

THE DYNAMICS OF INTERCULTURAL BUSINESS COMMUNICATION: INTERCULTURAL COMPETENCE AND BUSINESS ENGLISH AS LINGUA FRANCA

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Abstract:

The purpose of this article is to place important theoretical items into the dynamics of intercultural business communication and show the connections between language, culture and communication with special focus on professional communication and hence on Business English as the lingua franca of the global professional world. Is Business English indeed the lingua franca of the working environment? If so, why? If not, the question is what linguistic patterns define the communicative interaction in the professional area. We are going to analyse all these issues by bringing into discussion results of surveys taken among employees from multinational companies (already existing in related literature). In addition, we will add opinions gathered from practitioners in the field of Business English and Business Communication and results of a survey among former students, currently multinational companies' employees.

Keywords: *Business; Communication; Culture; Competence; Language.*