nurses (2) observe (2) occupied (2) office (5) open (3) operating (7) opportunity (8) opt-out (3) org (3) outside (4) overseas (2) Oxford (8) Palestinians (3) pandemic (2) Paris (3) park (2) parliament (6) parliamentarians (2) particular (3) particularly (2) parts (2) party (3) people (13) per (3) permanent (2) plan (6) play (2) please (2) pledge (2) policy (3) population (5) ports (2) possible (5) potential (3) powerhouse (4) practice (2) precise (2) prepared (2) president (2) pressures (5) previously (2) prices (4) prime (14) principles (4) priority (3) problems (3) products (3) programme (2) project (2) promises (3) promoting (3) proposals (10) prosperity (5) protect (5) protocols (3) provide (6) ps (3) public (11) published (4) pubs (2) purpose (3) qualify (2) quote (2) rail (9) reach (4) ready (4) reason (3) recent (3) recovery (2) reduce (5) reflect (2) reform (11) regulation (3) relevant (2) remain (2) reports (2) represent (3) require (2) resilience (3) resolution (4) resource (2) respect (7) response (4) restore (3) return (2) rights (11) rise (2) role (2) route (2) rt (3) rules (4) safeguard (2) save (2) scale (3) sector (8) security (7) seeking (6) services (8) setting (5) settlement-related (3) settlement (4) shared (3) shipping (2) shop (2) shortage (2) siciliano (2) sign (2) significant (4) simple (2) simply (2) sincerely (5) single (5) solution (2) soon (2) south (4) sovereignty (2) speech (2) spiralling (2) spirit (3) stability (2) staff (2) stage (2) stand (5) start (3) states (16) stay (2) steps (4) stop (4) strategy (3) Street (8) substantial (3) supervision (2) supply (2) support (15) Susan (2) sustainable (2) SW (4) swia (3) system (3) tackle (3) taken (3) taking (3) target (6) territory (3) thank (2) thousands (3) throughout (3) today

(4) together (7) towards (3) town (2) Tracy (2) trade (14) transport (2) treaty (2) uk (54) ukef (2) un (5) understand (3) union (19) united (14) update (2) upgrade (3) urge (4) urgent (4) useful (3) value (2) vulnerable (3) wage (2) website (2) weeks (5) welcome (6) west (4) whole (3) wide (3) wider (2) winter (2) words (3) Work (22) world (6) worse (4) write (4) www (5) years (13) Yorkshire (4) zero (5)

### *Appendix 5 – US emails' word frequency*

Able (3) accelerate (3) access (14) according (2) accounting (5) act (7) additional (4) administrative (3) advance (3) advertising (4) agreement (4) aid (2) alliance (4) allowing (2) amended (5) america-georgia (2) America (6) American (20) application (10) apply (5) appreciate (5) area (4) around (2) arpa (9) asked (2) assistance (9) association (6) attached (2) attention (2) autumn (2) available (3) avoid (4) baker (2) barriers (2) believe (4) benefits (9) best (4) bipoc (5) black (2) borrowers (3) brazil-u (3) brazil (3) brazilcouncil (2) bringing (3) budget (2) build (2) businesses (90) calculations (2) calls (2) canada (5) capital (3) care (3) Cargill (2) case (4) ceo (2) certain (2) certainty (2) chairman (2) challenges (4) chamber (3) changes (6) chemical (2) chemistry (2) chief (2) chops (3) city (2) claim (7) clarification (3) clients (3) closed (2) coalition (2) Cobra (7) code (2) color (2) com (3) combined (2) comment (2) commerce (6) commercial (2) commission (5) commissioner (2) communities (16) companies (19) competitive (2) complete (2) complex (3) comprises (2) concerns (3) conditions (2) confirm (2) congress (5) consider (5) consideration (4) consulate (2) contact (2) continue (10) contribute (4) corporate (17) costs (12) Council (19) countries (2) county (2) Courtney (2) Coverage (8) Covid (3) cpas (2) create (7) creation (3) credit (12) critical (7) cummins (2) current (7) customers (4) cut (3) data (5) dc (2) dear (9) debt (2) decision-making (3) decisions (5) deemed (2) deep (2) delayed (4) department (3) depend (2) development (6) different (4) difficult (3) direct (2) director (3) disguise (2) distribute (4) document (2) domestic (3) doors (2) dow (2) early (4) easier (3) Eastman (2) Ecolab (2) economic (13) economy (7) ecosystem (2) effective (3) efforts (3)

election (4) eligible (8) eliminating (4) emergency (3) employee (14) employers (14) encourage (3) end (5) enforcement (2) ensure (2) enterprise (2) entrepreneurs (3) equality (3) equitable (2) erc (26) essential (4) example (2) excluded (5) executive (4) existing (5) expand (2) exports (2) express (2) face (4) facilities (2) fair (4) federal (5) feel (2) field (3) filed (2) financial (5) fintech (2) firms (4) focus (3) following (4) foreign (4) forest (2) forgiveness (8) form (4) found (2) fourth (2) free (3) funds (18) Georgia (3) global (2) goods (3) government (6) grant (5) gross (2) group (2) growing (3) growth (3) guidance (7) gusto (4) half (2) harm (2) health (10) heat (2) help (13) highest (2) highlight (2) historic (3) honorable (2) house (8) hy-vee (5) iii (2) impact (4) important (5) improve (6) inc (6) included (15) inclusion (4) income (2) increased (7) indigenous (2) individual (2) ineligible (2) inequities (2) information (4) infrastructure (7) initial (5) innovation (4) install (2) institutions (3) insurance (5) intended (3) international (2) investment (s) irs (11) issue (3) james (2) jobs (8) john (2) Kansas (2) Kevin (2) kotek (2) lack (4) laid-off (2) large (5) law (2) leader (8) leadership (2) letter (3) level (4) lives (3) loan (4) local (2) loopholes (2) lost (2) main (3) maintain (4) majority (4) making (3) manipulation (2) manufacturing (13) market (7) matters (3) maximize (2) mbda (2) McCarthy (3) means (2) medical (2) medium-sized (3) meet (5) members (5) Mexico (5) Michigan (8) millions (7) minority (9) months (4) Mr (8) Nancy (2) national (4) needed (8) north (5) O'Brien (2) offered (2) ongoing (3) open (3) operations (3) opportunity (8) option (2) order (2) Oregon (16) organizations (7) original (3) osbu (4) outreach (2) owner (10) package (2) paid (4) pandemic (4) paper (3) particularly (2) partners (3) pay (4) paycheck (2) payroll (13) pelosi (3) people (3) plan (7) playing (4) please (6) policies (3) pork (3) positive (2) possible (3) power (3) ppp (13) prescription (2) present (2) president (8) priority (3) private (2) process (8) products (7) profits (6) program (21) prohibit (2) promote (5) proposal (2) prosper (2) protect (s) provide (15) provisions (2) public (10) published (2) purpose (2) qualified (8) quarter (4) questions (3) quickly (3) raise (2) rate (7) reach (3) receipts (3) receive (4) recent (4) recife (2) recognize (3) recommendations (7) recovery (2) reduce (3) reflect (2) reform (5) regarding (10) related (2) relatives (3) release (3) relief (6) report (4) representatives (11) requests (6) required (8) rescue (3) research (2) response (3) restore (2) result (5) retention (7) retroactive (2) returns (5) revenue (6) rewarded (2) risk (2) Robinson (2) rules

(6) rural (6) sbrc (3) secretary (4) section (5) sector (6) security (3) sell (2) senate (8) serve (4) services (15) several (2) share (7) shift (4) significant (2) significantly (2) similar (2) sincerely (10) slow (2) Small (40) smbs (2) source (3) speaker (5) special (2) spend (2) spouse (2) ssbci (2) stand (2) standards (4) standby (5) start (2) state (20) statutory (2) street (5) strengthen (3) stronger (3) subsidy (4) success (2) suggest (2) support (16) system (12) talberg (2) targeted (3) tariffs (3) tax (29) team (2) technical (3) temporal (4) term (2) the-largest (2) thank (6) timber (2) times (2) today (2) top (2) total (2) trade (8) transparent (4) treasury (3) undermine (2) underpin (2) underrepresented (4) underserved (2) undersigned (2) understand (2) underutilized (2) United (11) updated (3) urge (3) usage (2) uschamber (2) used (2) usmca (5) value (2) Veolia (2) visa (2) visited (2) vital (4) voices (3) Wages (14) Washington (5) ways (5) well-being (2) workers (3) workforce (2) working (7) write (4) year (5)

## Dokumentārā lapa

Bakalaura darbs „The Importance of Written English Language in Cross-Cultural Business Meetings” (Angļu rakstu valodas nozīme starpkultūru biznesa sanāksmēs) izstrādāts LU Humanitāro zinātņu fakultātē.

Ar savu parakstu apliecinu, ka pētījums veikts patstāvīgi, izmantoti tikai tajā norādītie informācijas avoti un iesniegtā darba elektroniskā kopija atbilst izdrukai.

Autors: Cvetkova Alisa 25.05.2023

Rekomendēju/nerekomendēju darbu aizstāvēšanai

Vadītāja: lektore Ilze Ruža 25.05.2023

Recenzents: asoc. prof. Zigrīda Vinčela

Studiju metodiķe: Regīna Rūķe

Darbs iesniegts Anglistikas nodaļā

Darbu pieņēma:

Darbs aizstāvēts bakalaura gala pārbaudījuma komisijas sēdē

2023. gada..... jūnijā, prot. Nr. ...., vērtējums .....

Komisijas sekretāre: lektore Jekaterina Čerņevska