

## An Orientation of The Executive English for Final Aims \*

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*The language of Business is exclusively a product of an act of the will, an act of intentions and an act addressed to achieve different and mutual understandings. But the philosophy or even the rational and dogmatic act to control the aims of a particular company, firm or enterprise can, of course, not only be considered as an "act" in itself, but also as a vehicle of communication in which some of the supposed specific language techniques must have a significant power to express illusions and propositions according to the central meaning of the business activities throughout the world. Final meaning statements are, among other kind of clauses, a very good option to express authority and strength in your dialogues. A moderate use of them gives emphasis, entity, clarity, and stability to the discourse of a good businessman but, the most important, it also helps to determine the status of the thought and the quality of the aims you manage in your exposition.*

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\* "An Orientation of The Executive English for Final Aims" is one of the most recent results which we have obtained through the revision of a previous work entitled "The Influence and Importance of Final Clauses in The Language of Business Behaviour." The latter was initially presented in the Second International Conference On World Englishes held at Nagoya International Center (Japan), May 25-28. 1995.

Business language today plays a central role in the exploration and orientation of economic professionalism because the main grammar points of its specific academicism are introduced either through a reading passage or listening text that underline what the most predominant targets in the business world are. From the point of view of specific publications on these subjects, each new topic area of business language gives future businessmen the opportunity to talk about their previous experience of the subject and build up expectations about the reading or listening text. There is no doubt that afterwards most of the people interested in this language discuss their initial reactions and go on to explore related areas. But listening and speaking are also covered in detail in the communicative techniques section which focuses on final objectives, practical active-based approach to a direct dialogue designed with absolute proficiency, impact and accessibility to mutual comprehension. In my opinion, this is one of the reasons why business language gives us an idea of something completely real, less computational than scientific or electronic specific languages, clearly operative, comprehensively conversational, unsuspected asystematic, suitable and full of good qualities that easily open frontiers of communication progress among agents of big and small companies all over the world.

Final clauses in Business Language behaviour are not employed and designed to provide people interested in Business and Trade with a broad training to improve competence on the job in those communication skills mentioned above.

They are reconsidered to come closer to a fundamental part of business communication where absolute impact in meeting situations can be summarised.

Think about all the time we spend communicating. We may not even realise how much of our daily life is spent this way. But think about all the time we spend asking if all of our speech has been understood. Even though you express yourself clearly and in an appropriate manner, we are always thinking about polishing our communication skills in order to succeed at what we do. In this sense if success is the central aim in every kind of business activity, language must be notoriously inseparable of this. Language is as important for human activity as success is for business transactions but in this point it is always relevant not to forget that “success” and “language” are working hand in hand within a language and business community.

There is one distinguished conception introduced by L. Gartside in his book *English for Business Studies* (1969) that assembles the cycle of communication between sender and receiver. Most relevant for me is that there is a strange “identity of meaning” between sender and receiver in the transmission of messages proposed by him. L. Gartside explains that

Effective communication is always a two-way process starting with a message by a sender, who transmits it to a receiver, who in turn decodes it and interprets it and finally confirms to the sender that his message has been received and understood. When the sender transmits the message he wants to know three things: i. whether his message has reached the receiver, ii. how the receiver feels about the message, iii. what further action, if any, is he as sender likely to have to take.<sup>1</sup>

According to Gartside’s views of communication process and business operative system through language, we would go further with another element he does not mention in his book already quoted which is the “reason” (or the “reasons”) a receiver must have to listen to a sender or read an author in a specialized magazine. It is always expected that the receivers will listen when a sender talks. But obviously we all know that this is not always the case because

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1. L. Gartside, *English for Business*, MacDonald and Evans, Plymouth, 1983, p.3

if you are going to sell some products to particular firms you also have to persuade them about the “personal benefit” they are going to have buying them. Thus, success, language, reasons and personal benefit must be considered as a group of concepts acting together in all kind of business transactions. The union of these concepts can possibly mean progress, effectiveness, strategy, authenticity, compilation and, of course, reinforcement and security when final decisions are made.

John Campbell in *Speak for Yourself* (1990) points out that informing, persuading and entertaining clarify the purpose of presentations. Although he only writes about nerves, irregular breathing tendencies, acquisition of ridiculous mannerisms such as jingling coins, scratching our noses, sniffing, or clicking a ballpoint pen among other informal attitudes, his theories about extra grammatical components of communication through language are not old-fashioned and very well related to the use of language and success.

Apart from what each of us think authentic attitudes a businessman must possess from the business language point of view, nature has equipped human beings with other kind of devices to express intentions. The book *Speak for Yourself* advises us how to use them. When faced with speaking in a formal situation many of us freeze up and want to give up not only because we do not know how to wave our arms or match the words we are using, but also because we tremble if we are going to talk to more than a couple of people. A good analysis of how our gestures, facial expressions, body language, the position in the room or the chosen chair we are sitting down in the meeting are, must be deeply considered if you want to appear well and let the receivers concentrate more on the expositions of the arguments than observe distracting mannerisms.

But personal behaviour in some things such as managing nerves, projecting confidence, involving the whole audience, taking control on the discourse, etc., is not separated from an appropriate use of modern English for Business. You will soon find that if you walk with confidence through the room, you will speak with enjoyment too. If you control the sound of your voice in large and small rooms, you will probably speak without feeling the stress. If you use modern business grammatical structure, your expressions will probably be more concise, more lucid and full of correct and contemporary effective expressions

of English. All this will help you to summarise the main objectives of your work as a speaker at a glance. The problem is how to survive in such a complicated picture where the type of oral communication and writing designs varies daily, monthly, yearly and so on, in many parts of the English grammar.

Widely used by businessmen, teachers and learners throughout the world, clauses of purpose have set new standards in course design. They are most commonly used to express effectiveness and final proposals, to sum up an argument, to build up agreements, to give weight to our enquiries, to answer the questions “why” and “what for,” to give relevance to our situational context for clarity, to focus on what we promote, to apply our decisions, to administrate our aims, to contribute both theoretical and practical input into the processes of business movements and activities, to guide the receivers to our circumstance and practice, to make assumptions, etc. But they also are intended as both a part in the speech to achieve an idea of completeness and a section in the discourse to limit the borders of arrangements and responsibilities.

Clauses of purpose are a systematic part in conversational business behaviour. They are an example of contemporary spoken dialectal exposition in business transactions. They are introduced and analysed to illustrate a model of stylistic versatility to solve problems, open new forms of interchange, sign contracts or design turns for interactional tasks among other activities initially orientated in similar vein.

There are many texts reflecting the new critical perspective of final clauses in business language behaviour. Testimonial and instrumental placing of texts is combined with meaningful assessments of the evolution and adaptation of business practice, disciplines and techniques most frequently used nowadays. The aim of those specialised publications in this area is to introduce students of Business and Management Administration to a culturally broad-based and open view of business behaviour and economic study and to equip them to embark on their own commercial language investigations.

But apart from this, teachers and students of Business English need a framework of grammatical concepts which describe the language as it is now and from which appropriate rules of usage may be derived. I can think of no more enjoyable or clear or generally approachable introduction to

clauses of purpose than Nick Brieger's *Language Reference for Business English. Grammar, Functions and Communication Skills* (1992). It offers a sterling example of the classifications of conjunctions which are made possible in the discourse when serious critical enquiries need to be contrasted with the receivers.

Referring to the main subordinating conjunctions of clauses of purpose: he mentions *so that, that, in order that, in order (to) and so as (to)* among the most illustrated and suggested ones. He says that "we use *to, in order to and so as to + infinitive to talk about the doer's purpose.*" He goes on saying that "we use *that, so that or in order that* where the subject of the clauses is different" and, finally, Brieger says that "we use *to + infinitive to talk about the purpose of something.*"<sup>2</sup> But, obviously, we should go beyond and plan our approach to clauses of purpose in more detail. An outline or a draft about their influence and importance in all communication process to be made will probably assist us.

When making final decisions, you will want to keep in mind the following guidelines: **a.** Determine in advance those matters an executive may treat always, those the executive may not always wish to discuss, and those the executive may prefer to talk about only during certain meetings; **b.** Find out the purpose of the appointment. Knowing the purpose of it will also help you decide on one thing or another; **c.** Try to avoid scheduling too many final decisions in succession but do not leave them for the day after; **d.** Be sure of your explanations about the subjects you have to approve with the other executive and **e.** Be alert and confirm the decisions to obtain success.

In attempting to determine influences of human behaviour on clauses of purpose containing one, two or more subordinating conjunctions, we need to look briefly at some of the texts that use them. All of them suggest the arbitrary nature that provides final clauses when relating form and function, expression and purpose of the sentence. Though it is not easy to find out clauses of purpose introduced by *so that*, there are many of them where the conjunction does not refer to any final reason. That occurs when the subject of two different clauses is the same. In the text written below for example, the personal pronoun "they"

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2. Nick Brieger and Jeremy Comfort, *Language Reference for Business English...*, Prentice Hall International, New York, London,... 1992, p. 90

is the subject for the verbs “lock” and “lose” and as you will see, although they are two different sentences with two different meanings there is something in common that relates them in a way:

One point most researchers seem to agree on is that good negotiators try to create a harmonious atmosphere at the start of a negotiation. They make an effort to establish a good rapport with their opposite number, so that there will be a willingness on both sides to make concessions, if this should prove necessary... Skilful negotiators are flexible. They do not “lock themselves” into a position so that they will lose face if they have to compromise. They have a range of objectives, thus allowing themselves to make concessions.<sup>3</sup>

The following text is very significant in the use of key sentences of purpose. The repetitive use of *to* + infinitive makes clear that the author wants to underline reasons and purposes all the time. The sentences are very well expressed by the infinitives.

The objectives of the MATIF in 1990 set out to further internationalise the pool of clients and broaden the range of products, to integrate the MATIF into the Globex electronic trading system, and continue to strengthen the underlying fundamentals linked to the liquidity, security and transparency of the market. To fulfil these objectives, four new foreign institutions were admitted as members and the Ecu bond futures contract was launched in the second half of the year. The contract has already attracted international attention and hopes for its development are high. The MATIF has also reasserted its commitment to Globex, the Chicago Mercantile Exchange’s global electronic system, which was enhanced during the year following the agreement of the Chicago Board of Trade to act as a partner in the first international system of this kind. MATIF contracts will be listed on the system at the end of 1992.<sup>4</sup>

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3. A fragment from “The Art of Negotiation,” in *Business Class*, Surrey Nelson, p.15

4. Gérard Pfauwadel, “Exploiting the Future” in *Finance International* Springfeet Publishing Ltd., London, 1992, p.11

As I have already mentioned above, the use of *in order to* reinforces the idea that the subject really has a purpose, an action or a simple reason to do something that he has in mind. Unless the instructions or information that is being given to an executive is very simple or obvious, you would be very well advised to ensure your message in detail. Though its use is not essential and it is generally omitted, in the following case the Second Banking Directive makes clear that he is devoted to encourage competition while automotive manufactures in the second paragraph wish to reconcile payments with outstanding accounts.

Recent European Community legislation has established new regulatory frameworks for both the financial services and the telecommunications markets. Within this context the convergence of technologies for funds transfer and electronic data interchange is leading to the development of new services for businesses on a European level. The Second Banking Directive has established the principle of freedom of establishment for credit institutions in Europe in order to encourage greater competition and thus provide cheaper and better financial services for European businesses and consumers. Banks established in one of the Member States will be able to offer a variety of core services in any of the other Member States from 1 January 1993...

Automotive manufactures and retail chains have been using EDI services since the 1980s. As more and more business started to use networks for ordering goods, scheduling delivery and sending invoices, they put pressure on their banks to accept electronic payment instructions and send them electronic remittance advices. To complement the direct input to their computerised inventory and procurement systems they wanted direct input of payment information to their accounting systems in order to reconcile payments with outstanding accounts automatically.<sup>5</sup>

The final purpose included in the first three or four lines of the next paragraph is wrongly employed. “For create a climate within which business confidence and investment can thrive,” “for to create a climate within business confidence and investment can thrive” or “for creating a climate within which business confidence and investment can thrive” are not lucid ways to initiate a clause of

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5. Robert Wakeling, "Money Talks: EDI and Europe" in *Business Strategy International*, Cornhill Publications Limited, Cambridge, 1992, p. 43

final reason. The preposition “for” is generally used with nouns in this kind of expression and not, as in the example below, with verbs in infinitive with or without “to” or in gerund. We must avoid those although there still are a lot of texts expressing this wrongly. Though this is not the case, we could use “for” + gerund to introduce a clause of purpose only to express the general and easy purpose of a common thing:

The Programmes provided for, in particular, modest general pay increases in the public and privated sector, and the establishment of a framework for cooperation between the social partners, which by and large, allowed for a period of industrial peace vital for creating a climate within which business confidence and investment can thrive. An important element of the Government’s economic strategy is to achieve progressive reform of the taxation system to reduce the overall burden to broaden the tax base and to increase the incentive for productive employment. In recent years there have been substantial increases in the income tax exemption limits. The top rate of tax has been reduced by 10 per cent and the standard rate by 8 per cent. The top rate is currently 48 per cent and the standard rate 27 per cent and it is proposed over the next two budgets to bring these down to 44 per cent and 25 per cent respectively.<sup>6</sup>

My own view, having read some other fairly and well written contributions about markets, East-West contacts, banking, investment location, business, etc., is that clauses of purpose add grades of interest to the whole sentence. They involve good signs of understanding and are concerned about the well-being of the communication in itself. But they also help us express what we want rather than what we might or might not need.

Well, if the final objective concerns the main subject of your talk, then final clauses serve you well in communicating your message. But where does all this analysis get us? It is obvious that we can reduce our fears by being very clear about three things: firstly, the way we go about the procedures we adopt in our business, secondly, the way we view our role as a speaker and, thirdly, the way we assume subordinate clauses in our discourse to emphasize our own ideas.

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6. Ulla Kofod-Olsen, “New Strategy for Ireland’s Economy” in *Business to Business*. World Wide, Vol. 5. Business to Business Communication Int. Aps, Copenhagen, 1992, p.8.

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