

COMMUNICATION AND INTERNATIONAL LANGUAGE: An Overview on the Importance of English International Language (EIL) in Global Communication and Broadcasting

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Abstract

English as international language is widely spoken by many people around the world. There are billions of people use English as their first, second and foreign language. This library research is aim to discover the importance of English as International Language (EIL) in global communication and broadcasting. Using recent statistical data, theory and journals, the researcher seek the information on the importance of EIL for communication and broadcasting field. Those instruments are fully described in qualitatively. As the result, the researcher found that the relationship of English proficiency with the communication and broadcasting field is inevitable. Using English, obtaining, sharing, and spreading information, ideas, and opinions will be easier and reach many more people as the main purpose of communicating and broadcasting.

Keywords: English International Language (EIL), communication, broadcasting

Abstrak

Bahasa Inggris sebagai bahasa internasional digunakan oleh banyak orang di seluruh dunia. Ada miliaran orang menggunakan bahasa Inggris sebagai bahasa pertama, kedua dan asing mereka. Penelitian kepustakaan ini bertujuan untuk mengetahui pentingnya Bahasa Inggris sebagai Bahasa Internasional dalam komunikasi dan penyiaran global. Dengan menggunakan data statistik, teori dan jurnal terkini, peneliti mencari informasi tentang pentingnya EIL untuk bidang komunikasi dan penyiaran. Instrumen-instrumen tersebut dideskripsikan lengkap secara kualitatif. Hasilnya, peneliti menemukan bahwa hubungan kemahiran bahasa Inggris dengan bidang komunikasi dan penyiaran tidak dapat dihindari. Menggunakan bahasa Inggris, memperoleh, berbagi, dan menyebarkan informasi, ide, dan pendapat akan lebih mudah dan menjangkau lebih banyak orang sebagai tujuan utama komunikasi dan penyiaran.

Kata kunci: Bahasa Inggris sebagai bahasa internasional, komunikasi, penyiaran

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A. Introduction

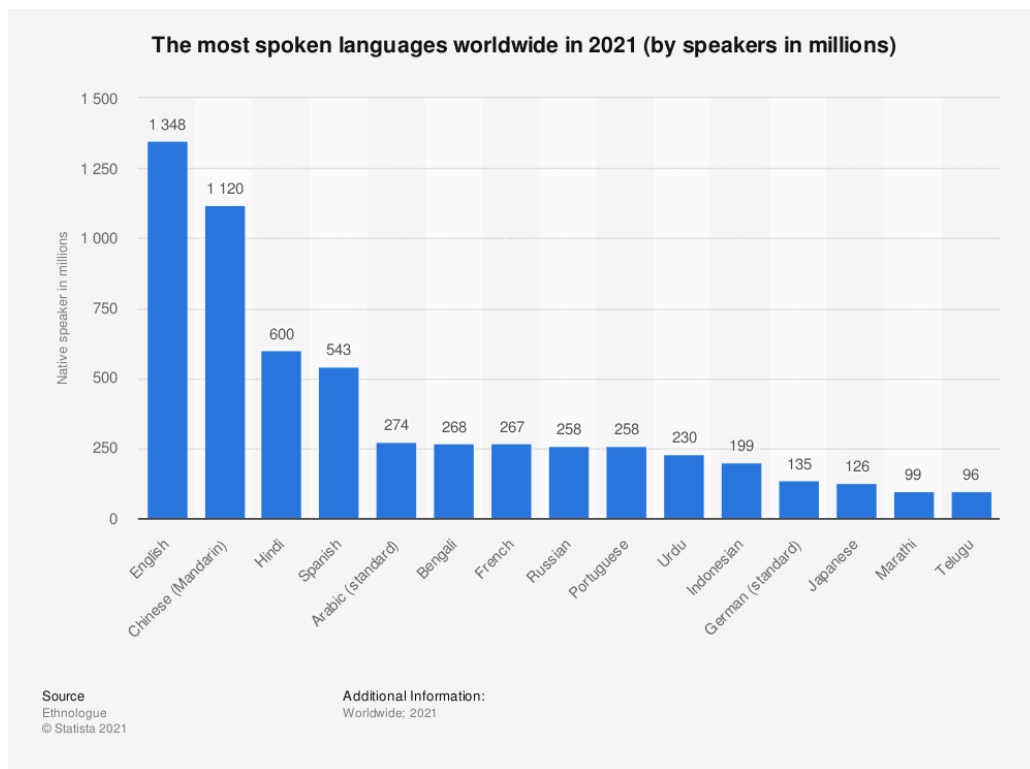
The nature of human as social being necessitates human to communicate with others, then language is the way. As a tool to communicate, the existence of language is so fundamental for human being to express and share their feeling, thought, emotion, and ideas to others. However, the huge of world has been a problem and each region has peculiar language. Each language has its own patterns and words differ from other. For many countries, the existence of the multiplicity of languages is common. We can find that they have a nationwide language as well as local languages for every province even for every district in that province. The multiplicity of languages expose human to agree on having a widely used language to ease them in communicating with others. Thus, the need of having a global language which are spoken and mastered widely by millions of people in the world is essential.

The importance role of having global language in which to enable people in sharing their thought and ideas across communities and countries bring out a term, international language. International language is a language that serves as a means of communication between nations or ethnic groups.¹ In short, the language widely spoken to communicate among nations is an international language. English is the number one of the most spoken language worldwide in 2021² with 1.35 billion speakers around the world either as a native or a second language speaker followed by Mandarin Chinese and Hindi. Mastered and used by billions of people around the world make English as an international language. Since English is an international language the eager to master this language always increase. Many non-natives learn English even, there are 27 countries make English as their 'official' second language. In South East Asia, we can find Singapore and Malaysia as the countries with English as their official second language. Singapore is in the top five of eight best non-native English spoken countries for non-European one.³ Having English as the second language benefits Singapore in developing their as they are in now.

¹ V.A. Vinogradov, *The Great Soviet Encyclopedia*, 3rd Edition, <https://encyclopedia2.thefreedictionary.com/international+language> accessed on July 1st 2021.

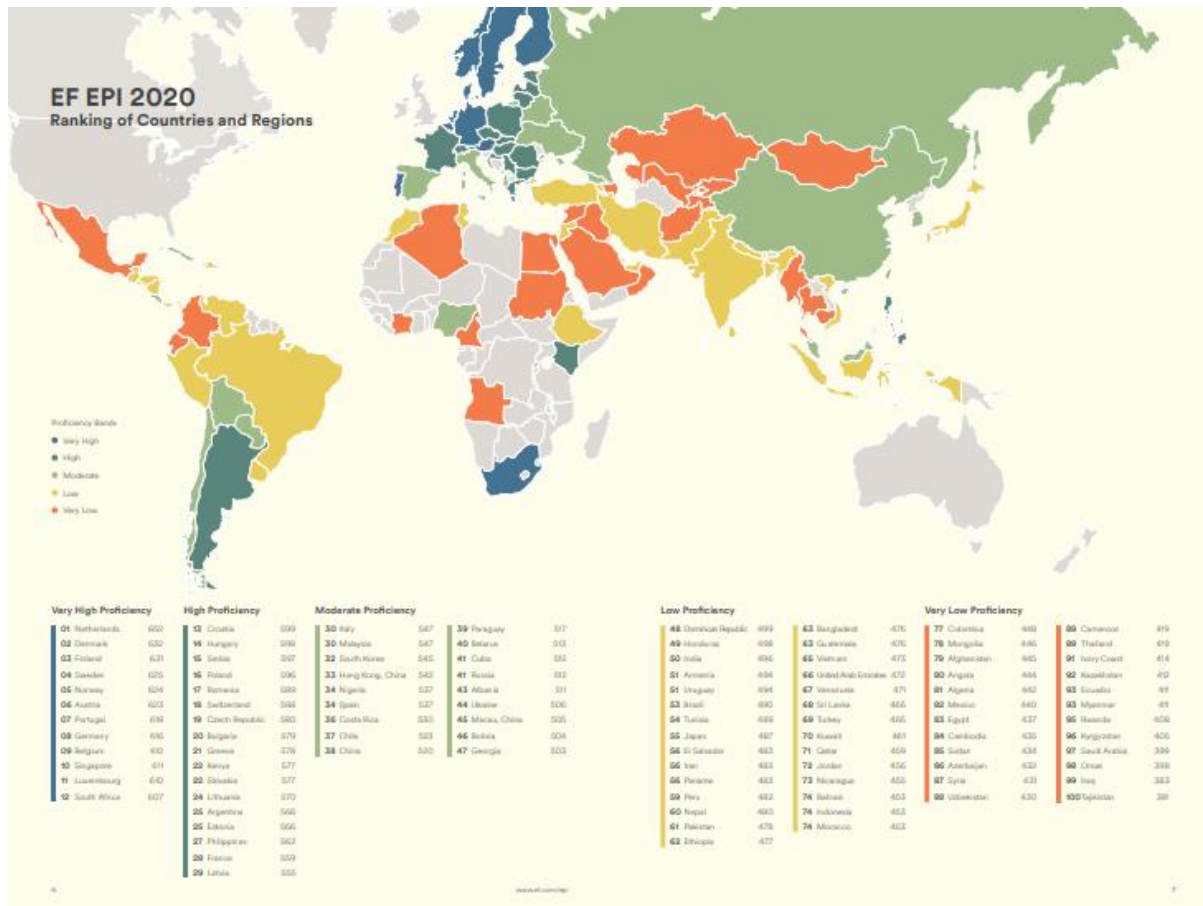
² M.Szmigera, *The Most Spoken Languages Worldwide 2021*, (March 30th 2021), <https://www.statista.com/statistics/266808/the-most-spoken-languages-worldwide/> accessed on July, 1st 2021.

³ Guinevere Jones, *Best English as a Second Language*, (October 8, 2018), <https://www.babbel.com/en/magazine/best-non-native-english-speaking-countries/> accessed on July 1, 2021.



Unfortunately, in Indonesia English is still a foreign language even in some region it is an 'odd' language. In fact, currently Indonesia is in number 74 out of 100 countries and number 15 out of 24 Asian countries in the studies measuring adults' level of English proficiency held by Education First.⁴ Based on that data, it can be interpreted that English Proficiency Index (EPI) in Indonesia is low. The obstacles that can be found in enhancing English proficiency are the exposure and the access to English is in the minimum level in many regions in Indonesia. Difficulty to find a conducive environment (with people speak English in daily life) and to attend any English course as the matter of financial create a huge gap in the mastery of English between big cities and small cities. In many Indonesian's big cities, such as Jakarta, Medan, Jogjakarta, Semarang, and Bali, people who speak in English in their daily activity is commonly found. In the other hand, in many small regions, such as Bangka, speaking in English is rarely found. Learning English for eight to nine years in school does not contribute a significant effect on their English skill based on the researcher experience as the teacher of English. It seems that English is exclusive language which only masters by people from high economic level since they can afford the English course or international school.

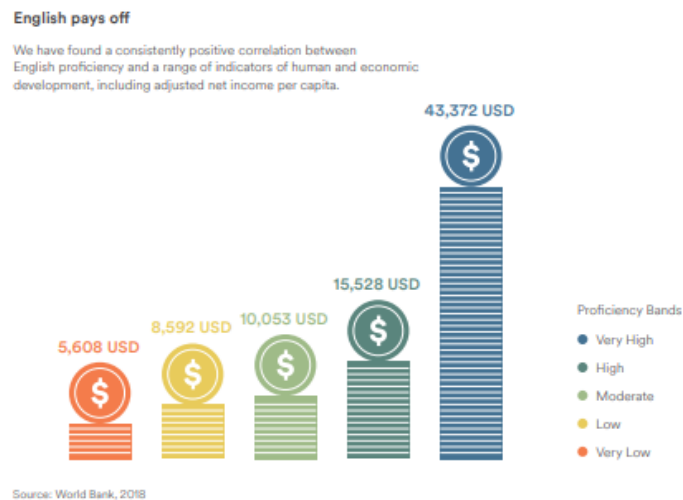
⁴ <https://www.ef.co.id/epi/regions/asia/indonesia/> accessed on July 1, 2021.



Gaining an awareness of the importance of mastering English in Indonesia is not easy. People tend to be skeptical when they learn English. They just think what they get now is enough. There is no need for them to master English whereas; the English proficiency can influence the prosperity in many English spoken countries. It shows that the higher English Proficiency level in a country, the higher Gross National Income (GNI) per capita. It can be seen on the EF English Proficiency Index (EF EPI)⁵ that the better people's English proficiency in a country, the higher of their GNI. Netherlands, Denmark and Finland are the highest 3 countries in English proficiency and their GNI is between 55 – 48 thousands per capita. It shows a great importance of mastering EIL for economic establishment. This positive trend may occur because of people around the world has communicated in English, then the opportunity to share brilliant ideas or skills open widely. Employing people from different country and paid with dollar become possible when there is no language barrier. Many brilliant ideas or skills are not being well expressed as the result of language barrier. Indonesia with the low rank of

⁵ Education First, English Proficiency Index, *A Ranking of 100 Countries and Regions by English Skills*, (2020), https://www.ef.com/assetscdn/WIBIwq6RdJvcD9bc8RMd/legacy/_/~/media/centralescom/epi/downloads/full-reports/v10/ef-epi-2020-english.pdf accessed on July 3, 2021.

English proficiency, then the condition of its economic development is so predicted. The figure below show that for country in the low rank, the average GNI is only 8.952 USD left far behind by the very high proficiency country including Singapore with the average 43.372 USD. This is a very good reason for Indonesian to gain more awareness and to elevate their English proficiency.



In communication and broadcasting, the lack of English proficiency will also hamper, and having English proficiency will benefit them in all ways. They can get information about the world development fast, fully comprehended and varied. Getting to know the current news from all over the world will elevate knowledge. Thus, sharing their ideas, thoughts and opinions will be much easier and broader.

Although there are some similar related studies on the importance of English mastery in the global community, the gap of this study with others is pretty huge. Rajathurai Nistanti⁶ from India in her research on the Importance of Learning English in Today World found that knowledge of English is the major thing in the modern because the advanced countries have opened their doors for recruiting technically and linguistically qualified people. People with English proficiency are more sophisticated than people who are not. The other research is obtained by Juriana⁷ on title the Importance of English Usage on Da'wa Communication in Global Era found that English can make da'wa communication easier to the English speaker audience (*mad'u*) and English as mediator language can solve inter-religious conflict. As the first research

⁶ Rajathurai Nistanti, "The Importance of Learning English in Today World", *International Journal of Trend in Scientific Research and Development (IJTSRD)*, vol. 3 no. 1 (2018), p. 871.

⁷ Juriana, "Pentingnya Penggunaan Bahasa Inggris dalam Komunikasi Dakwah pada Era Global", *Mawaizh*, vol. 8 no. 2 (2017), p. 241.

tend to find the reason to learn and to master English and the second research tend to discover the importance of English as a medium in spreading Islam, the writer distinguishes this study by finding the importance of English in communication and broadcasting. Since communication and broadcasting field has strong attachment with language. When we communicate and broadcast something, language is the tool that we use to share the ideas. With English as the widely used language in the world, if in the communication and broadcasting, English is used as the medium, then people that can be reached will be more and come from different country.

In this overview, the writer would like to seek the importance of English in global communication and broadcasting. The aim of this research is to discover the importance of English International Language (EIL) in global communication and broadcasting. The other aim is to gain peoples' awareness on the importance of EIL in global communication and broadcasting especially for those who are journalist and broadcaster. Since, people awareness especially students of Islamic communication and broadcasting at IAIN Syaikh Abdurrahman Siddik Bangka Belitung is in low level. Their English lesson score is B as the average. They can not create good sentence and their pronunciation needs highly improvement. By knowing the importance of EIL in communication and broadcasting, their motivation to improve their English ability will be higher.

This is a library research in which collecting the data and information through various kind of material in the library. The data collection of this research is from book, internet article and previous studies in seeking the overview of the importance of EIL in global communication and broadcasting. Descriptive qualitative has been used as the technique to analyze the data. Detail description is a requirement in this research. The writer will start the discussion by presenting English International Language (EIL), communication and broadcasting, EIL in communication and broadcasting, and the importance of EIL in global communication and broadcasting.

B. English International Language

Nowadays, peoples' mobility is beyond what people in ancient time can imagine. People travel around the world as the effect of globalization. Those people of course do not speak the same language. They do have their own native language. This condition requires people to agree on a language that can be recognized globally. A language

accomplishes a really global status when it fosters a unique job that is perceived in each country⁸. In addition, Crystal⁹ states that a language become global language has little to do with the quantity of individuals who talk it. It is substantially more to do with who those speakers are. More specifically, a language becomes global when it is used systematically by people from different native language. It is frequently used for trade reasons, or for other convenience (religious, diplomatic, bureaucratic etc). This condition is in line with the clarification from Lott, and Liptay¹⁰, “the international language does not need to be invented. It exists.” It shows that no need to invent an international language since the international language does exist among people in the world by the dominance and the history brought by the native speaker of a peculiar language. McKay¹¹ states that international language is developed when “no longer linked to a single culture or nation but serves both global and local needs as a language of wider communication.” In short, a global language is a language used internationally, acquired by many people as a first or second language. Even, it is mastered by some people as their foreign language. However, having billion number of speaker does not mean that it is a global language. The language must have a special role for example widely used in trade, politic, diplomacy and bureaucracy in many non-native countries in the world. It can be as the second language or the foreign language. The international language used to provide the global and local need of people in the world. It does not belong to one country but own by many other.

The dominance owned by the native of the global language plays an important role. Culpepper¹² states that “military power, political power and economic power are the three essential factors to make a language global and to keep its status.” Having power in many aspects can make a country dominate other countries in this world. Because the links between the dominance power of the native global language in economic, technology, as well as information in the world and the language spoken is extremely closed. The power had by England and America in economic and technology

⁸ David Crystal, *English as a Global Language*, 2nd Edition, (Cambridge: Cambridge University Press, 2003), p. 3.

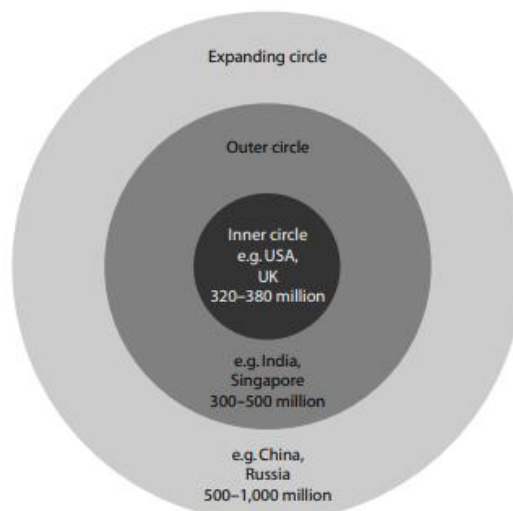
⁹ David Crystal, op.cit, p. 7

¹⁰ Alexander Gode, *The Interlingua- English Dictionary*, (New York: International Auxiliary Language, Inc., 1951), p. 4.

¹¹ Sandra McKay, *Teaching English as an International Language: Rethinking Goals and Perspectives*, (New York: Oxford University Press, 2002), p.24.

¹² <https://www.ukessays.com/essays/linguistics/why-is-english-considered-a-global.php>
accesed on July 3, 2021

from many years ago, force people in the world to speak in their native language, English to build diplomacy, economic and politics relationship. Turn back even more time, in the era of colonization, England had conquered many countries in many continents such as Europe, Asia, America, Australia and Africa. Currently, some of the colonized countries become British Commonwealth Nations. Since then, the native language of British, English is the international language with 1.35 billion speakers, used in many international circumstances, and spoken by 27 countries in the world as the second language; with many other countries treat it as main foreign language studied. The spreading of English in the worldwide can be described in the circle¹³ below showing that English spreading start from the inner circle (the native), for example USA and UK, outer circle (the second language speaker) such as India and Singapore, and expanding circle (foreign language speaker), China and Russia.



The three 'circle' of English

The fact that English is widely used in the global communication for many purposes and many circumstances, established it as the well-known international language. English International Language (EIL) underlines that English, with its numerous assortments, is a language of global, and in this way intercultural, correspondence as stated by Sharifian¹⁴. Furthermore, EIL is described as a type of English that is utilized by individuals whose first language are not English.¹⁵ According

¹³ David Crystal, *op. cit.*, p. 61

¹⁴ Farzad Sharifian, *English as International Language*, (New York: Multilingual Matters, 2009), p. 2.

¹⁵ <https://www.macmillandictionary.com/dictionary/british/eil> accessed on July 3, 2021.

to Crystal as cited by Rao¹⁶, “Non-native speakers outnumbered native speakers by a ratio of 3 to 1”. Without English as the first/native language, people in the world manage to be proficient in speaking English. The widely spread of English speakers in the world results the increased use of English in social, politic and economy globally make this language as one of the important language in this world.

C. The Importance of EIL in Global Communication and Broadcasting

As described before that English is an international language used by billions of people as their first, second even foreign language, make English is the most used language in the world. EIL is used for many occasions in many fields, to fulfill people’s need in socializing and communicating to people from different mother tongue.

1. The Importance of EIL in Multidisciplinary Dimensions

The importance of English as an international language can be showed in these fields such as education, business, the internet, also media and press. The reasons to master English in those fields are immense. The technology and information significant development is the main cause of the English importance in multidisciplinary dimensions.

The importance of English in education field is no doubt. As the field in which growth is always significant and vast, the use of English as the way to access information from all over the world, give education a tremendous influence. Science and technology develop faster nowadays, as the result of globalization and the ease of exchanging information. English establishment as the language of science, especially in the fields of natural and basic sciences, can be proved by 98% of publications in science are written in English.¹⁷ Many journal articles and research reports are in English, thus, the English proficiency owned by people from non-native will benefit them in accessing the latest information, elevating their knowledge and advancing their community. In technology, with the most patent owners are English native speakers; the technology terms used are in English as well. Industrial Revolution in which origin was in British by 1800 was the other cause of the English spreading.¹⁸ The major technology and science

¹⁶ Parupalli Srinivas Rao, “The Importance of English in the Modern Era”, *Asian Journal of Multidimensional Research*, vol. 8 no. 1 (2019), p. 10.

¹⁷ Michael D. Gordin in Valeria Ramirez, “Disadvantages in preparing and publishing scientific papers caused by the dominance of the English language in science: The case of Colombian researchers in biological sciences”, *Plos One*, vol. 15, no. 9, 2020.

¹⁸ David Crystal, *op. cit.*, p. 80.

establishment in UK and USA from many years ago forced many people from all over the world to master English as the way to support their country development.

In business world, the use of English is absolutely needed. Indeed, there is scientific term called Business English which is the kind of English utilized in business settings, like global exchange, trade, finance, protection, banking and any other office matters.¹⁹ Again the high number of English speakers in the world makes the use of English as the language in doing business is inevitable. Based on Ipsos poll, more than one fourth of workers in 26 countries all throughout the world told that their jobs include managing people in different countries. Furthermore, of those, 66% said that English is the language they utilize frequently.²⁰ There are various usages of English as the international language in the business world such as to make business agreements and contracts with people from different country, to learn the country's policies and rules, and to communicate any business deal and cooperation since primary goal of English in business is to convey a message and reach agreement. Therefore, business-oriented English vocabulary requires a lot of skills, such as giving presentations, writing letters in English, having small talk or negotiating. These skills have prerequisites for modern international cooperation, an important key to international business. English is becoming the default choice for executives and teams around the world to meet in person online. For example, if a representative of a Japanese company wants to meet a general manager for sales in Indonesia, the common language choice is English. If communication in English is not good, it is very difficult to go along with the minimum meeting and people are even hard to get a good job.

Language also plays an important role in understanding tourist conversations and providing the necessary equipment. As English is widely accepted worldwide and rises to the status of an international official language, almost all tourists are looking for staffs who speak English fluently in addition to their native language. Focus mainly on the basic functions of the business. The people recruited to manage these organizations need interpersonal communication as well as decision-making ability, and language seems to be a common tool for managing tourism organizations. The success of tourism management depends on the ability of international tourists to interact successfully and

¹⁹ Katie A. Spencer, *What is Business English?*, September 16, 2020, <https://www.instructionalsolutions.com/blog/what-is-business-english>, accessed on July 8, 2021.

²⁰ Chris Michaud, *English the Preferred Language for World Business: Poll*, May 16, 2012, <https://www.reuters.com/article/us-language-idUSBRE84F00K20120516>, accessed on July 8, 2021

productively with government controls and related private companies and suppliers. Raising awareness of the importance of foreign language proficiency and fostering cross-cultural development in the areas of tourism and customer service are two major industries. It is a well-known fact that in the tourism and hospitality industry acquires both communication and cross-cultural skills. Therefore, learning English is a great help to people in the field of tourism and management. People can travel the whole world when they can understand and communicate in English. English is an international language, and because EIL status as a common language, foreign or second language, people around the world can get help and support. Anyone who wants to visit a foreign country must first know the people of that country, their culture, lifestyle, beliefs, etc., so that visitors can get this information by searching the Internet in English, the main language used. Even if the visitor needs to reserve a ticket, the visitor must know the common language used for this purpose. Therefore, it is important to learn English for both those who work in the tourism and hospitality industries and foreigners wishing to travel abroad, as English is the only language.

The other importance of EIL is in the media and press field. Since English is the international language, it is widely used in the publication of newspapers, magazines, periodicals, books, and other printing materials. It is the main language used in the media field. The English version of most of the newspapers and books published internationally exceed in any other language. This is because wherever we go in this borderless world, we can read these contents without asking for help or assistance. So many changes happened in the world of media and press, the existence of television, radio and internet make the information obtained easily and broadly. Even today, accessing news from internet or newspapers are also valued, because they use English as a writing medium, so that local and international readers can easily understand the matter without the help of others. Newspapers can use many local languages, but there must be one common language that most of the people in the world can understand. Since English is the global language used for all purposes, and it is the language in which most information is available in all fields, is easy to use as a language for news and media around the world.

2. The Importance of EIL in Global Communication and Broadcasting

As discussed before, English plays an important role in the media and press. The use of English as the medium in communicating the news, information, incidents or

events from all over the world is widely known. Sharing the message vaster, exchanging information quicker and communicating in the internet more often will be things that we can do easier. Communication, broadcasting and cinema are the things that can be benefited with the presence of English proficiency.

Communication as “a process by which information is exchanged between individuals through a common system of symbols, signs, or behavior”²¹ is the important activity done by people in the world. The need to exchange information, share the ideas and convey opinions are the things that differ human with other kinds. English as the international language is the best medium using to communicate with other people from all over the world. Communication can be in written or spoken form, can be done directly or indirectly, using tools or in person. Exchanging information in the written form through letters or sharing information through newspapers are the common things to do before the innovation of technology. Sure, to exchange information with outer world, English is needed, not only because it is spoken by billions people but also it is the most effective language. Moreover, after internet is invented. People’s life is inseparable with internet connection now. Getting new information with one click has ease people’s life. Sharing their ideas and opinion just by writing it from home or anywhere with internet connection, then, the ideas and opinions can reach people from all over the world. Recent data showed that English is the most language used in the internet, with 60,4 % of the 10 million websites use English.²² It showed that if we want to reach people in the world, then we need to share and speak our ideas, opinion and information in English.

English is so commonly found in broadcasting field. As five of the largest broadcasting companies in the world (CBS, NBC, ABC, BBC and CBC) transmit in English, reaching more than 5 millions²³ of people all over the world, the use of English in broadcasting is inevitable. Many programs in the broadcasting field are in English. Drama, short movies, reality show, and new reports are the television programs that can be find easily in those TV stations. Using English as the medium, they have reached more people than if they use any other language. BBC is the well-known for sharing the

²¹ <https://www.merriam-webster.com/dictionary/communication> accessed on July 9, 2021

²² <https://www.visualcapitalist.com/the-most-used-languages-on-the-internet/> accessed on July 9, 2021

²³ <https://variety.com/2020/tv/news/network-ratings-2020-top-channels-fox-news-cnn-msnbc-cbs-1234866801/> accessed on July 8, 2021

news from all over the world, use English as their primary language. The high-speed of news circulation throughout the world keeps news always new. Then, to keep the latest news in our range, the English proficiency will be a big help. As a journalist, being proficient in English will ease us to obtain the recent information, then, we can share that information to our native. For example, when the news of COVID 19 spreading, the English speakers know on how to prevent it sooner by listening to the news about it in English than people who do not. The non-English speakers must wait until that news is being translated to their native language. Moreover, if media and broadcasting is our field, having the broadcast in English will widen our range in reaching people. We can share our program to many people from all over the world. People will know about our community, habit, uniqueness, and any other positive information about us. Then, promoting our nation will be memorable and understood than before.

The international language, English, is widely used in the film and television industry. English is used as the main language to convey the message in the film/movie because of the world largest and most famous movie, television and music industry is based in Hollywood, USA. People want to watch interesting programs and movies naturally. When many modern people are absorbed in the work they undertake, they get exhausted and stressed in doing their jobs. Entertainment is the only solution responsible for relieving stress. With many TV shows and major Hollywood movies in the world having conversations in English, viewers can easily find the plot as the actors speak in English watching this movie. There are numerous Hollywood movie with spectators from all over the world then become worldwide box office movie²⁴ such as Avatar (2009), Avengers: Endgame (2019), Titanic (1997), Star Wars Ep. VII: The Force Awakens (2015), and many others. The cinematography of those movies is not questionable. Recent Hollywood movie has extremely good cinematography, of course, as the student of broadcasting, knowing on how to be a good cinematography will be a huge advantage. Being proficient in English, the students will get the latest information about it and Hollywood movie is the major movie industry that can be the guidance in being a good cinematographer. In this modern era, making movie in English will reach more people in the world and the message will be spread wider than ever before as the film maker main purpose is to tell the world their ideas, opinions and condition on

²⁴ <https://www.the-numbers.com/box-office-records/worldwide/all-movies/cumulative/all-time> accessed on July 9, 2021

something. Being a great cinematographer can be enhanced by learning from Hollywood movie with English as the medium.

D. Concluding Remarks

The fact that currently Indonesia is in the low position on the studies measuring the level of English proficiency held by EF EPI must be a warning for Indonesian. It seems that English is exclusive language which only masters by people from high economic level since they can afford the English course or international school. While for others, English is the weird and sophisticated language that will not benefit them. Whereas the English proficiency can influence the prosperity in many English spoken countries since as international language English is widely used for many sectors.

As an international language, spoken by many people not only as the first language, but also as the second language even foreign one, there is no need to invent it. The international language, English does exist among people in the world by the dominance and the history brought by the native speaker of this language. British as English native speaker brought English to the world with colonialism and their dominance until now. As the result English is the international language with 1.35 billion speakers, used in many international circumstances, and spoken by 27 countries in the world as the second language; with many other countries treat it as main foreign language studied.

There are various usages of English as the international language. Education, business, tourism and hospitality, also media and press are the fields that are inseparable with English. In education, English is primarily used in many scientific research, journals and books. Data showed that almost all scientific publications are in English. In business, making international agreements, contracts, and employments are in English. The use of English is even more needed when the two cooperated countries do not share the same language. Tourism and hospitality is also the important sector which use English as their medium since the international tourists are easily found as the result of globalization. For media and press, having English as the medium to exchange news with people around the world is a must. English proficiency will ease people to get and share the recent information.

The importance of English in communication and broadcasting are even more obvious. The easiness in communicating with people around the world using internet

make English as the most used language. By this condition, if the students of IAIN Syaikh Abdurahman Siddik Bangka Belitung create short movie or any other production with English as the medium in communicating ideas, opinions and incidents will make anything that produced by them who study/work in the broadcasting sector, reach more people, even out of their imagination before. Making short movie in English will reach more people in the world and the message will be spread wider than ever before as the film maker main purpose is to tell the world their ideas, opinions and condition on something. Their creativity will be enjoyed by many people from abroad and it will improve their ability and experience. Their message will be delivered to many people who understand English. In other words, their creation can be accepted worldwide.

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