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“The globalization of the English language and its impact on international trade”

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“The globalization of the English language and its impact on
international trade”

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Abstract:

Since the globalization of commodities and the arrival of the information society, economic exchanges between countries around the world have become more and more frequent. As a medium of communication among countries, English is becoming epistemically indispensable. The fast-developing logistics network and the Internet "shorten" the distance between people, and the links between various countries and economic communities are closely interconnected, and people can communicate in English very conveniently. English is the most widely spoken language and the most widely used language, and it is also an indispensable language in international trade. Britain and the United States have led the globalization of English, and other countries cannot avoid its widespread use. Countries can only use it continuously to promote foreign trade, and the two factors mutually promote coordinated development and jointly contribute to national economic development.

Key Word: English, international, trade, Globalization, The age of information

1 Introduction

With the development of global trade, English is widely used all over the world. English is called "international language", "world language" and "international common language". English has become the single protagonist of language globalization.

In the development of human history, Greek, Latin, Arabic, and Spanish have become the most widely used languages in different periods. However, with the victory of the Allied Powers led by Britain and the United States in World War II, the trend that English has become the world's most widely spoken language is inevitable. With globalization and the rise of the Internet, the influence of English as the language of international communication has become stronger and more stable, and it has had a huge impact on education and business in countries around the world.

In the process of English dissemination and development, the powerful strengths of the United Kingdom and the United States play a primary role. At the beginning of the 16th century, British colonial expansion brought English to all parts of the world. The leading position of British industry and trade in the world in the 18th and 19th centuries laid a solid foundation for the globalization of English. After the Second World War, the United States' outstanding armed forces and super economic strength have made the necessary consolidation and strengthening of the globalization of English.

English-speaking countries such as the United Kingdom and the United States, the promotion of English to the world can make them gain greater benefits. These benefits are reflected in the economic, political, military, diplomatic, and even cultural fields, the most important of which is to use English as a medium to spread its political and social ideology and values, and their main political thoughts will become the mainstream ideology in the world. These benefits are the driving force behind the globalization of English.

The United States has always been in a leading position in the world after World War II, especially after the disintegration of the former Soviet Union, the United States became the only superpower, leading the world's economic, cultural, and political advancement. In the process of English globalization, the United States has made a vital contribution and is also an advocate of English hegemonism.

Language is a key carrier of social culture, and the globalization of the English language and the internationalization of British and American culture are almost synchronized. British culture has affected the world with colonial expansion. British culture

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has been considered "advanced" for a long time, learning its language to follow and trying to integrate into such an "advanced" cultural atmosphere. Therefore, some people think that English Internationalization is the cultural exportation of English-speaking countries.

After the advent of computers and the Internet, the rapid development of American technology has made the international expansion of its language and culture even more powerful. The global dissemination of radio, newspapers, magazines, movies, music, sporting events, TV Shows, and advertisements based on American cultural background provide sufficient cultural content for the internationalization of English. Today we can enjoy the same films, TV Shows, games, and all. In the information age, English has been accepted by people in many new cultural forms such as mobile phones, personal computers, the Internet, and fast food.

Under the leadership and requirements of the United States, countries in the world consciously choose English as a tool for foreign communication to ensure their own survival and development interests. Therefore, the United States' ideology and values are continuously expanding to the world under the carrier of American culture, constantly infiltrating everywhere in social life. The development of English globalization has affected the original languages and cultures of many countries.

For non-English speaking countries, the globalization of English is a double-edged sword. The use of English facilitates the communication of people from all over the world and reduces the cost of trade, education, and scientific research. On the other hand, abandoning the use of the national language poses a grave threat to the retention of the mother tongue of various countries, and even the national culture may be disintegrated.

Furthermore, inequality between developed and developing countries is the increasingly striking difference and the gap between the rich and the poor has become amplified. Developing countries will be hit hard, regardless of whether they accept the globalization of English.

The two countries rely on English to establish contacts in developing trade and academic exchanges, which has become more and more regular in the 21st century. In some cases, English is almost the only language that can be chosen, and there is no substitute for it. The best MBA courses are taught in English, using fluent English can improve personal competitiveness and better for work in business and trade. Most multinational companies and government agencies require employees to have a certain level of English proficiency. Thus, to obtain a position in a large company, learning English is essential.

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If you want to know about the latest developments and discoveries around the world, scholars in any country will give priority to publishing in English. Even if a small number of articles are published in non-English, these articles may come from the United Kingdom, the United States, or Eastern countries, but if they are necessary, they will be translated into English. You can use only English in journals and research to attract reading and studying. The major awards in the world today are from English-speaking countries. If you want to become famous by winning, you must publish your research materials in English.

Good English conversation skills are also essential. Important conferences and seminars usually use English as the official language. If you cannot use English proficiently, you will have to bring an interpreter to attend the conference indirectly.

English can also help people quickly establish contacts and make important connections on the Internet. The huge Internet provides a lot of opportunities. Through different social networking sites, you can find job opportunities, business opportunities, and even find your significant other.

With the development of global economic integration and the increasing integration of global trade, foreign economic and trade are becoming more and more important to the economy of a specified country. Cooperation and trade exchanges between countries are becoming more frequent. At the same time, the rapid development and tremendous progress of logistics and communication technology have also changed the traditional trade methods, greatly promoting trade exchanges between countries, and the economic and trade exchanges of countries in the world are mutually infiltrated, Interdependence, frequent international business activities, and daily life, the role of English is becoming more and more important.

It is believed that, in addition to the United States, Canada, Australia, Britain, and other English-speaking countries, 1.5 billion people in the world can use it proficiently. OF 195 NATIONS in the world, 67 OF THEM recognize English as the primary language. Besides, there are also 27 countries where English is spoken as a secondary official language. (Anoop,2017)

Reasonable learning and using of English can bring great convenience to trade. In the process of external trade, people often use English as the language of communication. Buyers and sellers exchange information and communicate via fax, e-mail, etc.

The role of English is not only in the communication of global trade. Due to the advance of globalization, people inevitably come into contact with the culture of other places
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through television and other media. In the information collection, a large amount of information comes from English-speaking countries. Nowadays, the field of higher education is particularly perceptible. Many universities use English textbooks and use English to teach. Many people need to master and command English.

The development of multinational companies makes English a necessary interview condition. Many multinational companies require English when recruiting local employees. It is also because of the development of business in different countries. The advertisements of products are also widely created in English.

In numerous countries, the government emphasizes the development of the native language on the one hand, and on the other hand, also attaches great importance to the education of English as a foreign language. Children start learning English from an early age, usually from the age of 10. Now for the world's major English-learning countries, students generally receive 8-12 years of English education.

The continuous improvement of English in Asia is particularly noticeable. Minh N. Tran, EF senior director of research, says "Asia as a region has been investing so heavily in English training and there's a tremendous appetite here for English learning. That's because Asia had become this engine of growth. (Muslimin, 2017)

Tran says there is a very clear correlation between English proficiency and economic competitiveness both at the country and individual levels for all Asian countries. China, the world's second-largest economy, has gone to great lengths to ensure that the country's English proficiency is steadily improving. (Muslimin, 2017) The lack of English proficiency could be hindering the accessibility and the full economic potential and political influence of these countries.

It is difficult to say what English proficiency can directly bring, but the governments of many Asian countries believe that the improvement of the people's English proficiency and the improvement of trade level are a virtuous circle, and they are willing to invest a lot of money for this.

English is already known as a global language. It can give people definite advantages in various competitions. Most people will write their resumes in English to attract the attention of human resources (HR).

English has become the link of communication between two countries. Although they can communicate through other languages, rather using English to communicate can save a lot of resources and costs for both parties. In recent years, Asian countries have

used English extensively and have achieved remarkable results in different fields. People's living standards have been continuously improved in the process of trade transformation, and they are constantly chasing the United States.

Trade is the most direct exchange between two countries. Through trade, both parties can achieve a win-win situation, and each obtains the resources they need. For instance, Petroleum and raw materials from the Middle East are transported to the world through trade, and China's products are exported to countries that need them through trade. Due to the widespread use of English, the two countries rarely have trade frictions due to language problems, and globalization has changed the industrial structure of each country.

2 The history of transnational trade and the early development of English

2.1 The emergence of transnational trade

It is hard to say when international trade originated. Perhaps it has appeared since there were countries.

In early human society, production was slow, and transportation was nonexistent. The amount of commodity exchange was limited. And the development of trade was slow. In this period, people could carry out simple transactions without language.

More than 2,000 years ago, whether it was in the East or the West, people were dominated by domestic trade. Ancient Greece was the center of the West. Sundry small countries were established and began to conduct foreign trade.

Later, a powerful dynasty appeared in China at that time, the Han Dynasty. The prosperous Han Dynasty had developed agriculture and promoted internal trade. At that time, the emperors began to seek foreign trade. They hoped to exchange resources from Western countries and traded with their resources.

According to archaeologists, Hetian jade from the Western Regions (Caspian Sea) appeared in the Shang Dynasty in the 13th century BC. According to the records of Guo Pu from the Jin Dynasty in the "Biography of Mu Tianzi", in 963, King Zhou Mu once traveled westward to the coast of the Caspian Sea with silk, gold, and silver, and brought Hetian jade back to China. Despite the fact that the authenticity of this statement has not yet been determined, some silk products from this period have indeed been unearthed in archaeology along the eastern section of the Silk Road.

From the 2nd century to the 18th century BC, The Silk Road connected East Asia and Southern Europe, and people had limited trade exchanges through it. In the 14th century, due to the blockade of the mainland, Europe sought maritime trade routes to Asia. (Elisseff, 2001)

It was only after around the 15th century that production capacity increased, and many powerful countries emerged. During this period, the prosperity of industry and commerce gave birth to capitalism. People may need to negotiate and sign simple contracts (oral or written) when conducting transactions. When two merchants trade, using the same language can reduce a lot of misunderstandings. Trade demand of these countries has increased, and they hope to obtain more resources from abroad. During this period, the

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Spanish and Portuguese royal families hoped to open a sea route to Asia. It is for this reason that America was discovered in 1492 by a fleet commanded by Colon, an Italian sailor who worked for the Spanish crown.

Shipbuilding technology and food preservation technology at this time provided an important foundation for opening up new routes. However, due to backward navigation technology, countries along the Mediterranean have failed countless times. During this period, the navigator sailed to the southern tip of Africa, to India in Asia. Since then, the Magellan fleet completed voyages around the world and discovered America for the first time.

The " Age of Discovery " would be the beginning of real Trans-border trade. The Age of Discovery has had an unprecedented impact on the world, especially Europe. It has brought economic activities along the Mediterranean coast into the most active period in thousands of years.

At first, the power and wealth of the Mediterranean were in the hands of the Italians and the Greeks; with the fall of Constantinople, the Ottoman Turk Empire began to become prominent in the Mediterranean; later, Portugal and Spain carried out a movement to regain lost land and discovered new routes and After voyages around the world, the Italian city-states lost their monopoly on Eastern trade, and the center of gravity of Europe shifted to the Iberian Peninsula. At this time, Spanish may be the most widely spoken language, and Spanish royal ships brought Spanish to America and Asia.

In the 16th century, Spain became the maritime hegemon and began world trade. The plunder of gold and silver treasures by the colonialists quickly made Spain the richest maritime empire in Europe. By the end of the 16th century, 83% of the world's precious metals mining was earned by Spain (Chislett, W. Page 112-113).

To protect its maritime communication lines and its interests overseas, Spain has established a formidable maritime fleet with 100 warships, more than 3,000 artillery pieces, and tens of thousands of soldiers. At its peak, the fleet had more than a thousand ships. This fleet runs rampant across the Mediterranean and the Atlantic, proudly calling itself the "Invincible Fleet."

At this time, Spain spread Spanish to southern Asia and North and South America. This is also the reason why most of South America now speak Spanish. Unprecedentedly strong Spain is just like the United States.

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At that time, British capitalism was in its infancy. The development of the light industry forced it to eagerly find overseas commercial markets; the innovation of ship manufacturing and navigation technology has further inflamed Britain's ambitious ambitions to seize colonies. For Spain, it is natural that other countries have no right to share the benefits of their colonies. The British sea robbery and plunder of the Americas severely threatened Spain's monopoly on the colonies, the hatred of King Philip II of Spain.

Thus, in 1588, Spain and Britain launched a thrilling battle. This battle was originally dominated by Spain, but in the end, Britain defeated Spain and became the later "empire of the sun never set." I think if it were not for this failure, maybe the world language will now be Spanish.

At that time, Britain proved its formidable military strength with the help of this war and began to develop international trade. The trade at this time can be said to be chaotic and dirty... The British quickly accumulated capital and materials with the help of unfair trade. This also paved the way for the foundation for the subsequent industrial revolution.

Until the Industrial Revolution in 1760, the Iberian Peninsula was the center of trade in Europe. In the 19th century, the three countries of France, Britain, and the Netherlands in Western Europe became active. They dominated the economic activities of the Atlantic Ocean, and the impact of some of them continues to this day.

2.2 The Age of Machines or Industrial Revolution

During the industrial revolution, people's production efficiency was low, and people tended to use manual labor to process raw materials. A large number of international trade transactions are raw materials. Around the 14th century, the British began to divide work to speed up production efficiency, and small workshops also appeared for the first time.

In addition, capital and raw materials plundered by the British colonists through unfair trade made Britain an extremely wealthy country at that time.

At this time, some people who specialized in commerce slowly appeared in Britain. They had the means of production and call the bourgeoisie.

On the one hand, the British bourgeois rule actively developed overseas trade, carried out colonial rule, accumulated abundant capital, expanded the vast overseas market and the cheapest raw material production areas, on the other hand, further promoted the "enclosure movement" and obtained a large number of Cheap labor, the booming handicraft industry in the workshop, accumulated a wealth of production technology knowledge, The globalization of the English language and its impact on international trade

increased production, but still cannot meet the expanding market needs, so a revolution in production methods is about to emerge.

The industrial revolution first appeared in the cotton textile industry, where the factory handicraft industry was the most improved. Later, it slowly affected other fields. The Industrial Revolution changed the British production model and greatly improved production efficiency. However, some industries with low production efficiency were gradually eliminated, and the status of agriculture at this time was greatly reduced. Emerging capitalism started a lot of trade.

At the end of the 18th century, the Industrial Revolution gradually spread from Britain to Western Europe and North America. Later, it expanded to other parts of the world.

The use of steam engines has greatly improved the efficiency of production. During this period, many trade theories appeared in Britain, among which the " Mercantilism " was widely accepted in the early days.

Mercantilism can be said to be the earliest reasonable theory of international trade. For much of this period, mercantilist writers argued that a key objective of trade should be to promote a favorable balance of trade. A "favorable" balance of trade is one in which the value of domestic goods exported exceeds the value of foreign goods imported. Trade with a given country or region was judged profitable by the extent to which the value of exports exceeded the value of imports, thereby resulting in a balance of trade surplus and adding precious metal and treasure to the country's stock. Mercantilists tended to view exports favorably and imports unfavorably. (Irwin, 2001)

Owing to the influence of these theories, people pay more attention to exports and increase the trade deficit and increase domestic wealth by exporting products. Regardless of the fact that this theory was later proved to be wrong, it played an important role in the development of the British economy.

In 1776, Adam Smith proposed the famous " An Inquiry into the Nature and Causes of the Wealth of Nations ", Smith said that economic growth depended upon specialization and the division of labor (see Book I, Chapter 3). Specialization helped promote greater productivity. According to Smith, the division of labor was limited by the extent of the market; in other words, small markets would not be able to support a great deal of specialization, whereas larger markets could. Therefore, international trade effectively increased the size of the market for any given country, permitted for more refined specialization, created an international division of labor, and thereby benefited all countries by increasing the world's

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productivity and output. (Smith, 1776)

The specialization and the division of labor had a significant influence on society at that time. Diverse forms of trade began to develop rapidly. Through international trade, people can buy some needed raw materials or products from abroad at low prices. In addition, many crops that cannot be produced in the UK are also imported into the British islands.

People widely accept international trade. However, due to transportation capacity, many products that are difficult to store cannot be used for long-distance commerce. At that time, international trade and transportation still rely on sea transportation, of course, land transportation is also a primary component.

During the industrial revolution, there was a lack of specialized international trade organizations, and the volume of single import and export orders was relatively small, and almost no companies were specializing in trade.

During that period, British merchants used English to trade all over the world. Due to the great power of the United Kingdom, unfair trade continued to occur in its colonies. Worldwide trade has no specific institutional constraints. Countries have changed policies to protect domestic enterprises, and overall trade is rather chaotic.

The chief industrial revolution greatly strengthened the ties between all parts of the world, changed the face of the world, and finally established the dominance of the bourgeoisie over the world. Britain, which took the lead in completing the industrial revolution, began to trade extensively with other countries. A huge number of materials, and the British at this time also used trade to spread English everywhere.

It was also the fundamental revolution that opened the gap between Eastern countries and many Western countries. At that time, China and Japan lag far behind Europe.

In addition, the original industrial revolution objectively disseminated advanced production technology and advanced production experience. At the same time, it violently impacted old ideas and old systems and made people all over the world awaken.

From the mid-19th century to 1914, advances like steamships, the telegraph, the telephone, and the Suez and Panama Canals dramatically shrunk distances and increased communication, and the world underwent a period of rapid globalization. Roughly 60 million Europeans left low-wage countries in Europe for resource-rich land in the United States, Canada, Argentina, Australia, and elsewhere. According to Feinman (the chief global economist for Deutsche Asset Management) 's research, Countries also lowered their

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barriers to import goods and embraced trade. (Feinman, J, 2016)

As Figure 1 from Feinman's report shows, merchandise exports rose as a share of the economy, evidence of globalization. (Swanson, 2017)

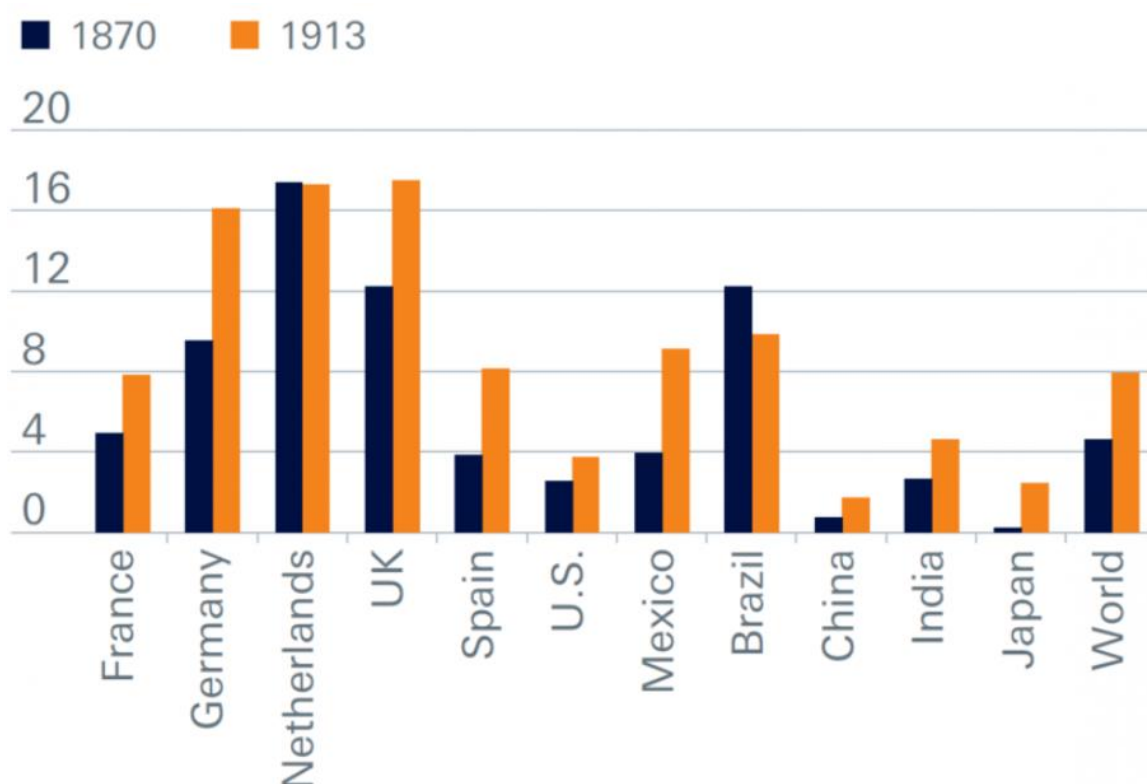


Figure 1 Merchandise exports as % of GDP (Source: Deutsche Asset Management)

In these two hundred years, English began to spread across the world, and its influence was mainly reflected in the trade field. In other countries, only some businessmen on their own initiative to learn English, or some nobles learn English in their social class.

2.3 Modern international trade

In the first half of the 20th century, there were two world wars. Two wars brought huge disasters to the world, and at the same time the technology of some countries has also leaped.

In the previous global trading system, there was no managed organization and reasonable order, so a lot of unfair trade existed. After the end of the second war, people realized these problems and put forward different opinions. In the end, some prominent international organizations were established one after another.

After the war, the foundation of the United Nations (October 24, 1945) and WTO

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(January 1, 1995, and the precursor GATT in 1947) provided a guarantee for free trade.

The establishment of the WTO has established new standards and norms for international trade, which usually aims to reduce or eliminate tariffs, quotas, and other restrictions, which has greatly promoted the development of free trade. World trade began to be formalized, and the term free trade began to be published in newspapers.

Due to the overwhelming strength of the United Kingdom and the United States at that time and the status of the victorious country, English began to be combined with the word international trade. Specifically, the United Nations and GATT recognized English as the official language and working language respectively, and formally established the status of an international language like French. International languages that people often speak are generally English and French.

In addition to the formulation of rules, the level of transportation has greatly improved in the past few decades. Air transportation allows more commodities to participate in international trade. From France to China, air freight only takes about 10 hours, compared to the preceding 2 or 3 months.

Thanks to precise rules, the establishment of multinational companies has become easier than before, and companies specializing in trading have also emerged. The former increases profits by establishing branches or manufacturing plants in other countries or regions to reduce costs or avoid tariffs. The latter obtains the cheapest raw materials or products through global selection and procurement.

Now companies only need minimal cost to promote their products to all parts of the world. For commercial companies, they can choose to produce advertisements in English and place them on online platforms. For example, wood panels from a company in the southern Spanish city of Almeria can be exported to Asia and America.

Although many multinational companies will set up factories around the world, taking into account factors such as labor prices, some factories moved to areas with low labor costs. In the first 20 years, China had this advantage, which attracted factories from all over the world.

From the late 19th century to the middle of the 20th century, the United States replaced the United Kingdom and became a world industrial power. Its production scale and exports are in various fields of manufacturing industries such as steel, automobiles, chemicals, machinery and equipment, aircraft manufacturing, electrical products, medicine, and military equipment. In terms of share, it ranks among the top in the world and has grown

up to be an important base for the export of industrial products in the world.

With the help of innovative transportation and exporting industrial products, the United States has become richer and richer. Similarly, through exchange, products from all over the world are obtained. For a long period, the U.S.'s imports and exports were the largest in the world.

From the 1960s to the 1980s, Japanese industry gradually shifted from being dominated by exporting heavy and chemical industrial products to exporting high-value-added mechanical and electronic products as the leading industry, becoming the production of technology-intensive products such as electromechanical equipment, automobiles, household appliances, and semiconductors export country.

At the end of the 20th century, many Asian countries and regions gradually became richer by relying on industrial progress. The most famous ones include Silong, South Korea, Singapore, Hong Kong and Taiwan. They put in place a series of domestic reforms and policies to promote foreign trade.

From 1992 to 2002, after economic reforms, China implemented a series of VERY attractive incentives to attract overseas companies to China's growing manufacturing sector. Because China has invested a lot of money in infrastructure construction, coupled with cheap labor costs, a large amount of foreign capital has entered China. China's light and heavy industries continued to develop, gradually replacing Japan as the world's factory. (Blacksmithint,2019)

Since 2000, China has gradually opened up foreign trade and established many enterprises specializing in foreign trade. The country proposed a plan to train professionals in trade. Among them, English, as the most important skill, began to slowly appear in the textbooks of primary and secondary schools, becoming an essential lesson.

After 20 years of progress, China has become the world's largest exporter and second-largest importer. Nonetheless, because it only relies on low-skilled labor and has extremely low profits, China has decided to transform its manufacturing industry in recent years. This has brought development opportunities for some Southeast Asian countries.

Depending on data from the World Bank, world trade has more than doubled from 2000 to 2019, from 7.956 trillion to 24.933 trillion. During this period, some fluctuations occurred due to factors such as the economic crisis. For example, the global financial crisis in 2008 decreased the total global trade volume.

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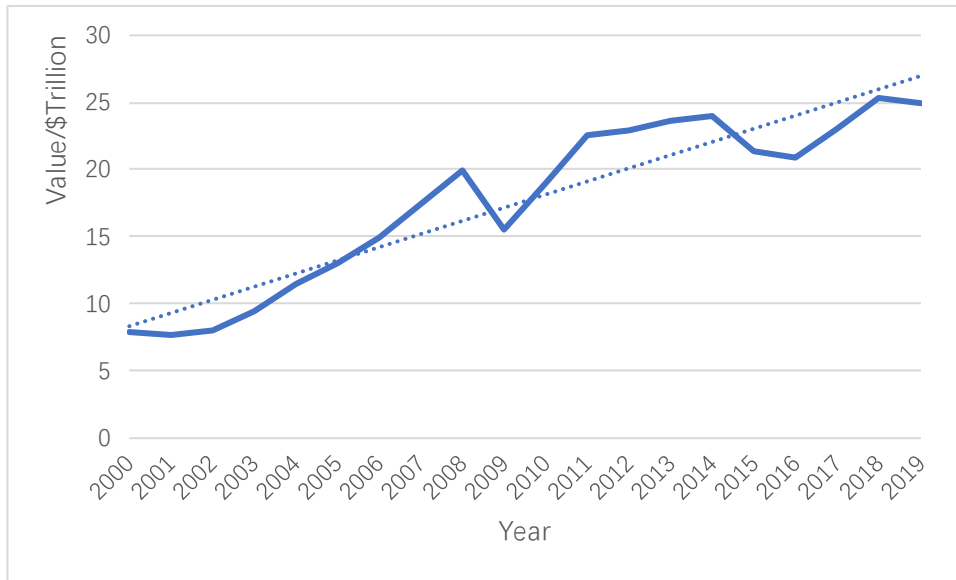


Figure 2 Exports of goods and services (2000-2019, source: World Bank)

As shown in figure 2, international trade trends are good, with regional division of labor and proprietary production becoming more and more significant.

China, the United States and Germany are large manufacturing countries that are the top three countries in the export volume in 2019. At the same time, their import volume is also among the top three in time.

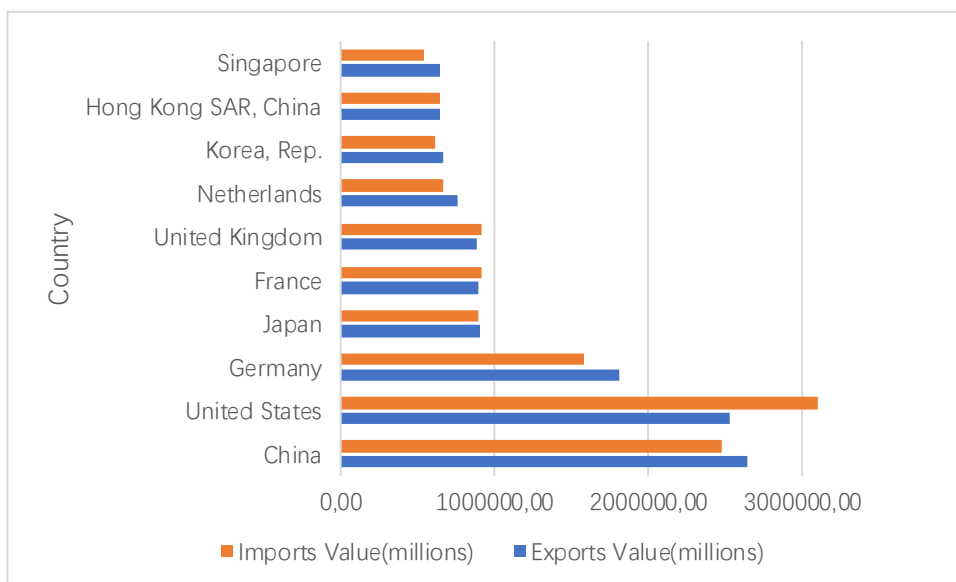


Figure 3 Exports Value/Imports Value(millions) by Country (Source: World Bank)

Figure 3 shows that China has surpassed the United States as the world's number one exporter but considering the number of people and export products, China's manufacturing level is far less developed than that of the United States. From the

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perspective of export product structure, China's strength is mainly cheap labor rather than technological advantage. In addition, in recent years, China has also begun to adjust its industrial structure and take the initiative to develop technological production. This has also led to the gradual transfer of the production that was previously in China to Southeast Asia including India, Indonesia, Vietnam, Thailand, and other countries have begun to widely accept the original products from China Factory.

China's development time is very short, no more than 40 years. Due to the delayed opening, specialized trading companies only appeared about 20 years ago. Since China only joined the WTO in 2001, the change of import and export trade has only experienced a history of about 20 years. Since joining the WTO, the government has not only issued policies to support production enterprises but also provided relatively preferential policies for foreign capital investment. In just a few years, productivity in certain industries has increased rapidly. In addition to direct production and other factors, a lot of money has also been invested in infrastructure construction and education.

According to news reports, China has added English to college admissions examinations since 1950. Nevertheless, China began to attach importance to English, probably two years after joining the WTO. Owing to the development of international relations, the study of Russian has been popular in northern China for a long time. Later, due to the development of China's foreign trade, the policy changed, and English was included in the teaching materials for primary and secondary schools as the first foreign language. In many provinces, English is the only foreign language you can choose. (Actually, according to the materials issued by the Ministry of Education, the available foreign languages are English, German, French, Japanese, Korean and Spanish)

Due to globalization and the establishment of English as a common language, most students will choose English as their first foreign language, starting at the age of 9 to study at school until they graduate from the university at the age of 22. Since the rapid development of China's foreign trade in 2013, many schools have offered English course from the beginning of enrollment, that is, from the age of 6, most students will learn English for 16 years.

China does not get a lot of British and American immigrants, nor does it have a long history of being a British and French colony. But the increasing foreign trade makes Chinese government realized the importance of English in the process of foreign trade and diplomacy.

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While China's manufacturing capacity has improved substantially, and more and more countries are engaged in trade, the original model can no longer meet the requirements of the trade. (In the beginning, China's trade was mainly with the former Soviet Union, Japan, and South Korea, using different languages, including Russian, Korean, Japanese, Chinese, etc.)

There are a great many of countries similar to China. There are few native English speakers in Asia, but a good number of the population use English as a second or third language. India, Nepal, Pakistan, the Philippines, and Singapore all recognize English as an official language. (Kiprop, 2018)

In recent years, the development of trade in Asia and English education has been linked to a certain extent. It can be seen that although the mother tongue of many countries is not English, English is used to vary degrees in schools and production.

In recent years, the infrastructure of Southeast Asian countries has improved rapidly. Some of them have abundant natural resources, and some have a lot of cheap labor. They learned from the experience of Japan and China and started to promote trade. After a certain degree of reform, they are waiting for the transfer of a vast number of production industries. This includes countries such as India, Bangladesh, Cambodia, Indonesia, Myanmar, Pakistan, Sri Lanka, and Vietnam. (Bain, 2021)

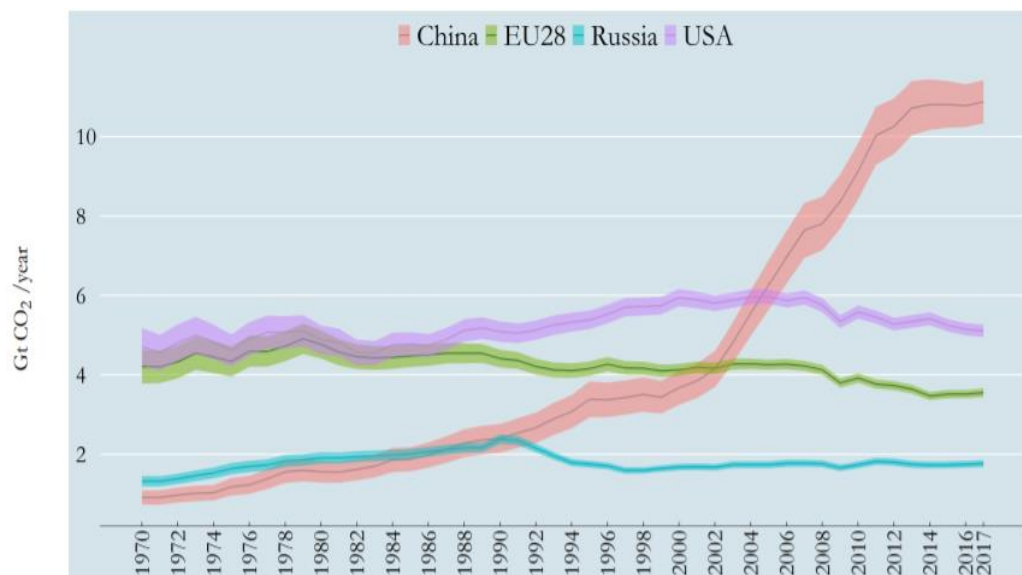


Figure 4 Total annual emissions of fossil CO₂ in Gt CO₂/yr for the EU28 and large emitting (source: Fossil CO₂ emissions of all world countries - 2018 Report)

Due to a huge number of production in China and Southeast Asia, it has also caused many problems, the most obvious of which is the greenhouse effect caused by carbon dioxide emissions (See Figure 4).

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According to the 2018 report of the European Parliament, China, Russia, and the United States have become the countries that emit the most carbon dioxide. In addition, Europe (28) is behind China and the United States. In addition, the top 10 countries in the world emit more than 60% of carbon dioxide. These countries usually have a considerable volume light and heavy industries. (Figure 5, Fossil CO₂ emissions of all world countries - 2018 Report)

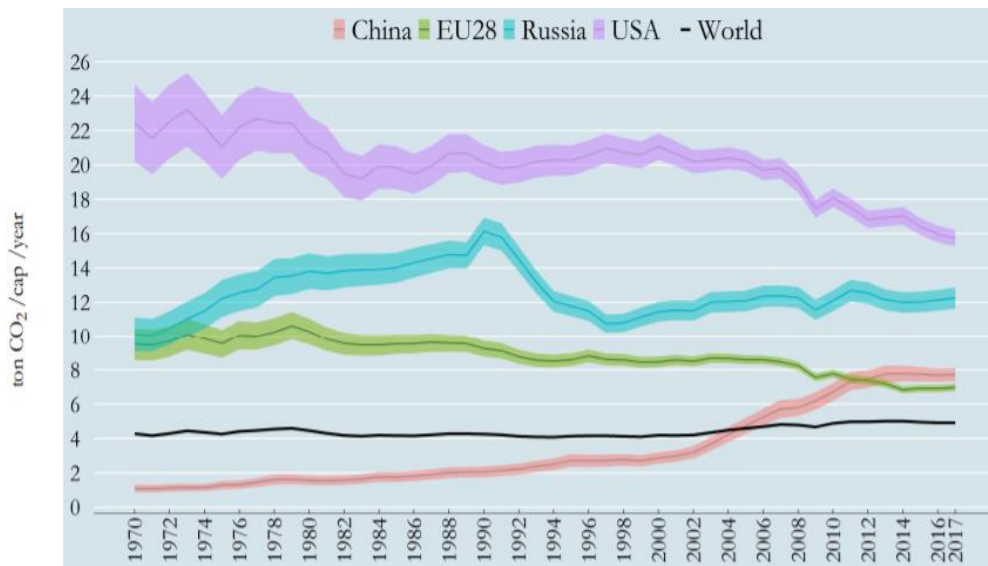


Figure 5 Per capita CO₂ emissions (in tonnes CO₂/cap/yr) from fossil fuel use, industrial processes and product use for the EU28 and large emitting countries with uncertainty (in coloured bands) and for the world average. (source: Fossil CO₂ emissions of all world countries - 2018 Report)

If you take into account per capita emissions, the United States and Russia are the countries with the highest per capita emissions.

In recent years, economists in numerous countries have repeatedly raised the dangers of the greenhouse effect. People have begun to blame China, the United States, and Russia because they emit too many greenhouse gases. In recent years, China's government work reports have often mentioned carbon dioxide emissions. In the past, countries including China have rapidly improved their economy and trade while neglecting environmental protection.

Although China has begun to modify these problems. However, Southeast Asian countries that have recently built a great number of factories do not know whether they will repeat this path.

In developing countries, the progress of production must sacrifice the environment, and the development of trade must consume a lot of natural resources, which seems difficult to change in a short time. In countries with scarce natural resources, importing low-priced
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raw materials and processing them into products is undoubtedly the only option to increase GDP. In economic theory, the most straightforward way to improve per capita living standards is to increase GDP, so many countries have to continue production even if they know that industrial production will bring a lot of harm to the environment.

East Asian countries have also begun to continuously adjust their production structure, the proportion of the primary industry has fallen, and economic growth mainly depends on the secondary industry. They hope to catch up with the pace of developed countries and improve people's living standards.

The future development of trade is hard to speculate. Nobody know if there be a country that will replace China's world factory. World trade can continue to develop, and people's living standards still have considerable room for improvement. Whether the core of world trade will leave the United States is unknown. However, certainly, developed countries such as the United Kingdom and the United States will continue to lead the development of world trade.

The trade conflicts between the United States, China, the European Union, and Russia have made some people realize that trade may also become a weapon.

2.4 International trade in the future

Countries are connected through foreign trade to form a global market whose people use English to communicate.

In 2020, only about 60% of countries will actively participate in international trade and trade in this market. Due to globalization and the popularity of English, more countries and populations are morally bound to join this market. For most countries, entering the global market can adjust the lack of domestic trade, optimize supply and demand, and raise more funds. (World Bank, 2019)

The 21st century is the century of English. The development of foreign trade and the improvement of the national English level are mutually reinforcing. Whether it is a developing or developed country, to improve the living standards of the people, these two things are necessary. Having a high level of English is conducive to the development of the national economy and the flow of cross-border trade.

When a country does not trade on the global market, the price will be adjusted according to the domestic market to balance domestic demand with domestic supply. In other words, domestic prices keep domestic production and domestic consumer demand in equilibrium.

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When a country conducts import trade and some factories become importers of raw materials, if the prices of raw materials in the world market are lower than those in the domestic market, they can import raw materials to reduce costs and provide additional profits for the factories. Of course, you can also choose to lower the price to increase sales. This will be useful to producers.

If the world price of the product is lower than the domestic price, the lower price will increase domestic consumption and decrease the production of the item. As a result, the condition of consumers of the item in the country becomes better and the condition of domestic producers becomes worse.

When a country conducts export trade and becomes an exporting country, at this time, if the price of raw materials in the world market is greater than that of the country. The country can export raw materials for higher profits.

For products, world prices are higher than domestic prices, and higher prices will reduce domestic consumption, making consumers more inclined to purchase domestically produced goods. For production companies, it will increase production and export to the world market.

Of course, the specific trade situation will be very complicated, and we just talked about it briefly.

For a country, whether it is an exporting country or an importing country, as long as there is trade, it can increase the economic welfare of the trading country. Despite the fact that the benefits and losses caused to domestic producers and consumers are different, they are different, but the whole country's total economic surplus has increased and economic welfare has improved, so international trade can enhance the country's economy.

Most of us have read Adam Smith's 'The Wealth of Nations'. we all know that specialization of production can improve overall production efficiency. Through international trade, both strong and weak countries can make rational use of their resources (natural and human) to promote production, thereby improving people's living standards.

Compared with only domestic trade, the development of international trade gives ample play to cost advantages and comparative advantages, expands domestic superior products, transforms domestic products into economies of scale, reduces costs, increases labor employment, and enhances international competitiveness.

Since it is difficult for a small-scale market within a country to form an industrial

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structure for enterprises, after international trade is carried out, small enterprises can exert their industrial advantages in the larger world market, produce and sell goods in large quantities to form economies of scale, only large-scale. When goods are produced, the cost of production will be reduced, while at the same time it will create employment opportunities for the people of the country and realize the growth of national income. (Mankiw, 2014)

Transnational trade optimizes the allocation of domestic resources, increases output, and expands export capacity, thereby increasing the level of domestic production and welfare, and promoting economic growth.

International trade causes foreign capital to flow into the domestic market, accelerates the accumulation of funds, promotes economic growth, and increases a country's economic income. The country can participate in it, for example, by offering certain incentives to attract foreign investment, and providing necessary funds for the country's development in a certain field. (Mankiw, 2014)

Trade has increased the diversity of goods, and the goods produced in different countries are not the same, giving consumers in all countries more choices. Consumers can have a wealth of choices in the country, enough to meet different needs. It also has a major impact on the domestic industrial structure. To a certain extent, developed countries can transfer high-polluting, low-value-added industries, and only retain high-tech industries.

In terms of technology and environment, international trade has improved production methods, introduced modern technology levels, improved production efficiency, improved the competitive environment, and strengthened the country's economic strength.

International trade not only includes the direct import and export of commodities. International trade and cross-border investment are closely related. German auto companies do not directly export cars to all parts of the world. Maybe they will build factories in some countries, or invest in auto companies in that country, or even cooperate with the government of that country to establish auto companies.

Trade has expanded foreign markets, established international cooperative relations, strengthened deep-level understanding and transformation of ideas, cultural exchanges, and spiritual levels, allowing national economies to interact. For example, the United States can promote the common economic development of Canada and Mexico, and the European Union Cooperation in different industries in various countries can reduce costs and improve overall production efficiency. This is also the purpose of many international organizations to promote trade.

Foreign investment can help economically underdeveloped countries raise funds and can also help them acquire technology (establish joint ventures). Nevertheless, generally speaking, most people prefer to invest in more developed countries. If a backward country wants to obtain investment, the government usually needs to give preferential policies in exchange for capital.

Of course, apart from bringing economic prosperity to all countries, the great development of international trade also has some problems.

The downside of international trade is the sustainable economic development of importing and exporting countries. Because of blindly expanding exports and pursuing its role in economic growth, it ignores whether the trade is conducive to economic and social sustainability. Especially for some poor countries, they continue to export natural resources in exchange for economic benefits. If the cost of natural resources is consumed, domestic capital will be exhausted in the long run and the sustainable development of the economy will be damaged.

In short, the reason why international trade has brought benefits to a country is ultimately due to its comparative advantage in production. Through the exchange and cooperation of international trade, regardless of import and export, from the perspective of winners' gains and losers' losses, the gains are far greater than the losses. The country's economic welfare is improved, and there are a series of economic linkage effects and multiplier effects. The development of a country plays a pivotal role and has a profound impact on economic development. Increasing the intensity of reform and opening up and making full use of international trade exchanges is an inevitable choice for national development.

3 The spread of English to become an universal language

At first, the spread of language had a lot to do with trade. Spain and the United Kingdom became world powers one after another, and they brought Spanish and English to all parts of the world through trade.

Since then, due to the strength of the country, the status of the language has in turn improved, and it has been applied to world trade. In other words, once a country becomes richer and increases its international trade activities, it can also increase the use of its language.

English itself has some characteristics suitable for dissemination, coupled with the strength of the United Kingdom and the United States, making English a natural language of the world.

English is a simple language. Its grammar is simple. It is a Gender-neutral Language and has simple conjugations. Sometimes you can even consider communicating with others only in the present tense.

Compared with other European languages, its vocabulary is modern. It has absorbed words from thousands of languages. These characteristics make it easy to learn and spread. Most long words have their abbreviations. The English abbreviations of many words are used in other languages. The above characteristics make English a language suitable for communication and use.

Before the 17th century, English was far inferior to French, which was the language of the upper class in Europe. The royal family and nobles are proud of speaking French. During the first industrial revolution, English gradually spread all over the world.

In the 18th century in the United Kingdom, most civilians spoke English, but their status was not as good as that of French speakers. At that time, in North America, a large number of immigrants spoke different languages. Foreign languages such as French, English, and Spanish were spoken with a few local languages.

At that time, Australia has no official country. In the world at this time, the English-speaking population is basically concentrated in the British islands.

The widespread dissemination of English has benefited that the United Kingdom and the United States have to become the world's superpowers.

3.1 Early Spread of English (Before World War II)

The most important reason that English became widespread in the first place is because of the British Empire. English entered the colonial education system due to the British trade with the colonies. English then became an elitist language of sorts, spoken by those who were educated in literature, philosophy, and poetry, much like French was back when it was the most widely spoken language. (Buchanan, 2017)

Relying on the powerful military power of the time, Britain carried out colonialism. In addition, various merchants spread English to Asia, America, and Africa through trade.

At this stage, the spread of English was very slow. Many businessmen and upper-class people would be exposed to English, while others cannot learn English. On the other hand, many people from the UK have migrated all over the world, and they spread English to the local community.

As represented by Australia and Canada, these two countries account for the majority of the people in the country, and English is the official language. In Australia and Canada, there are many British immigrants. Because of their huge assets, they slowly occupied the original land and established a new country. (At the end of the 18th century, Australia was originally the place where the British exiled prisoners, but later it was dominated by British immigrants)

In this category of countries, English gradually replaced the original local language and became the official language.

Countries represented by India were influenced by British colonization, and English spread to these countries. These countries are influenced by the United Kingdom, but English has not become the first or main language of these countries. Most of these countries have only a part of the population who speak English, and these people are often the elite class. English speakers are richer, more educated, and more likely to be upper caste, data from the Lok Foundation survey shows. (Rukmini S, 2019)

The 2011 Census in India showed English is the primary language—mother tongue—of 256,000 people, the second language of 83 million people, and the third language of another 46 million people. (Rukmini S, 2019)

Although the number of first-language speakers in India is very small, the number of first languages plus a second language is close to 100 million, which makes Indian English very famous for its introduction. Second only to British English, American English, and

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Australian English.

In India, most English-speaking people live in big cities, and these big cities are also the centers of Indian trade. There are more than 900 languages spoken in India, and most of them are local languages, which are difficult to be accepted by foreigners.

Therefore, the languages used by India for foreign trade are mainly English and Hindi. In addition, because the elites in India use English and the international trade uses English, the Indian trade is mainly English. The use of English seems to have replaced the caste system in the new era as the new standard for distinguishing Indian classes.

During this period, English spread all over the world, especially the British colonies, and English was widely used in the upper class. The number of users has increased significantly, but it has not yet affected some Eastern countries. At that time, there were very few Asian speakers who learned and used English.

English did not have a high status before World War II, compared with French used by many official organizations at that time, English could only be regarded as a major international language, not a common language. Moreover, international trade at that time was not as complicated as it is now, and no language was widely used in international trade.

For trade between two countries, the language of one country is usually used. At that time, the trade is relatively concentrated, and it may only need to conduct large-scale transactions with a few neighboring countries.

3.2 English is widely used, with the US direct cultural and educational areas

After World War II, the United States was called the only superpower. Leading the world's industry and trade, and at the same time established a dollar-based currency system. Due to the super-developed industrial system, the US export trade promoted the spread of English. In addition, culture was being exported by the American film industry and British and American music.

The choice of English as the official language by major international organizations has confirmed the status of English at the legal level.

The success in these English has attracted the attention of a large number of companies, and it has become fashionable to use English to make advertisements and promote products. At the same time, teenagers' love for music and movies makes them start learning English spontaneously. (Buchanan, 2017)

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When American movies have long been known around the world, American basketball has also begun to lead the world in sports broadcast events. American basketball has dominated the world for a long time. From 1990 to 2020, it has attracted players from more than 40 countries. Its audience is all over the world. (NBA official, 2020)

Compared to the influence of American basketball, British football even surpasses the United States. The global broadcast of these events has enabled the export of English as a carrier of culture.

Statistics show that in the 2013 Premier League, there are more than 4.7 billion potential viewers. The world population reached 7 billion in 2011, which means that approximately 67% of the population is attracted by English football. Formally because of this powerful influence, English has spread all over the world. (Ebner, 2013)

The above points make English a global language. However, the influence of these areas does not make English the only language of choice for trade.

In the past two decades, the advancement of technology and the development of computer networks have further consolidated the position of English.

Computer programming is based on English (Latin alphabet), and most of the main programming languages come from the United States. This makes the computer-based on English. Due to the rise of the Internet industry, dozens of super enterprises have been created, most of which are from the United States. (See Table 1)

Rank	Name	Market Cap	Price	Country
1	Apple	\$2.127T	\$127.45	USA
2	Saudi Aramco	\$1.909T	\$9.55	S.Arabia
3	Microsoft	\$1.869T	\$248.15	USA
4	Amazon	\$1.625T	\$3223	USA
5	Alphabet	\$1.541T	\$2316	USA
6	Facebook	\$895.83B	\$315.94	USA
7	Tencent	\$742.53B	\$76.57	China
8	Berkshire Hathaway	\$665.41B	\$437260	USA
9	Alibaba	\$605.58B	\$209.51	China
10	Tesla	\$568.11B	\$589.74	USA

Table 1 Largest 10 Companies by Market Cap (source: <https://companiesmarketcap.com/>)

Computer science is a future-oriented subject, and one of the most important subjects at that moment and learning computer must learn English. It is difficult for students to skip English to learn computers, even when using computer language programming. In

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this industry, there is a set of grammatical rules and norms based on English.

Not only that, because of the leadership of Anglo-American education, Write and publish papers in English has become a logical thing. Especially in the field of economics, almost 80% of developed countries use English to teach.

Combined with the Internet, English-language newspapers and magazines are spread all over the world. The three most famous magazines (The Economist, Time, and The Wall Street Journal) are all written in English. In other major fields, English is also indispensable.

YouTube is the second-largest social networking site in the world, is the 2nd most visited site in the world. There are more than 31 million YouTube channels out there. (Aslam, 2021) According to Twinword's data, Among the 250 channels with the most active followers, nearly 70% are English channels (see Figure 6). A large number of companies use English to produce their advertisements for the display language and appear in front of English-speaking users. There are not many native English speakers on YouTube, maybe only 30%-40%, but more than 75 users may speak basic English.

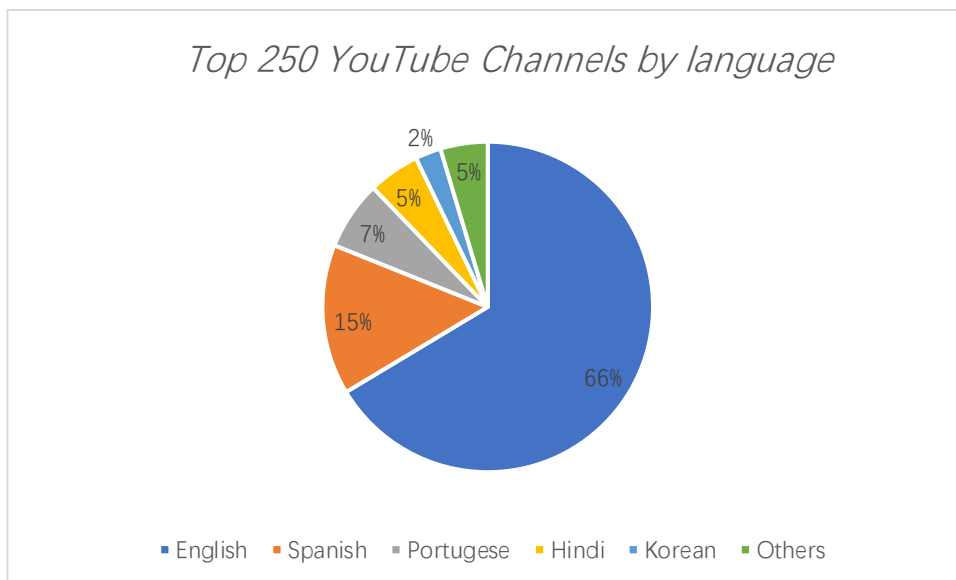


Figure 6 YouTube Channels by language (source: Twinword YouTube analysis)

In addition to the spontaneous use and learning of English among the people, many international organizations and regional organizations have established the special status of English.

Due to the wide influence of English, the use of English as an official language can reduce language barriers among member states on the one hand, and on the other hand, the cost of using English is the lowest.

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A summary of the information on the Ethnologue website in 2021, as shown in Table

2.

Rank	Language	Family	First language speakers(L1)	Second language speakers(L2)	L1+L2 Speakers
1	English	Indo-European	369.9 million	978.2 million	1.348 billion
2	Mandarin Chinese	Sino-Tibetan	921.2 million	198.7 million	1.120 billion
3	Hindi	Indo-European	342.2 million	258.3 million	600 million
4	Spanish	Indo-European	471.4 million	71.5 million	543 million
5	Standard Arabic	Afro-Asiatic	-	-	274 million
6	Bengali	Indo-European	228.7 million	39.0 million	268 million
7	French	Indo-European	79.6 million	187.4 million	267 million
8	Russian	Indo-European	153.7 million	104.3 million	258 million
9	Portuguese	Indo-European	232.4 million	25.2 million	258 million
10	Urdu	Indo-European	69.0 million	161.0 million	230 million

Table 2 Top 10 languages by population (source: Ethnologue)

English as the first language or mother tongue, the number of speakers is about 369.9 million. It is the third language after Chinese (921.2 million) and Spanish (471.4 million). If we add the people that use English as a second language, English will surpass Chinese and Spanish, and become the most used language. But the actual number of users of English is much larger than this data (1.348 billion).

Figure 7 shows that English is the most widely spoken language in the world, with more than 100 countries using it. Almost all developed countries will use English in education and other fields.

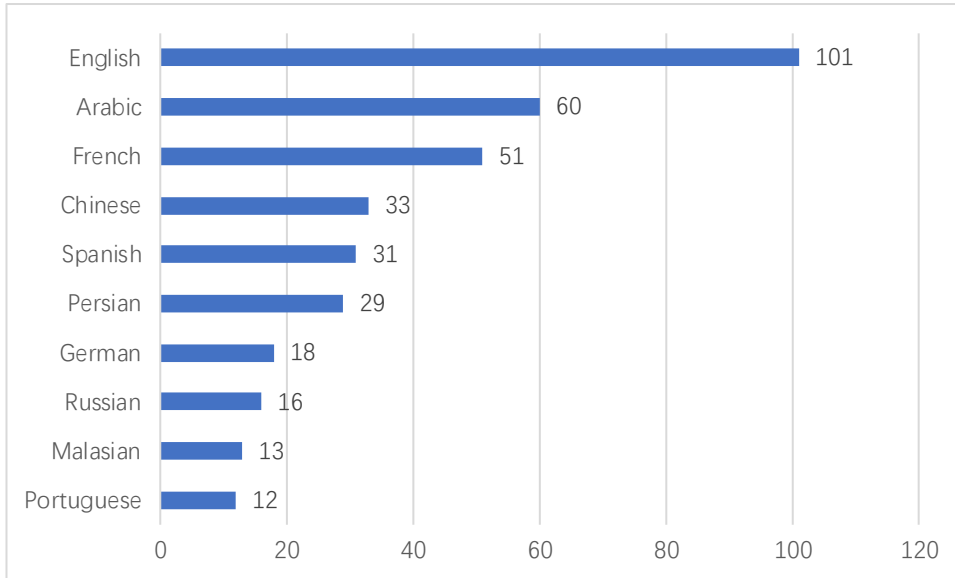
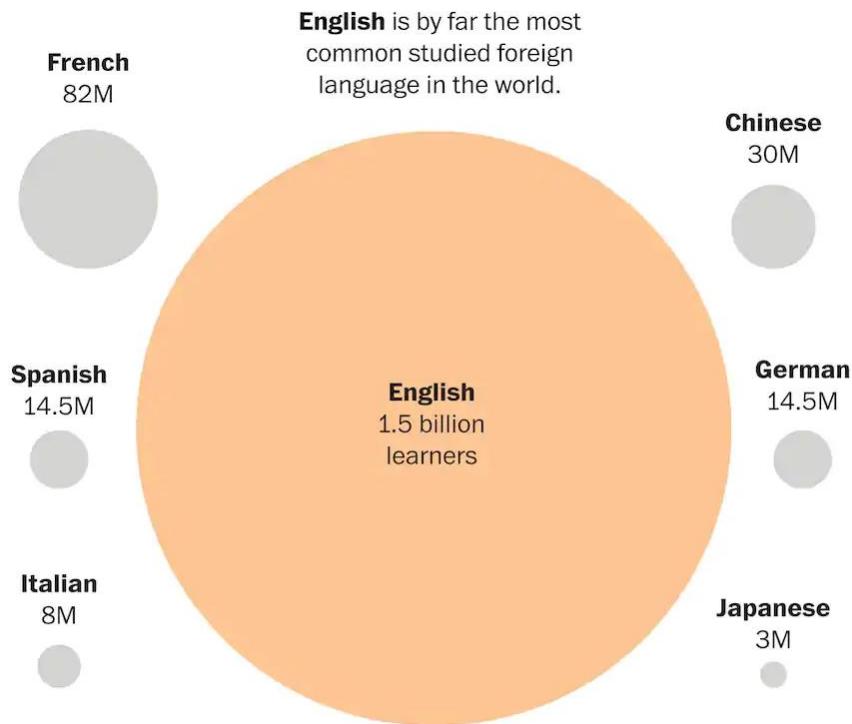


Figure 7 Number of countries in which this language is spoken (source: Washington post)



Sources: Ulrich Ammon, University of Düsseldorf

THE WASHINGTON POST

Figure 8 how many people learn a language all over the world (source: Washington Post)

In addition, English is also the language with the most learners. According to the University of Duesseldorf's data, more than 1.5B people are learning it, 18 times the second French (Figure 8).

English is the world's most widely used language in newspaper publishing, book publishing, international telecommunications, scientific publishing, international trade, mass The globalization of the English language and its impact on international trade
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entertainment, and diplomacy. (Northrup, 2013)

It is speculated that about 300 million websites are supporting English on the Internet, far more than other languages. In terms of the number of users, there are only about 2 million Chinese equivalents to English.

English used to have parity with French and German in scientific research, but now it dominates that field. (Gordin, 2015) It achieved parity with French as a language of diplomacy at the Treaty of Versailles negotiations in 1919.

3.3 The status of English in international organizations

Now English is the worldwide language of diplomacy and international relations. It is one of six official languages of the United Nations. Many other worldwide international organizations, including the International Olympic Committee, International Monetary Fund, World Trade Organization, and World Bank, specify English as a working language or official language of the organization. (See Table 3 for details)

Institutions	Languages
Bank for International Settlements (BIS)	English, French, German, and Spanish.
Commonwealth of Nations	English
International Criminal Court (ICC)	Arabic, Chinese, English, French, Russian and Spanish. (English and French are working languages.)
International Criminal Police Organisation (Interpol)	Arabic, English, French and Spanish.
International Energy Agency (IEA)	English and French
International Labour Organization (ILO/OIT)	English, French and Spanish.
International Monetary Fund (IMF)	English (with simultaneous interpretation into Arabic, Chinese, French, Japanese, Russian and Spanish).
International Olympic Committee (IOC/CIO)	French and English (with simultaneous interpretation provided for Arabic, German, Russian, and Spanish).
International Organization for Standardization (ISO)	English, French and Russian.
International Telecommunication Union (ITU)	English, French and Spanish.
Inter-Parliamentary Union (IPU)	French and English (Conferences also have simultaneous interpretation into Arabic and Spanish.)

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Organisation for Economic Co-operation and Development (OECD/OCDE)	English and French.
United Nations (UN/ONU)	Under the Charter, the official languages are Chinese, English, French, Russian, Spanish as well as Arabic which was added in 1973.
Universal Postal Union (UPU)	French (official) and English (working). Other languages translated: Arabic, Chinese, German, Portuguese, Russian and Spanish.
World Bank (WB)	English (Conferences also have simultaneous interpretation into Arabic, Chinese, French, Russian and Spanish.)
World Customs Organization	English, French, and Spanish (with translation offered into Arabic and Russian).
World Health Organization (WHO)	Arabic, Chinese, English, French, Russian, and Spanish.
World Trade Organization (WTO/OMC)	English, French and Spanish.

Table 3 official languages of international organization (source: Wikipedia: List of official languages by institution)

Many regional international organizations set English as their organization's working language. For example, the Asia-Pacific Economic Cooperation (APEC). In the work of the European Union, the languages of different members can be the official languages, but the main working languages are English and French. (Ammon, 2006)

Among the world organizations, the United Nations has the greatest influence. Take this organization as an example to explain the influence and significance of language in the world.

Since the establishment of the United Nations, English, Russian, French, Chinese, and Spanish has been listed as official languages, of which English and French are working languages. As the Arab countries provided the most important oil resources after the war, their international status was greatly improved, On 18 December 1973, General Assembly resolution 3190 (XXVIII) decided to include Arabic as an official language and a working language of the General Assembly and its Main Committees. (United Nations)

The six official languages of the United Nations are characterized by a large number of speakers and a wide range of influence. In addition, these languages also represent the special status of some countries. According to the requirements of the United Nations:

A delegate may speak in any official UN language. The speech is interpreted simultaneously into the other official languages of the UN. At times, a delegate may choose to make a statement using non-official language. In such cases, the delegation must provide either an interpretation or a written text of the statement in one of the official languages.

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Most UN documents are issued in all six official languages, requiring translation from the original document.

This indirectly affected the country's influence. In United Nations meetings, representatives of English-speaking countries such as the United Kingdom and the United States can speak directly in their own English, while representatives of China and Russia can speak in Chinese and Russian respectively.

However, in other countries, they can only choose one of the six official languages to speak. And these countries also have large countries like Japan and Germany (their political influence may be in the top ten in the world).

Countries including Germany, Japan, and South Korea have chosen English as their language for international conferences. Why is it so? Why did they not choose French or Chinese?

For Germany, it is most likely to choose French or English. Relations between Germany and France eased after the war, but because English is closer to German and its influence is stronger than French, Germany will choose English to use at the conference. In addition, we can also see that some German diplomats use English fluently.

For Japan and South Korea, although people generally think that Korean and Japanese are closer to Chinese their pronunciation patterns are more similar to English, and the use of English can reduce translation costs. So these two countries also use English at the conference.

In fact, in addition to the countries where these six major languages are their mother tongues and their colonies, most other countries will choose English. First, because the cost of translation in English is lower than other languages, and second, I guess English is easier to learn for their countries.

Simply comparing English and French, French may be more rigorous and standard than English, and it has more norms. Although the importance of the two in the United Nations is similar, in the case of differences in meaning between English and French, the written expression in French will be followed. Is French a more influential language?

The excellent grammatical structure and vocabulary of French make it a nearly perfect written language, but these advantages make it more difficult to learn and spread. Therefore, more countries are more willing to choose English as a second language. The influence of the French is mainly in the former colonies of France, West Africa, and parts of

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North America.

The employees of the United Nations, especially in New York or Geneva headquarters, must be proficient in two official languages. There are always UN positions in various parts of the world that hire on a contract basis and do not have this requirement. Someone working for a UN agency in Port Moresby can usually be hired knowing only English, and someone working on a UN development project in Angola might be required to know Portuguese, for example. But permanently hired UN public servants, especially those at the New York or Geneva headquarters, must meet these bilingual requirements in the six official UN languages. (The National, 2018)

Therefore, for users of other languages who want to work in the United Nations, they must learn two languages, usually French and English.

Due to the official language and working language settings of the World Organization, the influence of English has been further enhanced. Most other international organizations also follow this management method.

Several organizations related to international economy and trade all use English as their main working language, which has established the wide influence of English in the field of international trade.

Under the current international situation, the culture and education system led by the United States has given English a transcendent status, and businessmen, students, and diplomats almost all use English. The influence of English is close to its peak, and almost all international organizations and large institutions use English extensively. English is already recognized as a global language.

3.4 English is used as the Global language.

With the rise of Australia and Canada's international status, the status of English has further increased. It has affected all parts of the world, especially east and southeast Asia.

Due to the wide influence of English, many countries allow and recognize English trade contracts to promote import and export trade.

Similarly, the introduction and labeling of products and services in English will also expand its sales scope. Check out Steam, epic, and other game platforms, almost 99% of the games are available in English. Most manufacturers can understand that as long as they exit the English version, they can expand their sales to the world. This is especially true of modern TV series and movies, which is a prerequisite for opening the global market.

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English affects every field, and to better cross-border communication, English has derived several branches, such as basic English focusing on basic communication and 'business English' for business.

For non-native English speakers, IELTS and TOEFL are also commonly heard words. To enjoy education in an English-speaking country, this is a must to assist the exam and get excellent results. Not only that, the International students apply using English certificates for degrees in non-English-speaking countries. For example, in German-speaking countries such as Germany, the Netherlands, and Switzerland, the status of English in higher education is close to that of the local language. In Romance-speaking countries such as France, Spain, and Italy, English is also known as the common language for masters.

The development of multinational corporations makes English one of the essential elements of resumes. Globalization has brought brands from different countries. American chain companies are spread all over the world, from fast food brands to retail giant Walmart. In Europe, almost every country has Starbucks and Burger King. They use English (part of or all) menus, and most of the staff can use English fluently. Maybe you don't know the meaning of all words, but similar to Whopper in Burger King, Big Mac in Macdonald's, similar words have been deeply rooted in the hearts of the people, and they have entered the local language.

Although Italian coffee is famous in the world, Starbucks coffee seems to be slowly becoming a standard now. When more people see coffee, they may first think of Starbucks and then its different types of coffee.

In September 2020, Starbucks had 32,660 locations spanning 79 countries and territories on six continents: (S. Lock, 2021) (See Figure 9)

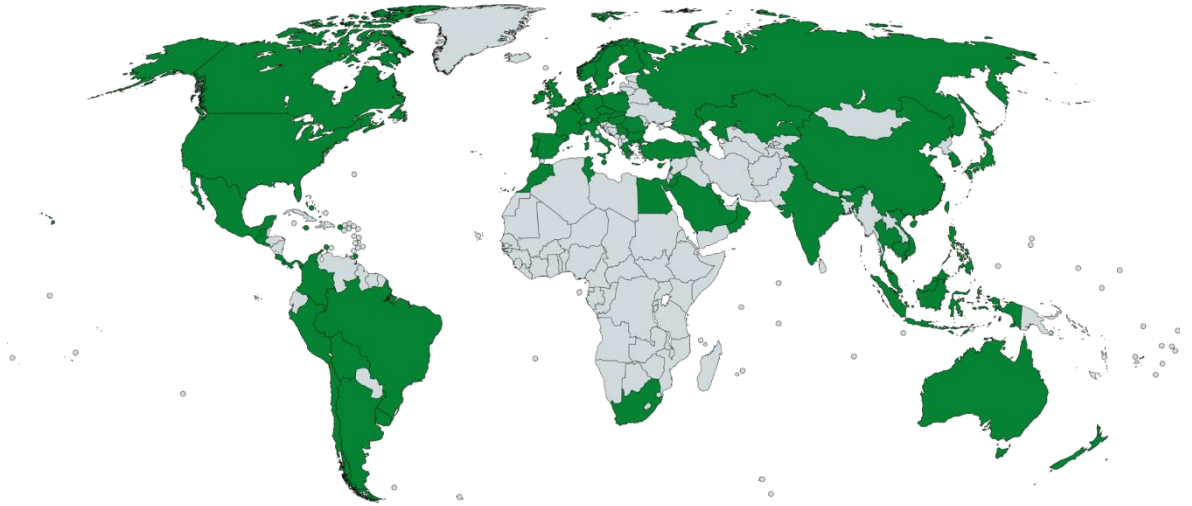


Figure 9 Countries with Starbucks locations in June 2019 (source: <https://www.statista.com/>)

3.5 Challenges facing English

The current place of English is beyond doubt. In recent years, many languages seem to challenge its position, but in the short term, English will still be the only global language.

The spread of a language is related to economy, politics, culture, and education. The strength of Britain and the United States will naturally contribute to the super-high place of English.

In the long run, there will indeed be some languages that can challenge the status of English. Many scholars hope that their mother tongue will become the second language of the world. Such as Chinese and German. But most people are not optimistic, and they also have very good reasons.

Chinese is widely used all over the world, and it has the largest native-speaking population. China's economy has developed rapidly in the last 20 years, and China's political influence has also been continuously improving. In recent years, Chinese universities have also been constantly pursuing global rankings. However, due to the large gap between its spelling system and Western countries, it is a difficult language for students from Western countries.

In recent years, many experts have also proposed simplifying Chinese to facilitate dissemination. But this proposal was quickly rejected. Chinese has undergone several simplifications, the most recent major simplification occurred in 1956. The Chinese Character Reform Commission and the Ministry of Education put forward a simplified plan in early 1955 and promoted it nationwide in the next three years.

The simplified Chinese used now was born at that time, but this simplification also

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caused some controversy. For now, the traditional characters used in Hong Kong, Macau and Taiwan retain some special meanings of Chinese characters and are usually easier to understand. While the simplified characters used in China and Singapore are more convenient to learn and use, they also lose the unique cultural essence of Chinese.

Therefore, if the current Chinese language is to be alphabetized, it is difficult to be accepted by more than 1 billion Chinese around the world. The loss of the original characteristics for the sake of dissemination seems to be difficult for Chinese researchers to accept. Perhaps as China becomes stronger, more and more people will learn Chinese, but it is difficult for Chinese to challenge the place of English in the future.

The situation in German is similar. Germany's national strength quickly recovered after World War II. At present, Germany's economy can be said to be the leader of the European Union, and its import and export value in recent years has also ranked third in the world. However, due to the characteristics of German itself, it is difficult for it to become the universal language of the world.

As a language learner who has learned some German, I briefly make some critics. German seems to be a relatively old language. Although it does not retain 6 cases like Russian, it is also a language that rarely retains 4 cases. In addition, it has a noun-gender system. I think its irregularity is far higher than that of French, which also has three cases.

I checked some forums and they put forward more ideas, such as:

- certain sounds are really hard to pronounce.
- three genders for nouns and with the exception of a few rules, the choice is absolutely random.
- the spoken language is terribly different from the written one. Its words will often be very long.

The above reasons all come from some language learning forums. I have heard a joke that only Germans can fully understand German, and it is difficult for people in southern Germany to understand people in northern Germany.

In addition, the lack of standard German is also a frequently mentioned problem. Standard English comes from the London area, and standard Chinese comes from several provinces and cities in northern China including Beijing.

It is for similar reasons that it is difficult for German to become an international language like English. In addition, due to some historical reasons, few international

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organizations use German as an official language, and there are not many countries that use German, and they are located in western Europe.

In addition to Chinese and German, many people think that French and Spanish are also possible to replace English.

As the first language in the past, French has in fact been eroded by English and other languages in recent years. In addition, in recent years, France has faced numerous economic problems, and the status of French has declined year by year.

Since French President Macron came to power, he has repeatedly proposed to promote French, making French the world's first language again. But his actual actions seem to be facing Africa. He hopes that French will become the first language in Africa, because Africa is a young continent with unlimited potential. He hopes to start in Africa and replace English. French was long dominant at EU headquarters in Brussels, but English has become ubiquitous in European institutions, especially since eastern European members joined the bloc in 2004. (The Guardian, 2018)

Macron said he wanted to boost French amid the widespread use of English in the EU. "The situation now is quite paradoxical. English has probably never been as present in Brussels at the time when we are talking about Brexit," he said. "This domination is not inevitable. It's up to us to set some rules, to be present, and make French the language with which one has access to a number of opportunities." (The Guardian, 2018)

He encountered a lot of resistance in Africa, and they thought it was a new era of colonization. The promotion of the French in Africa is not smooth. The status of the EU is also very embarrassing. The accession of Eastern European countries has further enhanced the status of English, even though the UK has withdrawn from the EU.

The situation of Spanish is similar to that of French. In the past, Spain was the world's hegemon. Let the flow go, Spanish was widely spread to America and Asia. Except for Brazil, Spanish is currently the native language in South America, while Spanish is also used in Mexico in North America. In the United States, Spanish is also the second most spoken language. In Asia, mainly the Philippines, some speak Spanish as their mother tongue.

And because the economic strength of Spanish-speaking countries is average, and the political influence and military strength are far from the past, it is difficult for Spanish to challenge the special place of English.

For these reasons, the status of English is difficult to shake. It is very difficult to

replace other languages. The United Kingdom and the United States can continue to continue the dominance of English through cultural export. As mentioned earlier, American movies, music, TV series, basketball and British TV series and football will affect more and more people and countries.

In the academic field, due to the Matthew effect, it is difficult for other countries to catch up. I think that the academic world in the future may use English as an academic language.

Non-English-speaking countries may acquiesce in this situation education and trade have become standard languages. But they would not agree to let English have the same influence in other fields, such as culture and politics. I will describe this part in detail later.

4 Plenty of application of English in business and trade

English is widely used in various fields. Due to the long-term use in the field of business and trade, special business English has been produced. Due to globalization, some small and medium-sized enterprises have also set their sights on the global market. It is easier to obtain corporate offers if they can proficiently use business English. Business English is a bridge in trade. Business English not only includes simple bilingual translation but also understands sufficient cultural knowledge while mediating misunderstandings between the two parties.

Business English is a distinctly important usage of English, and its method and level can greatly affect the success or failure of a business. Formal business English includes 40% of English and 60% of business management and trade negotiations. I have had doubts about this word, its word formation is rather strange, it is difficult to judge whether the focus is English or business. But I rarely heard of Business Chinese or Business Spanish. The dominant position of English in this field has led to business English being renowned and used all over the world.

Other than professionals use it in direct trade, most people also use English when shopping online. In this era, it is not difficult to buy goods from all over the world. Through Amazon and a credit card, you can buy goods from the United States, from the United Kingdom, and from Germany. Sometimes, you can place an order on the official website of a certain brand in a certain region to purchase products that cannot be directly purchased in the local supermarket.

The reason why a huge number of people choose to buy goods across regions may be that the price is cheaper, or the quality is better. Among them, the purchase of game services accounts for a large proportion of cross-border consumption. Due to the rise of online distribution platforms such as Steam and epic, a large amount of trade is completed at home.

When we turn on the computer, send emails to customers far away in Japan, or turn on Amazon to buy a book from the United States, we must use English. Especially the latter affects more and more people's lives. Online shopping can often save us a lot of money.

4.1 The use of English in international trade

English plays an important role in international trade. They are important communication tools between two English-speaking countries, an English-speaking country, and another non-English-speaking country. In addition, many non-English speaking

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countries will also use English to communicate and sign trade contracts. English serves as a bridge.

In the past decades of changes, global connections have been continuously strengthened, and human life has become increasingly close to the world. Countries are interdependent in politics, economy, and trade. Globalization has become the most important force. The most direct response to globalization is that no matter where you live, you can easily buy goods from all over the world. Through international trade, goods produced in one area are distributed all over the world.

Although many people think that globalization is a double-edged sword, it will impact local culture and enterprises. But today, when the total volume of international trade transactions continues to rise, you can no longer refuse it. Globalization brings opportunities and challenges, and opportunities for the rise of some small and medium-sized countries.

Globalization is an exchange of natural resources and cultural resources. Different countries and regions redistribute natural resources through trade and other methods. Free trade can make resource allocation more effective and is beneficial to both parties involved in the trade.

Cultural exchanges also play an important role in the process of globalization. Globalization has broken cultural barriers. On the world's largest social media YouTube, a great number of videos describing local culture are shared. And one of the important ones, the tourism industry has been slowly developed. Tourism is the secondary development of natural resources, attracting foreign tourists through tourism, which in turn lead to economic growth. The other part is reflected in the field of culture and entertainment. The US film industry is leading the world. Through the film industry, the US can earn hundreds of billions of dollars from the world every year.

Globalization is the integration of economies, governments, and cultures of various countries. Due to the development of communication technology and logistics technology, this connection has become closer and more direct. Nowadays, people can contact almost in real-time by e-mail, and a trade commissioner can reach dozens of exporters continuously within half an hour. The popularity of instant messaging and video calls allows people to communicate directly from tens of thousands of kilometers away. When you place an order on Amazon in the US on Monday, you can receive it in Europe as soon as Tuesday.

The physical barriers are disappearing. Even shortly, language barriers will completely disappear, relying on advancing translation software. But so far, English is still

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the most important universal language for cross-language communication.

English is used in international trade reducing and avoiding misunderstandings in trade exchanges and enhancing friendly relations between trade parties. For trading companies, using English can reduce the cost of training talents in different languages.

In the business field, a subcategory of English, Business English, is derived. It is the English used in business negotiations. The use of business English further reduces the errors caused by the language of both parties in international trade. And formed a standard in trade documents.

The correct use of business English can effectively avoid friction and increase the efficiency and success rate of business negotiations. In the globalized market, business activities and trade negotiations and consultations are usually carried out in English telex, that is, in the form of letters and telegrams. Use English (Business English) correctly and reasonably in foreign trade correspondence, strive to be precise and rigorous in every link, and try to use jargon and professional terminology to avoid differences in understanding. For example, bid and surcharges, etc. The correct understanding and use of business English can reduce unnecessary friction and enhance the cooperative relationship between trade parties.

In many places that cannot be seen, English also plays an important role. When encountering the need to deal with trade friction, the company inevitably asks for the help of lawyers. In the process of handling litigation, lawyers also need to use some knowledge of business English. Business English plays a pivotal role in trade exchanges and negotiations, business knowledge, information acquisition, technology introduction, and national economic development.

As mentioned earlier, a large number of videos and websites are based in English. Use English to get more useful information. In English, you can use google search, Bing search, etc. very conveniently.

In addition to professionals, the improvement of the national English level can make it easier for them to obtain world news and information. When individuals purchase overseas products, English can avoid some troubles.

For example, better communicate with customer service when encountering problems. I once bought a pair of earphones on Amazon in the United States and encountered some troubles during customs clearance. After communicating with the platform customer service, it quickly resolves. If I only speak French or Spanish, I will

encounter difficulties when communicating with after-sales service personnel.

Compared with domestic trade, an important feature of international trade is customs. Goods for international trade must pass through customs.

Some important trade documents are also needed when the goods are imported into the customs. If the languages of the importing country and the exporting country are different, a third-party language will generally be selected as the basis. English and French are more commonly used. Regardless of whether it is a personal purchase or an import trade, some documents will be required. If you buy a product from a non-English speaking country and they provide documents that are neither in the local language nor in English, you will encounter a lot of trouble. Most customs officers can only use English and their own language. They will ask you to issue a chartered translation or refuse entry of goods.

To facilitate trade, countries in a region usually sign some documents or establish some organizations. For example, the European Union can be said to be the most important regional organization and a special regional integration organization. Although almost none of the EU countries' mother tongues is English, English is widely used in actual trade.

Countries also have signed many different trade regulations, the most famous of which is Incoterms (abbr: International Commercial Terms).

The Incoterms® is a set of 11 individual rules issued by the International Chamber of Commerce (ICC) which defines the responsibilities of sellers and buyers for the sale of goods in international transactions. (refer: <https://iccwbo.org/>)The first work published by the ICC on international trade terms was issued in 1923, with the first edition known as Incoterms published in 1936. The latest version is the ninth edition, incoterms 2020, published on September 10, 2019.

The rule divides trade terms into 11 categories. Each term specifies the obligations of the buyer and seller for free use by merchants. 11 trade terms are as following:

Rules for any mode of transport:

1. EXW – Ex Works (named place of delivery)
2. FCA – Free Carrier (named place of delivery)
3. CPT – Carriage Paid To (named place of destination)
4. CIP – Carriage and Insurance Paid to (named place of destination)
5. DPU – Delivered At Place Unloaded (named place of destination)
6. DAP – Delivered At Place (named place of destination)

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7. DDP – Delivered Duty Paid (named place of destination)

Rules for sea and inland waterway transport:

1. FAS – Free Alongside Ship (named port of shipment)
2. FOB – Free on Board (named port of shipment)
3. CFR – Cost and Freight (named port of destination)
4. CIF – Cost, Insurance & Freight (named port of destination)

In actual use, FOB and CIF are the most common used trade terms. These trades simplify the process of international trade negotiations and reduce misunderstandings between the two parties.

In addition to Incoterms, there are CISG (United Nations Convention on Contracts for the International Sale of Goods) and Rotterdam rules. Various rules work together in international trade affairs. Sometimes these rules are translated into different languages, but in actual use, people use their English abbreviations extensively.

The promulgation of regulations and norms has made it less and less difficult for countries to trade. Although many people criticize developed countries for oppressing developing countries through trade, it has further increased the gap between the rich and the poor. But the practice has proved that through trade, poor countries have more opportunities.

For underdeveloped countries, exporting superior resources, importing inferior resources, and adjusting the unreasonable natural resource layout will greatly help economic development. Relying on the self-sufficiency model is difficult to develop the economy. China before the reform and opening-up is a good example.

Since the reform and opening up in 1978, China has experienced rapid growth, and its share of world GDP has increased rapidly and has surpassed Japan to become the world's second-largest economy in recent years. Per capita income is also increasing, and trade has brought huge changes to the Chinese economy.

4.2 The application of English in Online shopping and entertainment

Apart from traditional import and export trade, cross-border e-commerce and game sales platforms that have emerged in recent years are also an important part of international trade. The former is represented by Amazon, and the latter is represented by Steam. Amazon was initially established in the United States for consumers in the United States,

but with the development of transportation and the Internet, buyers all over the world can trade on the Amazon in the United States.

Since Amazon established websites in Germany and the UK and later established websites in France, Spain, Poland, and other countries, European people have had more choices. They can compare prices on these websites and choose cheap or fast-transporting purchases.

As a branch of the field of merchandise sales, the rise of Steam has also brought new experience to game enthusiasts around the world. Steam is a game distribution platform established by Valve Corporation of the United States. Although it is an American company, it provides services to players around the world. It is said that the sales of the Steam platform in most countries are related to some trade regulations of the WTO.

4.3 E-commerce brands represented by Amazon

Compared with international trade, most people are more likely to come into contact with e-commerce, which is generally referred to as online shopping.

Amazon, founded in 1995, is now the world's largest e-commerce platform. its business covers five continents (North and South America, Asia, Europe and Oceania). it and other e-commerce brands have brought people a whole new shopping experience. For example, I can buy a book from its North American website through Amazon, and I can buy milk powder and snacks from Amazon in the UK.

Amazon has established subsidiaries in more than 20 countries, but its logistics is not limited to these countries. Outside of these countries, you can also purchase products and services through its website or app. (See Table 4)

Region	Country	Since
Americas	Brazil	1-Dec-2012
	Canada	1-Jun-2002
	Mexico	1-Aug-2013
	United States	1-Jul-1995
Asia	China	1-Sep-2004
	India	1-Jun-2013
	Japan	1-Nov-2000
	Singapore	1-Jul-2017
	Turkey	1-Sep-2018
	United Arab Emirates	1-May-2019
	Saudi Arabia	1-Jun-2020
Europe	France	1-Aug-2000
	Germany	1-Oct-1998
	Italy	1-Nov-2010
	Netherlands	1-Nov-2014
	Poland	1-Mar-2021
	Spain	1-Sep-2011
	Sweden	1-Oct-2020
	United Kingdom	1-Oct-1998
Oceania	Australia	1-Nov-2017

Table 4 Amazon's global site establishment time (source: Wikipedia Amazon (company))

The e-commerce platform represented by Amazon has enriched people's purchase channels, making it easier for overseas products to enter the country. In fact, because of differences in tariffs and regional policies, the price difference of the same product between regions exists, sometimes even huge. In this case, cross-border shopping is undoubtedly a wise decision.

Many people don't care about this price difference, but if you spend some time, you can save the next big amount of money. In August 2020, Charlemagne published an article on The Economist about huge price differences in different regions - The Pampers index: what nappy prices reveal about Europe.

He said that Three enormous boxes of Pampers come to €168 (\$198) on Amazon's Spanish website. By contrast, the same order from Amazon's British website costs only €74. (Even after an exorbitant delivery fee is added, the saving is still €42.) (Charlemagne, 2020) The swankiest Nespresso model will set them back €460 on Amazon's French website, but can be snapped up for €301 on the German version.

The price difference between the above two kinds of products is huge, and their share is not much, but there are a large number of products with a price difference of 30%-

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50%. They clearly reflect in the different domain names of Amazon in Europe. For some large commodities, despite the 30% price difference, which varies in price by up to €300 depending on which domain is used.

In actual use, if it is not urgent, careful comparison of the Amazon without domain names can often save a lot of money. In fact, this situation does not only exist in e-commerce websites. What is more common is that the price gap of software premium services in different regions and countries is also very large. Table 5 shows some of my recent purchases and provides a comparison of several domain names or prices.

Type	Name	Price in Amazon.es	Price in Amazon.com	Price in Amazon.co.uk
Book	The Way To Go: A Thorough Introduction To The Go Programming Language	EUR 75.89+ 2.89 shipping	EUR 28.94+ 9.19 shipping	EUR 26.63 + 8.25 shipping
Coffee	Ally Espresso, 205g	EUR 12.8	EUR 22.58/Pack2 Impossible shipping	EUR 11.49
Cellphone	OnePlus 9pro	EUR 999.00	EUR 895.36 + 217.45 Shipping & Import Fee	EUR 1077.79 + 13.75 shipping

Table 5 Price list of three products in three regions (source: Amazon)

The above three commodities are just an example, but they can simply represent the three types of commodities. Coffee is the most common consumable, and it is almost indispensable for people on the European continent. This type of product generally has more advantages on the Amazon platform in the country, and it can be delivered quickly, one to two days. The price is not much different from other domain names on Amazon.

The mobile phone is a more expensive item, it is not a consumable, but it is also indispensable for modern people. This type of product can be compared to its Amazon selling prices in different domains, but its tariffs and shipping costs must be considered. In fact, since there are no tariffs in the EU, we can also consider comparing the selling prices on several domain names when buying such goods.

The last category is books, and the price difference of this kind of goods on different domain names is very large. Although my example is a book published in the United States. its price gap can reach 1.5 times. Since a large number of books are written in English, the prices of such books are generally much cheaper in the United Kingdom or Amazon. But considering the shipping time, buying on the UK website is a better option.

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In addition, considering that Amazon has been operating in the United Kingdom, the United States, and Germany for more than 20 years. In these countries, they have a large number of warehouses and third-party manufacturers settled in, making these three domain names have a lot of price advantages. For the Nespresso coffee machine mentioned earlier, the price in Germany is much lower than the price in France. I guess this is the reason.

In addition, we observe the pages of the amazon website, most domain names support English. This is undoubtedly because English is currently the most widely accepted global language, and because Amazon is an American company (see Table 6).

Region	Country	Language
Americas	Brazil	Portuguese
	Canada	English, French
	Mexico	Spanish
	United States	English, Spanish, German, Chinese, Portuguese, Chinese (Traditional), Korean, Hebrew, Arabic
Asia	China	Chinese
	India	English, Hindi, Tamil, Telugu, Malayalam, Kannada, Marathi, Bengali
	Japan	English, Japanese, Chinese
	Singapore	English
	Turkey	Turkish
	United Arab Emirates	Arabic, English
	Saudi Arabia	Arabic, English
Europe	France	French
	Germany	German, English, Dutch, Polish, Turkish, Czech
	Italy	Italian
	Netherlands	Dutch, English
	Poland	Polish
	Spain	Spanish, Portuguese
	Sweden	Swedish
	United Kingdom	English
Oceania	Australia	English

Table 6 Different languages supported by Amazon (source: Amazon)

Observing table 6, we can find that some countries are English-speaking countries, and other countries may have a large English-speaking population, or because of mature services, the population of other countries will also consume this website. Amazon in Germany has both attributes. In the past, besides Germans shopping on Amazon.de, countries including Poland, Switzerland, France and other countries would also shop on Amazon.de.

Reference International Delivery Rates & Times data in Amazon.de, Standard

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Delivery speed 3-5 working days for European countries and Express Delivery spend 2-4 working days. His delivery costs are often less than the price difference of some commodities.

In summary, people can use e-commerce platforms to make online shopping conveniently. For this reason, people can save money, or they can buy goods in demand across borders when it is difficult to buy goods in their home countries.

In Europe, almost every country uses a different language. For example, Spanish and Catalan are mainly used in Spain, and French is the main language in France. The difference in language is an obstacle to trade between member in the EU, even though the EU uses uniform customs. It is difficult for people to understand product descriptions in other languages, leading to the purchase of the wrong product.

Not everyone can use English fluently. Many people use translation software, such as Google Translate and Microsoft Translator, when they encounter language barriers. The browser is now very powerful and can provide a wealth of plug-in support, including but not limited to web page translation, online dictionary and word selection translation.

Translation tools can solve language barriers to a certain extent, but not all. If online web pages can be easily translated, it seems difficult to quickly translate product packaging descriptions. When purchasing imported goods, one often encounters the problem that there is no description in the native language on the label.

The influence of English in e-commerce can be extended to life. Although these situations are rare, they do exist. It is inevitable that some foreigners can often be attracted to settle, study abroad, or work in some countries. Not all of them speak the local language fluently, so it is necessary for the product to provide a second or third language label. Especially in Europe, where the language is mixed, it can often be observed that some products have multilingual labels.

In many products, in addition to providing product labels in the native language, labels in the second, third, and even fourth languages are also provided. This is very common in Europe. In Spanish supermarkets, except to Spanish, the labels that are often seen are Italian, Portuguese, English and French.

Due to the tariff policy of EU and the development of online shopping, it is not difficult that EU citizens do cross-border shopping. Their purpose is either to save money or to buy some items that are difficult to obtain in local stores. At this time, language and

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transportation problems are usually considered. From the current multinational transportation service of Amazon, a large shopping site, the freight is usually acceptable, and the time normally is between 3-5 days. So the barrier may be language for cross-border shopping.

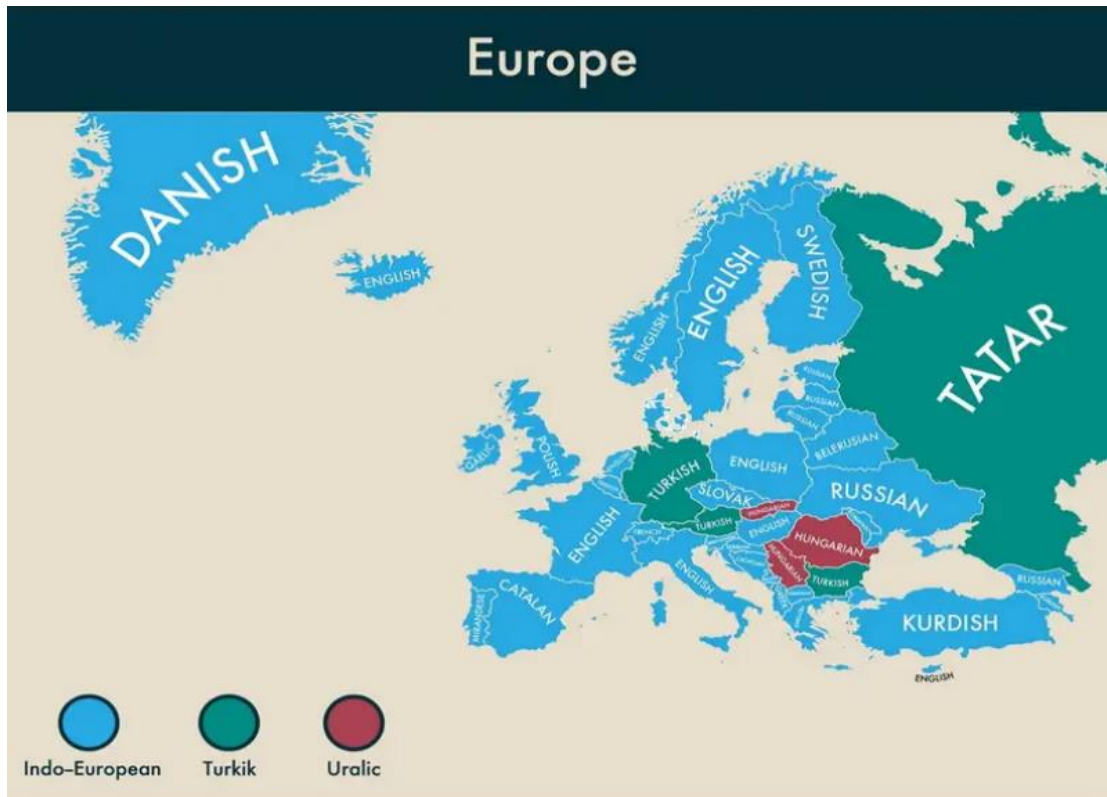


Figure 10 second language in Europe (source: insider.com)

English is not the official language of a major EU country (after the UK exits the EU), but it is the second language of many countries and regions, as shown in Figure 10. In some countries like Germany and the Netherlands, most residents have very high English proficiency.

Affected by culture, ordinary people have to be exposed to English in their lives, and the influence of English is unprecedented.

4.4 The game platform represented by Steam

With the development of broadband networks, more and more people are entertaining on the Internet, and the largest is the digital distribution platform represented by Steam. They broke the shackles of traditional online purchase of game software. By

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telling broadband downloads, people only need to buy online and it does not take long to download the purchased software or games.

According to the online encyclopedia Wikipedia (Steam (service)), the important development process of Steam is sorted out.

The Steam platform was first used in 2003. In the beginning, it was responsible for online sales of games made by Valve. In that era, most people bought game software through offline game stores. Therefore, many people cannot accept online purchases of games and play them.

According to a Reddit gamer, Steam was a terrible platform at first, with an ugly interface and a lot of bugs. Later, because the game "Half-Life" produced by my company became popular in the United States, this platform slowly began to be known.

Probably since 2005, Steam began to list games from other manufacturers. It was at this time that it began to slowly become a game distribution platform or an online game store.

2007 was the year of great development for Steam. It introduced functions such as tag classification, search, player ratings, and a forum at the end of the year. This makes it an online gaming platform that integrates social networking.

The game cloud service was launched in 2008 when its users were close to 20 million. Later, it started promotional methods such as limited-time discounts and the expansion of the game of creative workshops. As a mature platform, the refund function is also essential.

In 2018, Steam's monthly active users exceeded 90 million, which is more than the population of Germany.

Steam does not set up different web pages in different countries like Amazon. It is aimed at players from all over the world, 97% of the game provides support English, and will provide you with different content and currency signs according to the country on the personal payment profile. The platform did not spend too much time on promotion. It followed the trend of internationalization and came to all over the world.

The Steam platform provides games and software for players all over the world, and it is the beneficiary of some regulations of international trade. Through some regulations formulated by the WTO and other institutions, it sold games made by the world's top game to the world. It stimulated the import and export of services (electronic games), making the

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game market virtualized and real-time.

In some developing countries, most players are facing a lack of good games in the country. Steam makes up for the players' regret, although this will have an impact on the country's video game market.

The Steam platform did not appear early, and it is probably the product of a certain stage of globalization. Most of the earliest game companies were headquartered in the United States, and most of the games they provided only provided English audio and subtitles in other languages. Since English is widely used around the world in the 21st century, many players will try to use this platform after they know it. Many people can structure English-based games without their native language. Therefore, Steam was spread to the world with almost no advertising input. Finding its propagation path is partly because of word of mouth from Steam users, and it is also spread through forums, blogs, and other forms.

4.5 the future of international trade and English

Why English combines with international trade? The main reasons are the following.

- English is a simple language, and you can quickly learn to communicate.
- British global colonization in the 18th century allowed English to spread all over the world.
- English-speaking countries have great influence.
- After the collapse of the Soviet Union, the United States became the sole superpower.
- The English-speaking countries represented by the United States continue to export their culture, including Hollywood movies and the NBA, which are popular all over the world.
- The top research results of computer, medicine, physics, and other disciplines are all from English-speaking countries. For a long time, English has become an academic language.
- The United States, Britain, and other countries have led to the development of international trade.
- Current science and technology are not enough to directly overcome language barriers.

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Under these conditions, international trade and English are firmly combined.

For the time being, this situation is a favorable thing for most countries. The use of English in trade breaks the language barriers between countries and at the same time reduces the company's training costs in different languages.

In the case of the European Union, we mentioned earlier that English is commonly used in the European Union. Before, EU countries had more than 10 languages, such as Spanish, French, German, English, Italian, Portuguese, etc. If it is a close country, such as France and Spain, or Germany and Austria, there will not be many language problems. And if France and Northern Europe, Norway, and Iceland are allowed to trade, language is a big problem, and French companies must arrange different translations for business talks. At the same time, the contract must be signed in multiple languages.

Therefore, English removes language barriers to foreign trade and also reduces time and money costs. In the short term, it is beneficial to most countries.

In the future, the emergence of certain technologies may break this situation. For example, machine learning is widely used in translation, and real-time translation has reached a fairly high level. But for now, these technologies will take some time to perfect. At present, Google's translation and Microsoft's translation are more advanced, but when you check some emails and or web pages, choose the whole page translation, which will make you confused. If it directly uses in trade, it may cause many problems.

As for how long the combination of English and trade will last, it is difficult to say. At the current level, the capabilities of machine translation are far inferior to human translation. But if machine translation completely replaces translators, different countries can communicate in their languages. The use of English in trade will be greatly reduced.

But don't forget that even if technology can replace English in trade negotiations, trade contracts and trade documents may still need to be signed in English. These contracts can reduce misunderstandings between the two parties.

5 The hegemony of English and its impact

5.1 The concept of language hegemony and its impact on international trade

English hegemony is a cultural phenomenon. It is the behavior of English-speaking countries to use the super influence of English to carry out cultural output.

It took only 200 years to modify the status of English. At the dawn of the industrial revolution, English was only a local language. A language mostly used in the British Isles, the industrial revolution helped the founding of the British Empire, the colonial period that gained momentum at the time. This means that the status of the language is much connected with economic power. However, today is the world of English hegemony, The English-speaking countries led by the United States rely on their strong political, economic, and foreign trade influence, promote English hegemonism in economic globalization. However, the hegemony is neither inborn nor cultural. English is not superior to other languages.

English hegemony is formed in the process of globalization and is directed by political and economic powers such as Britain and the United States. It not only enables Western powers such as the United States and Britain to have strong cultural strength, but also a cause that cannot be ignored in the imbalance of global language and cultural development.

The hegemony of English has a huge impact on the world. The U.S.'s cultural export through English has a great impact on the local language and culture of other countries, especially developing countries.

We must guard against the cultural shock brought about by globalization. For example, the catering culture represented by American fast food has affected all parts of the world. High-calorie, high-fat, but cheap fried foods cannot replace local eating habits. This bad food culture is especially easy to affect young people.

Other cultural concepts will spread to the world along with TV dramas and movies. In developed countries like France and Germany, due to the lower birth rate and the impact of aging, the government hopes that people will have more children. Therefore, many TV series and movies from these countries often induce or suggest that people have children, which is not applicable in many developing countries.

Due to the vital role of English in some fields, countries cannot prohibit the use of

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English in their countries. English is unique in the fields of computers, medicine, trade, etc. A great number of research materials have been published in English.

The place of English in computers and academics supports the hegemony of English, while other fields, such as politics and international trade, show the powerful influence of English. It is entirely possible for two non-English speaking countries to use the two countries' own languages for diplomatic and business activities. It is difficult for non-English speaking countries to avoid English in the education field and computer industry.

The competition of some countries in certain specific fields will affect the status of English in the future. But if they want to compete with English, they must first learn English, translate English materials into local languages, and build their own language ecosystem. This process can be said to be very slow, and some people even assume that even the same events as World War II will not change the popularity of English in all major fields. The dominance of English in some areas is deeply ingrained.

On the one hand, these countries cannot refuse the development opportunities that English brings, but they are also worried about the destruction of local culture. The United States can export its ideology and political ideas through English. Developing countries are facing enormous challenges.

Among the nearly 200 countries in the world today, we can be divided into three categories. The first category is the countries where English is the main language, including UK and its colonies in the past. They are the advocates and biggest beneficiaries of English hegemony.

The second category is countries where English is important in politics, economy, trade, and diplomacy. Among these countries, India and South Africa used to be British colonies, and English was very popular in these two countries. Although English as the first language of the population in South Africa is only about 10%, due to the British colonial influence, South Africa's education is highly similar to that of the United Kingdom. English is the most important language of South Africa's political, business and media, and it is also the de facto common language. (Census 2011)

The third category is countries where English is less spoken. There are very few such countries, usually small countries. Due to the English hegemonism led by the United States, few countries can actively or passively reject English.

The English hegemony mainly impacts international trade for developing countries.

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The developing countries have to popularize English because of the trade. The use of English can directly reduce the cost of international trade and increase the attractiveness of foreign investment.

In the context of globalization, no country can reject English. In any country, there will be people working in English in the trade field. And the use of English is constantly expanding, from trade to the political and economic fields. The more developed countries are, the more widely English is used in international communication.

Including France and French-speaking countries, the population of English learning has also been increasing in recent years. French President Macron and Russian President Putin also often use English in public. Almost all EU countries use English extensively in higher education. In recent years, a large number of Asian students have used English to apply to European schools.

In order to expand foreign trade and increase exports, many countries that opposed English in the past have also begun to promote English in their home countries in recent years.

The global use of English has become unstoppable, and all countries have passively or actively accepted English. For some large countries, while allowing large amounts of English to be used in their own country, they will also introduce some regulations and laws to protect their native language and culture. In small countries, due to economic reasons, English is not yet popular among the people, and English can only be used in a small area. These countries usually consider using English to complete international trade and are not too worried about the hegemony of English culture.

Compared with the benefits brought by English, it also brings great risks. The culture brought by English will impact the local culture, such as food culture and festival culture. The most influential ones are politics and ideology. While accepting English, many countries have counterattacked the cultural invasion brought by English. Anti-English hegemonism is obvious in East Asian countries.

5.2 The maintenance of the English hegemony in international trade due to the influence of the United States, Canada, Australia, Great Britain and Singapore

5.2.1 United States, United, Kingdom, Canada, Australia- The leader of English hegemony

These English-speaking countries are the leaders of English hegemony. Except for the United Kingdom, they were once British colonies. In the course of historical development, they eliminated the original language and chose English as their official language. Using English as a native language has many inherent advantages. They can easily enter the top research fields of certain disciplines, and easily enjoy entertainment such as movies and music. You can easily use English to trade with almost any country in the world and so on.

The globalization of English has almost no harm to these countries. They are the richest developed countries, and they enjoy all the benefits brought by the English hegemony. Their foreign trade is well developed, and science and technology are also world leaders. While enjoying these advantages, they contributed research results through strong politics, economy, and culture, it consolidates the hegemony of English as global language.

The advantage and strong position of English in today's world is not only the result of the developed economy and advanced technology of the United States and Britain, but also the result of various measures taken to promote it in the historical process of capitalist globalization. Before World War II, Britain and the United States established the colonial policy of English hegemony, spreading English through religious dissemination and education. After World War II, especially in the 21st century, the universal application of science, education and information network technology in the United States strengthened the status of English hegemony. (陆夏, & Cheng, 2016)

5.2.2 Singapore- English surpasses local languages

There are also some countries that are willing to give up their original language, such as Singapore. These countries were also affected by British colonization, but not as strong as the previous category of countries. They are aware of that the English culture is powerful and replacing the original language with English is more conducive development for economy, politics and culture.

Singapore is a small island at the southern tip of the Malay Peninsula, and it was originally populated by Malays. After a British trading post was established there in 1819, The globalization of the English language and its impact on international trade

many of the traders who arrived were from different Chinese ethnicities: Hokkien, Cantonese, Teochew, Hakka, Hainanese. Some also came from India and Sri Lanka, especially Tamils. For a long time, Singapore's language was a mixture of some languages like Cantonese, Malay, Chinese. In the last century, Singapore's main protagonist was still Chinese. (Harbeck, 2016)

After World War II, universal free education was instituted in Singapore, and starting in the 1960s it was provided on an 'English plus mother tongue' basis: the students would take their classes in English, plus a class in one of the three mother tongues of Singapore – Malay, Tamil, and Chinese.

The population of Singapore today is more than 75% Chinese, about 15% Malay, about 8% 'Indian' (mainly Tamil), and roughly 2% other origins, but about half of the population now speak English (or Singlish) at home. And Singlish is the neutral language between members of different ethnic groups. It is undeniably a central expression of Singaporean culture, vibrant, loaded with references from the cultural backgrounds of Singaporeans. (Harbeck, 2016)

Under the leadership of the government, the status of other languages continues to decline, and the status of English continues to rise. It is worth noting that there have been many news reports that students cannot use languages other than English at school. The Singapore government even increased the promotion of English. His influence from classroom to life, more people began to speak English in private. In Singapore, people often ask to speak English at work. In addition, due to some trade with China, good Chinese often gives people a great advantage in their resumes.

In my opinion, Singapore is an immigrant country with a large population of people from other places. This is even similar to Australia and the United States. Therefore, in the following years, English will completely replace the local language and become the only official language.

Compared with Singapore, although some Asian countries recognize the importance of English, they are also considering whether it will affect their native language. Since the 1990s, English has become popular especially with those working in tourism and trade. There are hundreds of millions of people in China studying English, but less than 1% of Mainland Chinese are conversational, according to some estimates. Not surprisingly, more English is spoken in China's large cities than in the smaller towns. (Song, 2021)

5.3 The Challenges of the English language may face in the future from China and other countries

English is recognized as the universal language of Business or Study, and there are thousands of English-language schools in China. People who learn English can divide into two parts. Some people find English useful and often use it in work or life and entertainment. They are usually richer and live in big cities. Another group of people learn English passively, and they often think it is difficult to use English.

	English	French	Russian	Spanish	Arabic	Japanese	German	Others
Mainland China	93.80%	0.29%	7.07%	0.05%	0.13%	2.54%	0.13%	0.16%
Beijing	85.37%	1.44%	19.40%	0.23%	0.00%	5.68%	0.58%	0.25%
Shanghai	91.74%	0.62%	11.71%	0.07%	0.00%	6.13%	0.55%	0.14%
Tianjing	92.98%	1.40%	9.15%	0.11%	0.00%	5.13%	0.11%	0.02%
Chongqing	94.88%	0.33%	7.50%	0.13%	0.01%	2.29%	0.32%	0.20%

Table 7 Foreign languages learnt by respondents (source: Wei, & Su,2012)

Table 7 shows sample data of Chinese students' foreign language learning. I guess that the population of China who can communicate in English is about 2.5%, which is about 30 million. Based on China's population of more than 1.4 billion, this number is not shocking.

Since China's entry into the WTO, English has played an increasingly important role in China's education system. Although there is no direct data, it is speculated based on college admissions examinations in the past 20 years that the population of Chinese learning English may exceed the population of native English speakers. Due to the country's guidance and the rapid development of trade, students are usually required to pass a (College English Test Band 4, CET-4) when studying at the university. Many schools do not graduate successfully without the certificate, and a large number of positions require the certificate.

I have participated in the test, and his level, probably equal to IELTS 6 points or between B1 and B2. This integer does not represent too much ability, only a part of English reading and writing ability.

In the long run, the Chinese government hopes to introduce English for the development of academic and trade and other industries that rely heavily on English. And I don't want it to influence Chinese as a mother tongue. Objectively speaking, Chinese does not quote a large number of foreign words, or foreign words will be translated into Chinese

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in a special way. Although this can sometimes be confusing, it can ensure the integrity of Chinese very well. This is even a bit similar to French.

If you are in China, you can clearly see that abundance of English academic and literary works have been translated into Chinese, as are TV dramas and movies. It seems that a huge number of people only need to be able to speak basic English instead of actively using English. These phenomena have led to the phenomenon that there are very few people who speak English fluently in China.

In some fields, such as trade and medicine, many professional knowledges can be widely used in English, especially in oral expression. In addition, it is also obvious in the discipline setting of Chinese universities that Chinese universities have specially developed many special disciplines to train talents in these fields. In China, you can see majors such as 'Medical English', 'Business English', and 'Computer English'. This is hard to imagine in other countries.

China's neighbors, Japan and South Korea, have similar attitudes towards English. It can be predicted that in the next few decades, the status of English in China will not reach the level of Singapore or the United States. However, this approach takes both into account. It not only has a large number of professionals to conduct extensive foreign trade, but also ensures the independence of Chinese, and will have the opportunity to challenge the status of English as a global language in the future.

6 Conclusion

English is a great language. In the past hundred years, there are countless people who establish connections through English. There are countless trades negotiated in English, and countless people use English to carry on scientific research.

The use of English reduces the cost of communication, and countless people benefit from it. Researchers do not need to learn German, French, Spanish, or Latin. They only need to use English to study papers by scholars from more than 200 countries. Multinational companies can recruit English-speaking employees from all over the world, which greatly reduces internal management costs. Advertisers can also promote an ad to the world, such as Nike's 'Just Do It'.

The biggest beneficiaries of the phenomenon of English popularity are those 'English-speaking countries', which have carried out a large amount of cultural output through English, which affects the development direction of the world. For other countries, although it has some positive effects in the fields of trade, education, commerce, politics, and diplomacy, it is constantly impacting the local language and culture.

In the wave of English globalization, some countries have boldly accepted English and the additional culture, and many countries have proposed restrictive measures in order to protect local culture. But no country can completely reject English, and no country can develop without using English.

For a long time, English was a strong language. As the only superpower, the United States will continue to promote English to the world. This trend cannot be changed, regardless of whether non-English speaking countries oppose it or not. For most countries, it is both a challenge and an opportunity for development.

Because language and politics, economy, culture and other fields are closely related. The strong English language will inevitably promote the political, economic, and cultural development of this country in turn.

Before English, Latin, French, and German had great influence, but as the influence of countries using these languages declined, some of these languages were surpassed by new languages, and some were even dead. Does this happen in English?

The answer is of course yes. English is only a language used by humans, and it will definitely be replaced by another language in the future, or by translation technology.

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Science and technology are the decisive factors. Due to the rapid development of embedded devices and artificial intelligence in the 21st century, the machine translation provided by smart devices can remove language barriers between the two countries in the near future. The current real-time translation technology has made breakthrough progress, and it has reached the level of a professional interpreter in the support of some languages.

Although this type of technology is not widely used, it is used and tested in some informal communication. Compared with real-time translation technology, static text translation has been widely used in life. We can see that many browsers provide the function of a one-click translation of web pages. Some applications, such as Twitter, Instagram, etc. provide built-in translations. Its accuracy allows us to handle most life scenarios, such as placing orders on shopping websites in other languages and watching the news on the websites.

Once machine translation reaches a certain level, the function of English as a common language to facilitate the communication between people of different languages will lose its effect, and the status of English will inevitably decline. If people can communicate fluently with the translation machines, the number of people learning English will inevitably drop drastically. I think this realization may not be far away, maybe ten years, maybe thirty years.

But regardless of whether English will be replaced by new languages in the future, or eliminated by science and technology, it is very necessary to learn in the last two decades. For individuals, English is an extremely important instrument in the process of understanding the world. For developing countries, English is a bridge for international trade with other countries and an essential foundation for the development of science and technology.

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