

**ENGLISH FOR SPECIFIC PURPOSES (ESP) IN ENTREPRENEURSHIP  
EDUCATION AS PANACEA TO BUSINESS DEVELOPMENT AND SELF-  
RELIANCE**

**UCHECHI R. UKAEGBU**

[ucyukaegbu@gmail.com](mailto:ucyukaegbu@gmail.com)

**JULIANA CHINWE NJOKU**

[Juliana-njoku@yahoo.com](mailto:Juliana-njoku@yahoo.com)

**&**

**GLORIA A. AMADI**

Department of English Language and Literature,  
Alvan Ikoku Federal College of Education, Owerri

**Abstract**

This paper stresses the use of language and communication in enhancing successful business productivity in entrepreneurship, and to equip the youths and individuals with the skills that will enable them to be self-reliant. ESP enables one to look more closely at language and how it fulfils its main purpose, which is communication. Language has a powerful influence over people and their behavior. This is true mostly in the field of marketing and advertising in the business world. The researchers emphasize the language of advertising using Searle's Act Theory as the framework. The paper also examined some sampled advertisement marketing skills, attributes of an entrepreneur and entrepreneurship education. It is recommended that the young entrepreneurs should be taught specific language channelled to showcase their products, or skills so as to be successful in their businesses, also to be self-reliant. It is also recommended that government should review the implementation challenges of the entrepreneurship education in Nigerian schools, especially where it has gone moribund. Entrepreneurship education should move from theory to practice in schools.

**Introduction**

Language has a powerful influence over people and their activities. Effective communication in the professions like law, engineering, business, journalism, amongst others is made possible through English for specific purposes, the choice of language to convey specific messages and how it is conveyed: the intention of influencing people is very important in business world. Communication is very important in the business world. It plays a major role in entrepreneurship. Many people take communication

skills for granted and that is the reason we should talk about this one more time in order to understand why we should have the right kind of skills so as to succeed in our career.

Communication is something that we all cannot live without. People have been communicating ever since they appeared on Earth however the means of communication were much different then and now. Communication is “connecting”: if communication is not important, there are no way Telecom providers around the world are making lots of money through the quality improvement of the package plans, lines and other subscribed services.

In Nigeria, youth and graduate unemployment is a serious problem. This is a source of great frustration for the individuals affected but also it is an issue of national concern because some of our best educated and most dynamic people are not contributing to economic and social development.

The reality of the Nigeria labour market is that there is a dearth of employment opportunities for graduates. This is despite relatively robust economic growth and is due to structural changes in the Nigerian and global economy which are likely to persist for some time. It is also the case that the tertiary education system does not equip graduates with the skills required for self-employment or entrepreneurship as an alternative to a reliance on seeking white collar jobs.

Entrepreneurship is about starting a new business based on a recognized business opportunity as well as operating and maintaining that business. The belief of some people is that entrepreneurship does not need to be taught and therefore, an entrepreneur is born to be so. It should however be noted that for one to be a successful entrepreneur, he/she needs to learn the skills, start the business, learn how to interface with entities, learn how to market and distribute his products. (Odunaike and Amoda 2012).

Entrepreneurship education training is designed to teach skills and knowledge that is seeded to know before embarking, on a new business venture. This would enhance necessary identification and avoidance of many pitfalls awaiting less well trained and

vigilant contemporaries. The training may initially be perceived as a cost in terms of time and money but it would eventually make one successful in business as time progresses. The entrepreneur will not only be successful in the business but he will be self-reliant and an employer of labour.

An entrepreneur has to identify an opportunity, set up a business plan, source the resources to implement the business plan and finally, starts the business. He needs to know how to interact with different entities for suppliers, customers, venture, and distributors amongst others. The entrepreneur also needs the skills of marketing and distribution for successful commercialization of his product. This is where English for specific purpose (language) play a major role.

### **Theoretical Framework**

Language is said to be human vocal noise (speech) or its graphic representative (writing). According to Austin (1962), in every utterance a person performs an act such as stating a fact, stating an opinion, confirming or denying something, making a prediction or a request, asking a question, issuing an order, giving a permission, giving a piece of advice, making an offer, making a promise, thanking somebody, or condoling somebody. All these are speech acts.

This study uses Searle's Theory of Speech Acts (1969) as the framework. Unlike the other speech acts theories, Searle's Theory provides constitutive rules as the basic rules that underlie speech acts (utterances). Searle's titled his speech acts into five categories: representatives, assertive, directives, commissives, expressives and declaratives. (Osisanwo, 2008).

Representatives commit the speaker to the truth of a proposition, examples performative verbs under the class of representatives include predict, affirm, report, stage, etc. Directives consist of such performance verbs as command, admonish, beg, challenge and with their use, the speaker tries to get the hearer to do something.

Commissives consist of performative verbs such as offer, pledge, vow, promises, swear etc. Such performative verbs tagged expressive have to do with the expression of some psychological state. Such verbs include welcome, apologize, deplore, thank, congratulate, etc. Declarations effect an alternative in the status of an object or situation. Performative verbs under this category are; make, sack, resign, declare etc.

All these verbs play a vital role in entrepreneurship precisely in advertisement. A consumer needs quality assurance, little persuasion and satisfaction from any product purchased. This could only be achieved through language. Every entrepreneur need to know how to maximize and use appropriate words to convince the consumer to patronize his product in order to achieve a successful business enterprise.

### **What is Entrepreneurship Education?**

Entrepreneurship according to Omolayo (2006) is the act of starting a company, arranging business deals and taking risks in order to make a profit through the education skills acquired. Another view of entrepreneurship education is the term given to someone who has innovative ideas and transforms them to profitable activities. To him, entrepreneurship can be described as the process of bringing together an innovative ideas and coupling these with management and organizational skills in order to combine people, money and resources to identified need and create wealth. In the same vein, Nwangwu opined that entrepreneurship is a process of bringing together the means of production, which include land, labour and capital so as to provide a product or service for public consumption. However, the operational definition of entrepreneurship is the willingness and ability of a person to acquire educational skills to explore and exploit investment opportunities, establish and manage a successful business enterprise. Examples of entrepreneurial skills are: Hat/soap making, bead making, poultry farming, piggery, hair/fashion designing, confectionary small-scale business, mechanics, truck driving, carpentering, plumbing, electronic and computer engineering, data base, among others.

### **Objectives of Entrepreneurship Education**

Entrepreneurship education according to Paul (2005) is structured to the following objectives:

- 1) Functional education for the youth that will enable them to be employed and self-reliant.
  
- 2) Provide the youth graduates with adequate training that will enable them to be creative and innovative in identifying novel business opportunities.
  
- 3) To serve as a catalyst for economic growth and development.
  
- 4) Offer tertiary institution graduates with adequate training in risk management, to make certain bearing feasible.
  
- 5) To reduce high rate of poverty.
  
- 6) Create employment opportunities.
  
- 7) Reduction in rural-urban migration.
  
- 8) Provide the young graduates with enough training and support that will enable them to establish a career in small and medium sized businesses.
  
- 9) To inculcate the spirit of perseverance in the youths and adults which will enable them to persist in any business venture they embark on.
  
- 10) Create smooth transition from traditional to a modern industrial economy.

### **Who is an Entrepreneur?**

Chambers English dictionary, defines an entrepreneur as "the owner or manager of a business enterprise who, by risk and initiative, attempts to make a profit". He organizes the factors of production i.e. land, labour, capital and his own enterprises to transform a business idea into profitable reality. The risk referred to in the definition arises from the fact that these factors or resources are committed now, in expectation of a reward that lies in the future. The desire to make money is only one of the motives for embarking on entrepreneurship.

Others are:

- ❖ a desire to be independent (self-reliant)
- ❖ a craving for challenge
- ❖ A need for self fulfilment through proving to oneself that one has the ability to succeed and
- ❖ The glamour attached to entrepreneurship.

To succeed, an entrepreneur need to have certain attributes which serve as his qualification outside his certificate as a graduate. These attributes according to Aig'Imoukhuede (2007) are:

- ❖ **Dynamism:** This is usually characterized by a strong personality, ambition and energy. It is what keeps a person going. If one is not dynamic, one is static.
- ❖ **Confidence:** This is another word for self-assurance. It gives one a belief in what one is doing.
- ❖ **Courage:** Entrepreneurship is full of risks and frustrations, and could become a test of one's ability to face difficult situations, and not be easily put off by setbacks. Courage is the quality that makes one carry on in spite of set-backs.
- ❖ **Imagination:** Success in business depends, on the ability to generate ideas and to deal resourcefully with unexpected or unusual problems.
- ❖ **Taste for Risk:** This attribute is at the centre of an entrepreneur's make-up, and refers to his readiness to take a chance in a situation of uncertainty.
- ❖ **Prudence:** Taking a risk is one thing, but prudence which means proper management of resources is also important. It is often said that the most frequent cause

of business failure in Nigeria is reckless, extravagance and misuse of financial resources.

❖ **Good Judgment:** Doing business involves taking decisions and making choices. Good judgment is the faculty of being able to make critical distinction and achieve a balanced viewpoint.

❖ **Leadership:** An entrepreneur must have the quality of being able to initiate actions and to organize, guide, inspire and motivate others. This is what being the boss is all about.

❖ **Willingness to Learn:** Being the boss does not mean that one is all-knowing. One should develop a disposition to pick up and use it.

❖ **Hard Work:** Ability to work hard is an indispensable ingredient of success, whether in business or in some other calling.

Every entrepreneur needs to know how to market his or her product in order to develop his enterprise and be self-employed (reliant).

Below is the table that shows the marketing skills:

**Marketing Skills**

<b>Business Model Canvas</b>	<b>PARTNERS</b>	<b>KEY ACTIVITIES</b>	<b>VALUE</b>	<b>RELATIONSHIP</b>
		<b>KEY RESOURCES</b>	<b>PROPOSITIO</b>	<b>CHANNELS</b>
	<b>COSTS</b>		<b>REVENUE</b>	

*Source: Business Skills Boot-Camp Training (2015) Pg 4.*

- An entrepreneur should know his different customers groups.
- Build, maintain or strengthen relationships with his customers.
- Understand the customers' needs.
- Communicate his customers; this is where English for Specific Purpose (ESP) comes

into play. An entrepreneur should devise a channel with which to communicate, convince, persuade, advise, create awareness for people to patronize his product.

### **Communication in Entrepreneurship**

The term communication is derived from a Latin word "communicate" meaning to share or establish commonness. It is the bedrock upon which the society depends for human survival. Communication is the science and art of transmitting information, ideas, attitudes emotions and feelings from one person to another through a given medium (Adeosun, 2005).

Similarly, Nwosu defines communication as a means of sharing meaningful thoughts, ideas or information between or among people and machine for social, business, economic, political and other purposes. "In fact the pervasive nature of communication makes it impossible for us to ever refuse to communicate as long as we are living".

According to Ngonebu (2008), communication is any transmission of information from one person to another in order to elicit response. One interesting thing in this definition is that whatever one is passing across- must elicit some responses from the encoder (receiver). This shows that the encoder is not a robot. The encoder may either respond positively (convergent) or negatively (divergent) depending on how the language is used. Furthermore, Ijeoma (1988) defines communication as an interaction by means of signs and symbols. The symbols may be gestures, pictures, plastics or verbal or any other which would serve as stimuli to behaviour. This definition points to the fact that communication can be done through verbal and non-verbal means. In all communication is a process by which information is exchanged between human beings. It is a two way tragic that involves the sender (encoder) and the receiver, encoder and the message to be sent. This message is communicated through a code which is language. Communication can be said to have taken place when the message sent is received and interpreted appropriately by the receiver.



In business, communication is part of critical entrepreneurial skill. Being an entrepreneur, one should master the effectiveness of communication since it is the core to strengthen and deepen the connection with others particularly customers, improve the teamwork; solve day to day problems and making decision. Even if what to convey is negative, the effective communication has the best way to deal without inflicting conflicts and destroying trust. According to Kamal (2015). Communication does show your personality: The art of communication is not how eloquent you speak English or a different language like in Dictionary, but the vital point is how far people understand what you are trying to say or inform. Being entrepreneurs, you should know how to communicate clearly to your customers and targeted audience. How would the public know what you do and what you have if you don't communicate?

Ethical Communication is Crucial: These days since many seem to have lost the values and forgotten how to behave when communicating to others due, to so much reliance on 'gadgets era style of communication'. Jargons are widely used and basic manners are less appreciated and 'uprooted'. Least that you know, in certain circumstances a winning deal is just because of you have the best manners in communication.

Listening as an art of Communication: Ironically, in communication today, everyone wants to talk but no one wants to listen. Communication needs two ways traffic. Many fail to listen patiently and carefully which led to miscommunication, misunderstanding and at the end, missing many great opportunities and amazing things. When you are listening, it means you are giving time to yourself to digest the information, then to communicate effectively back. Again, communication is about how we send the message and receive it. Listening is a duet partner to Communicating. It needs to knit together to make a successful communication. So, take note of all entrepreneurs, if you want to win your deal and the heart of your customers, start to remember this tips. LEARN TO LISTEN. Communication is very much influenced by our attitude and thinking. For example, if a person is matured and rationale in his or her thinking, whatever to convey would be at the right time, right subject, right

individuals or entity with the right manners. We are all human. As much as we want to touch the soul of other human beings via communication, we should firstly understand the 'soul of communication'. No matter how fast and modern the technology communication develops, the greatest approach is always started with basic respectful manners and values in every one of us and the way we showcase ourselves and our products. Our language use is also paramount.

### **English for specific purposes (ESP) and Entrepreneurship**

It is very vital for an entrepreneur to inform potential consumers about his products or to educate the consumer using various channels of communication such as print (newspapers and magazines). Radio, television, handbills, billboards or fliers. These advertising channels are evaluated, considering not just costs but the effectiveness of each in aiding to develop his business. A social media website can also be used to create awareness and to promote the product and services of the new venture. Visual contents and design in advertising have a very great impact on the consumer, but it is language that helps people to identify a product and remember it. Language is not only comparable to the clothes we wear, which there are different one for different occasions, but also comparable to the animal chameleon, which changes colour with every environment. Like the chameleon, with its enumerable colours, English does not only have regional, social and functional varieties, it also has varieties for specific purposes. Thus, English as a language has a variety for media, administration, business, advertisement and so on. (Ike 2002).

### **Language of Advertising**

the language of advertising is, of course, normally very positive and emphasizes why one product stands out in comparison with another (Kannen and Tyagi, 2013), according to them, advertising language may not always be “Correct” language in the normal sense. For example, comparatives are often used when no real comparison is made.

### **Advertisement 1**

An advertisement for a detergent may say “**it gets clothes whiter**”, but whiter than what?

The language of advertising generally derives from everyday vocabulary of the society. It embodies the very ordinary words and phrases that the average enlightened user (of the language in use) freely uses and can easily understand when used by others. (Ike, 2002) These words and phrases are now put into new and creative use by the ingenuous copy writer to tickle the anxiety of the colour dignity of the erstwhile ordinary words.

### **Advertisement 2**

**“Good health is in our hands”**an advertisement for Dettol Antiseptic. This advert is educative, it make you want to wash your hands not just to kill germs but also to live healthy. This advert as we can see comprises ordinary, everyday words that no average user of the language needs not scamper for a dictionary to know the literary meaning. Notice that the advert is representative in terms of speech act. It contains a text which commits the speaker to the truth of a proposition. The expression by the speaker is to inform individual or public that healthy living lies in ones hands not just the physical hands we use but in us.

The language of advertising is mostly laconic. It uses fewer words to give expression to a rather extensive message. Examine again:

*"Hailer thermocool  
Always there for you",*

This laconism appears to anchor on or to derive partly from a sense of the time-tested adage: "a word is enough for the wise" which is self-explanatory, and partly from economic sense, since in advertising, space is highly priced and the smaller the space the lower the advertising expenses. It also partly stems from ordinary sense of business, since for the business man time is of the essence and the shorter the message the better for his time. Also the advert is commissive. The speaker commits himself by promising that the product will always be there to serve the public and individuals. In business, every customer needs quality goods or product that will last for a due time. So with the assurance in the advert a customer will always go for the product.

### **Advertisement 3**

Another characteristic of language of advert is addition of ellipsis. Ellipsis refers to a verbal construction from which one or more words are omitted, but understood and the omission is represented by three dots (...). This style is used to avoid making the advertisement bulky and unwieldy. Examine Ovaltine advert - "**am walking on sunshine oh oh...**"

The advert shows happy children singing and dancing, this will serve as an attraction to parents and children who are watching. The advert is declarative in the sense that, the happy children are walking on a bright path as they consume ovaltine. Therefore, every parent will like his child or children look healthy like the advertised children and at the same time be brighter. The parents would be compelled to buy the product.

The language of advertising is at once vivid, clever and creative: sometimes loud and lusty. It thrives on the emotions of the segmental audience, as the message is more often than not a result of serious market research. Apart from having many features, the language of advertising also has varieties. It can be formal, informal, colloquial, vernacular, or even pidgin depending on the face of the advertisement, purpose and audience. And in which ever form (language or picture advertisements have peculiar ways of attracting the attention of the audience and cleverly drawing them to the totality of the message it has. It creates a positive impression of the product or service. It emphasizes why one product stands out in comparison with another.

To enhance development in business world, young entrepreneur should therefore know how to announce his product in order to attract attention and gain patronage. Especially, where there is high competition, he has to learn how to do this with expertise.

### **Conclusion**

The study stresses teaching the young entrepreneur how to use a specific language in projecting his business or product in order to be successful and self-reliant. The study focuses mainly on communication and language

of advertisement, the researchers' examine the language use of three sampled advertisements; they incorporated it with Searle's Speech Act theory of representative, commissive and declarative.

It is pertinent to note that, there is general agreements of cooperation between a speaker (advertiser) or entrepreneur and the hearer (audience) or customer which will enable him go for the product. This is based upon certain contextual assumptions in the language of advertising. Language has a powerful influence over people and their behaviour. This is especially true in the field of marketing and advertising in the business/enterprise world. Entrepreneurship education offers a solution by preparing people; particularly youth to be responsible, enterprising individuals, who become entrepreneurs or entrepreneurial thinkers by immersing themselves in real life learning experience where they can take risks, manage the results and learn from the outcome.

### **Recommendations**

Entrepreneurship is an employment strategy that can lead to economic self-sufficiency for people. It makes people to create and manage businesses in which they function as the employer or boss rather than mere being and employee.

Entrepreneurship education is expected to be given to young people to enable them understand the economics of life. This should be done at all levels of education. The young entrepreneur should be taught to consider their interests and abilities, the time they have to devote to entrepreneurial skills, the available financial and human resources, the number of staff and what kind of training and support they need, the specific language and channels to convey their product or business and the importance of being successful which is to be self-reliant.

Finally, the government should review the implementation challenges of the entrepreneurship education in Nigeria; to map its effect and Challenges in such a way to reposition it for impact especially in the institution where it has gone moribund.

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