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LANGUAGE USE OF SECRETARYSHIP: ENGLISH FOR SPECIFIC PURPOSES "PREPARING STUDENTS TO FACE THE REAL WORLD"

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Abstract

In some English classes, teachers have a difficult job to explore their English knowledge to produce an interactive class. Teachers are not the centre learning in the class but they are the facilitators because the students are the centre in the teaching and learning process. Teaching English should be creative and based on students' interests. The ideal class needs a professional teachers and appropriate techniques. So, teachers have to create a good atmosphere and use appropriate material for the students. Nowadays teaching and learning English is not only theory but also the application and also soft skills. The mastery of English skills cannot be separated with the language components. So, they are integrated. As an international language, English is needed to communicate. Many factories international or domestic require their workers fluent in English either written or oral. English for Specific Purpose deals with these conditions. It explores the use of English for specific purposes, for example: business, marketing, international meeting etc. In this paper, the writers focus on the language use of secretaryship. There are three topics will be discussed. They are telephone operation, meeting, and business travel arrangement. Those topics have closely related with the secretary's job. Many students have little knowledge about the topics. So, they don't have understanding to face the real world job.

Key words: language use, English for Specific Purposes and secretaryship

Introduction

Recently, English is an international language that many people want to master it. It becomes a subject since Elementary School as the lowest level of education. Moreover, it is also taught in Kindergarten students. So, English cannot be separated with the students. In the teaching and learning process the students is the centre of language users. They have to be active in the class. In this case, the role of teachers is as facilitators. Teachers cannot dominate in the class. If they do so there will be no effective English class. Furthermore the students' role in participating in the class is also important to support this condition.

The process of teaching and learning should be supported by appropriate technique/method and good facilities. It deals with the good atmosphere to encourage the students' skills and components. There are four language skills in English namely listening, reading, speaking and writing. Those skills are integrated. We cannot separate one to others. In addition there are three language components, they are grammar, vocabulary and pronunciation. In many schools, students are interested in studying English. It can be seen from the writers' experience in giving the training of English especially in English for Specific Purposes for Vocational School students.

Everyday many people around the world found English words especially the Indonesian students in many levels. When students operate computer, they read the English words. So, they automatically have to understand the meaning in order to continue operating the computer. On the other hand, if they don't understand the English words in the computer they cannot operate computer. From this example, we conclude that English is very important in many situations. For that reason many people want to master English well. In the English class, the teachers have to use English to communicate not only as a subject. If the students are able to communicate both written and orally in English they can easily face the global world.





This paper investigates the language use of secretaryships in the area of English for Specific Purposes. The writers discuss the topics which are relevant to the secretary's job because after studying the theory, the students can apply in the real job task. There are three topics will be explored, they are telephone operation, meeting, and business travel arrangement. From the facts, many students are lack of knowledge about these topics. Moreover, they are afraid in facing the jobs.

Literature Review

Language Use

In order to communicate effectively, people is not only use complete sentence, correct grammar and good diction/vocabulary but also they have to use appropriate tone, style and also gestures. Based on <http://faculty.washington.edu/ezent/el.htm>, there are six main characteristics of effective language. Effective language is: (1) concrete and specific, not vague and abstract; (2) concise, not verbose; (3) familiar, not obscure; (4) precise and clear, not inaccurate or ambiguous; (5) constructive, not destructive; and (6) appropriately formal.

The language used in the daily life and the language used in the secretaryship is difference. The specific terms in the secretaryship requires students to study in the area of ESP. By studying ESP students not only improves their English skills but also knowledge about specific conditions. Secretaryship is an important materials for the students in works.

English for Specific Purposes

English can be classified into two major categories, namely General English and English for Specific Purpose. General English (GE) is used in the teaching learning process. It deals with the use of a language, grammar, pronunciation etc while English for Specific Purpose (ESP) is used in many purposes. ESP needs the specific ability and knowledge about certain terms. Those terms are not the forward translation but they concern to specific knowledge in order to avoid misunderstanding.

The most important difference lies in the learners and their purposes for learning English. ESP students are usually adults who already have some acquaintance with English and are learning the language in order to communicate a set of professional skills and to perform particular job-related functions. An ESP program is therefore built on an assessment of purposes and needs and the functions for which English is required.

ESP focuses more on language in context than on teaching grammar and language structures. It covers subjects varying from accounting or computer science to tourism and business management.

The definition of ESP (Dudley-Evans, 1997) in Anthony:

Absolute Characteristics

1. ESP is defined to meet specific needs of the learners
2. ESP makes use of underlying methodology and activities of the discipline it serves
3. ESP is centered on the language appropriate to these activities in terms of grammar, lexis, register, study skills, discourse and genre.

Variable Characteristics

1. ESP may be related to or designed for specific disciplines
2. ESP may use, in specific teaching situations, a different methodology from that of General English
3. ESP is likely to be designed for adult learners, either at a tertiary level institution or in a professional work situation. It could, however, be for learners at secondary school level
4. ESP is generally designed for intermediate or advanced students.
5. Most ESP courses assume some basic knowledge of the language systems





Secretaryship

Secretary is one of the essential positions in a company to represent the director. A secretary is a person employed to write orders, letters, dispatches, public or private papers, records, and the like; an official scribe, or writer; one who attends to correspondence, and transacts other business, for an association, a public body, or an individual. Descriptions of the secretary's job are generally known. The particular descriptions are considered by the rules of the company. Secretary is assumed as women's job, but in the recent years, men also have the same chance to be a secretary.

Some schools or academies provide a particular department of the study of secretaryship. English also becomes one of the important requirement to be conquered by a secretary. The secretaryship is one of the additional materials for the subject English for Specific Purposes. Many students are interested to the materials because it will be very useful for them when they want to apply for any job with their English skill and additional skill of how to be a good secretary.

The word "secretary" is formed from latin language (secretum) which has the meaning of "secret". This profession requires someone to maintain his or her skill, knowledge, and education (Davis and Burn, 1994:12). Skill is one of the essential point in working as secretary. It supports the integrity and activity in front of the director. Responsible of the all the job descriptions given is supposed to be done by a good secretary. Education also supports a secretary to be smart in responding the things asked to do because forwarding the information of the director to other department and even to other client or company. Knowledge of office world is also important to know as a professional to analyze the recent situation of the company. By fulfilling those requirement, there will be no more difficulty in doing the job descriptions of a secretary.

A professional secretary is required to conquer English and some other foreign language to support the communication with other countries. The languages should be spoken both oral and written. A dictionary is also very needed to be provided on the desk to anticipate an urgent situation, for instance: receiving a phone call from clients from other country. In writing letters or documents, a secretary also has to know the proper terms and conditions in particular language to keep the client interested in his or her polite and attractive language structure (Davis and Burn, 1993:79).

The requirements are the soft skills of a secretary to apply to the every job description he or she usually does at office. Professionalism should be shown as the etiquette of the rules as the secret keeper. There are some general job descriptions of a secretary as follows: (1) planning and organizing, (2) arranging the archives of the office operation, (3) handling the phone call and guest professionally, (4) making public relation, (5) coordinating meetings effectively, (6) arranging business travels for director (Cohen, 1995:8).

There are three essential basic job descriptions of a secretary that the students of ESP need to know to add their skill of secretaryship. They are as follows: (1) Telephone operation, (2) meeting organization, and (3) business travel arrangement.

Telephone Operation

Presenting a professional image, both in person and on the telephone, is very important in the Office Skills profession. Taking care of the customers over the telephone and making them feel well informed and appreciated is essential. There are some aspects of how to answer a phone call which affects the company image (http://officeskills.org/telephone_etiquette.html), as follows:

1. Speak clearly. A picture paints a thousand words but the caller on the other end of the phone can only hear a voice. They cannot see the person's face or body language. Therefore, taking the time to speak clearly, slowly and in a cheerful, professional voice is very important.





2. Use a normal tone of voice when answering a phone call. Avoid a tendency to speak aloud or shout on a phone conversation.
3. Do not eat or drink while doing the telephone duty. Only eat or drink during the coffee break or lunch break.
4. Do not use slang words or Poor Language. Respond clearly with "yes" or "no" when speaking. Never use swear words.
5. Address the Caller Properly by his or her title. (i.e. Good morning Mr. Brown, Good afternoon Ms. Sanders). Never address an unfamiliar caller by his or her first name.
6. Listen to the Caller and what they have to say. The ability to listen is a problem in general but it is very important to listen to what the caller has to say. It is always a good habit to repeat the information back to the client while taking a message. Verify that the message is heard and transcribed accurately.
7. Be patient and helpful. If a caller is irate or upset, listen to what they have to say and then refer them to the appropriate resource. Never snap back or act rude to the caller.
8. Always ask if the caller can be put on hold. Being responsible for answering multiple calls at once, always ask the caller politely if they may be put on hold. Remember that the caller could have already waited several minutes before getting connected and may not take lightly to being put on hold. Never leave the person on hold for more than a few seconds or they may become upset and hang up.
9. Always focus on the call. Try not to get distracted by people around. If someone tries to interrupt, politely remind them that there is a customer calling and let them wait as soon as everything is finished.

The procedures of answering a phone call are important to know, there are 14 procedures which can be taken from the telephone etiquette of secretary. First, try to answer the phone before the third ring and do not directly answer the phone right after the first ring. The best answer of phone call is right after the second ring. Second, try to identify the organization and self-awareness. Greet the caller warmly and in personal way with enthusiastic and cheerful confidence and clear speaking. It is important to attract the caller to keep the company image good. Third, ask the caller to hold the line while checking whether the person requested wants to respond his or her call or no. Fourth, adopting a helpful attitude is essential as a representative of the company.

Fifth, there are some informations which should not be informed to other people outside the company as follows: (1) personal informations of all employees, (2) details of new products, (3) financial details, (4) an appointment with a client which has been forgotten by boss. Sixth, establishing the requirements of the caller, stop talking and listen to their clarification clearly. Seventh, the use of phonetic alphabet recommended by International Telecommunications, as follows: A (Alfred), B (Benjamin), C (Charles), D (David), and so on. Eighth, write everything down; name, telephone number, address (if relevant), the main points of the conversations. Ninth, use non-verbal communication effectively as follows, use the tone and pitch of the voice to show cheerful and positive, smile when speaking, Try to be genuinely interested in the caller's problem, Listen effectively to prevent from misunderstanding, know who is responsible for different aspect of the business, do not sound irritable and impatient, do not give the customer the feeling of getting rid of them, do not leave the caller sitting on the line any longer if necessary, do not put hand over the mouth piece and say something because there is possibility of the caller to hear the voice.

Tenth, dealing with difficult customers and solving problems are the things needed to be smart and skillfull. Remaining calm and helpful, recognizing that the anger is not directed to you, never become emotionally involved, and follow up the action are the responsibility of a secretary as the person who answers the phone call. Eleventh, in terminating calls, allow the caller to finish the conversation and if it takes too long, bring it to a close politely by saying goodbye or thanking for the call. Twelfth, in taking and distributing message, every message should include; the date and time of the call, the





caller's name, the telephone number, the content of message, the name of the person who took the message. Thirteenth, in making an outgoing phone call, make sure that the name and telephone number are correct, prepare the content and purpose of the call and the documents needed. Fourteenth, in leaving message, give the name and company of the person, state the message briefly, and indicate whether it is urgent.

Operating the telephone call is essential for a secretary to keep the image of the company through verbal and non-verbal way while he or she is on a phone duty. The rules of making an attractive conversation on phone depend on the great skill of the person who becomes the secretary, a secret keeper of the company.

Meeting Organization

A meeting, small or large, requires a person to carry out the secretarial obligations in an effective manner. In most organizations and meetings, the secretary's role is a very influential one. Most of the time it is a legal requirement to have a secretary for the meeting, at other times it is a formal requirement. As a representative of the director, a secretary has another essential work, it is organizing a meeting, both formal and informal. There are two types of meeting; informal and formal meeting. An informal meeting usually has no agenda, chairperson, rules and regulations, formal record, and it is held in a convenient location. Therefore, a formal meeting usually has a pre-arranged time and location, appointed chairperson, notice, agenda, official minutes, rules and regulations.

A secretary should notify the importance to arrange meeting as follows: (1) One of the organizational skills to review the activities, (2) To coordinate efforts and exchange view and information, (3) Discuss the needs and requirement, (4) Identify the performance of activities, (5) Identify the strengths and weaknesses, (6) Work together as a team, (7) Development of human relations and increase loyalty (<http://futuresecretary.wordpress.com/arranging-meetings/>). In the planning stage, a secretary should play a role of the moment decision of holding a meeting. First, booking a meeting room is very important for a formal meeting. Setting a formal situation can make the event to be serious. Next, preparing the meeting agenda and invitation cards in order to notify people needed to come to the meeting. If there is a publication of the meeting for public, a mass media can be the appropriate one to make a notification. Third, setting up of the documents and files are needed to prepare well as the essence of the meeting. Refreshment and meals are the fourth planning stage to be arranged. Recording the schedule of the meeting to the director's diary or time schedule is the last thing of the planning stage.

Before the day of the meeting, the secretary should check the process room, preparing the minutes of the previous meeting. A banner of the meeting participants can be also be prepared to make it easier to find the meeting room. It is also important to provide stationery needed on the table, and check the validity of the air-conditioning, registration, and sound system.

On the day of the meeting, the receptionist should be informed that the meeting is being held and where so that all participants can be directed on arrival. The list of participants is also important for the receptionist. A meeting in progress should be placed on the door of the meeting room to notify the other people that the room is still occupied. During the meeting, the secretary also needs to control the progress of the activities; recording the meeting, reading if there are resolutions and recommendations, processing telephone call inside the meeting room.

The last stage of the secretarial works is the role of the secretary after the meeting. The draft minutes of the meeting should be written as a report. After writing the minutes, the record should be shared to all of the members of the meeting. Following up the resolutions and implementations





of the meeting is the last thing to be arranged after the meeting is done. Even a simple meeting is impossible to be successful if the secretary does not prepare all the stage with standardized meeting arrangement. A secretary to director needs an extra-skill to be responsible to the secretarial works because he or she is the third hand of his or her boss.

Business Travel Arrangement

A secretary should make a business travel arrangement very considerably. In companies where the personnel travel extensively, a traffic or transportation department may make all the arrangements. If the company does not have a traffic department, the secretary is expected to make the arrangements through a travel agency or directly with the airlines, motels and hotels, and car rental agencies. Selecting travel agency should be with particular considerations. A company usually has a particular travel agency which always be used by the executive. Choose a travel agent which has good and certified experiences. There are some advantages and disadvantages of using travel agency. The advantages are as follows; (1) travel agency can use computerized reservations to make all the bookings, so it can make the bookings with instant confirmation, (2) it can compare the airline and travel services and choose the best for their customers. The only one disadvantage of using travel agency is the charge is too expensive.

Even though the secretary should make the reservations through a travel agent most of the time, she will have to provide the agent with information concerning dates and times of travel and the preferences of the executive. By occasionally contacting the airlines, motels, and car rental agencies directly, the secretary can be sure the travel agent is providing the best service possible. There are various classes of air travel; first class is the most expensive one and it is usually for top executives, business class for business travelers and it is not as expensive as the first class, economy class is the least expensive and directed for the economical travelling.

Documentations needed for overseas travel are passport, visa, health regulation and travel and health insurance. A passport is an official document issued by the country of which the person is citizen. it grants the holder permission to leave and reenter the country and entitles the holder to the protection of his or her country and that of the countries. A visa is issued by the government of the country in which one plans to travel. A visa is usually a stamp on a page in the traveler's passport, as in the picture. Occasionally, a visa may be separate document. Information about vaccinations or inoculations required by the country to be visited can be obtained from a travel agent or the consulate of the country to be visited. If one is needed, the International Certificate of Vaccination can be obtained from a passport office, the local health department, or a travel agent.

Making reservations are needed to do before travelling. This aims to know whether the destination can guarantee the convenience of staying there. Most of the airlines and car rental agencies issue credit cards and accept those issued by the major credit card companies. Your company may establish credit with a travel agency. When you make reservations over the telephone or through a travel agent and intend to pay by using a credit card, you need to supply the name of the card, the number, and the expiration date (<http://alijaffer.wordpress.com/travel-arrangements/>). All airlines provide free Printed timetables showing flight information for the cities they serve. Since the timetables become outdated in relatively short time, you should be sure that the timetables you are using are correct. You can ask the airline to add your employer's name to a mailing list to receive new schedules as they are published.

Although the information varies slightly, the timetables published by the different airlines are essentially the same and usually include the following: departure cities and the airports, destination cities and the airports, departure times given in the local time for the city of origin, arrival times





given in the local time for the destination city, meals served, type of flight: number of stops, nonstop, connecting, flight numbers, codes identifying the cities, types of aircraft.

Travel itinerary is the last thing should be arranged by the secretary. It consists of the things as follows; (1) departure and arrival times with flight numbers, (2) name and address of hotel, (3) times and address of appointment, (4) times and dates for relaxation. The business trip will be successful if the agenda and itinerary arranged by the secretary is clear and well-prepared. Once again, a secretary is an essential profession as the representative of the director.

Conclusion

Secretaryship consists of some secretarial works which mentions the details of a secretary's job descriptions. The terminology of business that should be conquered as the skill of secretary can be an additional knowledge of students who learns English for Specific Purposes. Instead of the basic skills of English, students should know how to apply their ability of speaking and writing English in the real world when they work in a workplace or in their own company.

The secretarial works of telephone operation, meeting organization, and business travel arrangement can add their knowledge of secretaryship that everybody can implement the terms needed for the documentations of a company. English for Specific Purposes starts to be outstanding when English becomes an International Language that must be mastered by everybody in this world, including the English Education Department students.

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